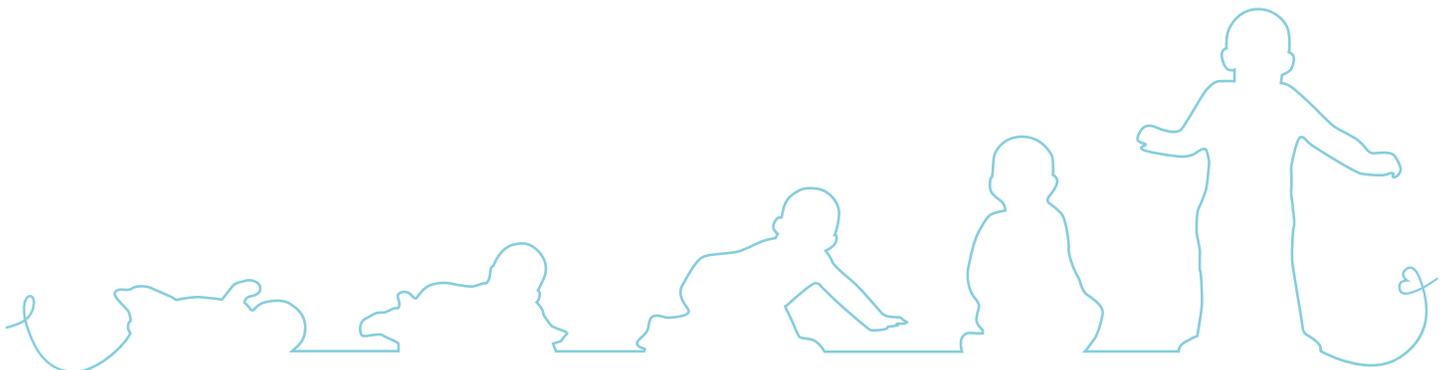




version 1 | 2017

MEDIA KIT

It's about more than just baby teeth.



ABOUT

WHAT IS ECC?

Early Childhood Caries (ECC) is the most common infectious disease in young children between 2-5 years of age in North America. Healthy Mouth Healthy Child (HMHC) is committed to the preventative healthcare of children starting in infancy. The mission of HMHC is the elimination of the most common, chronic infectious disease in children between 2-5 years of age in North America; early childhood caries. ECC, also known as childhood cavities, is an infectious disease that affects 28% of children (5.6 million) in North America between the ages of 2-5. It is a progressive disease that impacts a child's health and development over a lifetime if left untreated.

ECC is most prevalent during a critical time in a child's life; when a child's brain is developing at the most critical and fastest rate in their lifetime (1-5 years of age). ECC is caused by a variety of factors, but the most common is negligent care of baby teeth. The condition can also be transferred from caregivers to children. The result is chronic pain, infection and inflammation, which negatively impacts the child's development and has lifelong affects. It's about more than just baby teeth. ECC affects children across various socio economic backgrounds and is growing at an increasing rate. The great news is that it's 100% preventable and the cost to prevent this disease is minimal or free. A child's baby teeth need a healthy routine just as do adult teeth.

WHAT WE BELIEVE

Our desire is to empower parents through education on how to optimally care for their children and give them the best beginnings of a healthy life, beginning at birth. We need the community to engage in changing the way we think of baby teeth and how significant their impact is on overall health. The mouth is the gateway to the body. For our whole self to be healthy, the mouth has to be healthy.

**ECC AFFECTS 28%,
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INCREASING RATE.**



GOALS

HOW WE DO IT

HMHC's goal is to eradicate ECC through 3 areas of focus:

1. FREE CLINICS

Free dental examinations for children 12 months and younger throughout North America. The American Academy of Pediatric Dentists recommend that children have their first visit to a dentist at 6 months of age and no later than 12 months of age.

2. EDUCATION

Provide comprehensive education programs and literature for caregivers of children and healthcare professionals. Teach preventative practices and raise awareness of the importance of oral hygiene starting in infancy.

3. RESEARCH

Continue to research the developmental, health and social implications that non-treated ECC has on our children and society. Through collective research we can create effective plans to help kids live healthier and happier lives.

THE CHRONIC PAIN,
INFECTION AND
INFLAMMATION
CAUSED BY ECC
NEGATIVELY IMPACTS
A CHILD'S HEALTH AND
DEVELOPMENT.



GOALS

FREE CLINICS + EDUCATION

September 2017 – Inn from the Cold Partnership

Goal: To ensure every family that stays with Inn From the Cold has the tools and education to ensure their child has a healthy mouth.

How we reach it: By running monthly clinics at the centre to ensure kids without a home are getting the dental care that they need. Educating parents on how to ensure their children do not get cavities and how they can help them to keep their kids teeth clean and healthy. Each clinic within Calgary costs \$3,200 to run.

September 2017 - Back to School Campaign

Goal: To ensure every school aged child has the tools and education to have a healthy mouth.

How we reach it: Generate awareness of the Healthy Mouth Healthy Child brand in Calgary. Connect with schools throughout Calgary and provide teachers with the opportunity to register for a teeth cleaning demonstration with Mandy. Positioning Mandy as a leader in the industry of children's dental health. Supply "Smile-fairy" teeth cleaning kits to help generate awareness and ensure all children have the tools they need to have a clean mouth. Each "Smile-fairy" bag costs \$1.50 to produce.

January 2018 - Clinics to Rural Alberta

Goal: To ensure children in rural areas of our province have access to the basic tools they need for a clean and healthy mouth and to run dental clinics to educate and provide free dental work where needed to those who do not have access or cannot afford it.

How we reach it: TBD - It costs \$5,700 to run an out of town clinic. It would be ideal to run one per quarter for the 2018 year along with the continuing our partnership with Inn From The Cold.

**ECC IS ENTIRELY
PREVENTABLE
THROUGH EDUCATION
AND ORAL HEALTH.**



DR. LEONARD B SMITH

FOUNDER AND CEO

DDS.,M.Sc.,FRCD(C),FAAPD, Diplomate of the ABP

Dr. Smith began his pediatric dental Practice in 1972. He was the first formally trained pediatric dentist in Calgary and has maintained Dental Care for Children since that time. His passion for children is evident when you see him interacting with his patients and their families. He has dedicated over half his life focusing on the care and promoting health for all children.

He has held numerous positions in various organizations during his career:

Head of the Dental Department at Alberta Children's Hospital; Clinical Assistant Professor, Department of Pediatrics, Faculty of Medicine University of Calgary; President the Society for Dentistry For the Handicapped; Fellow of the Royal College of Dentists of Canada; Life Fellow of the American Academy of Pediatric Dentistry; Member of Canadian Academy of Pediatric Dentistry, Life Diplomat of the American Board of Pediatric Dentistry; Founder and President of the Society for A Healthy Mouth – Healthy Child (Alberta); Founder and President of the Foundation for A Healthy Mouth -Healthy Child (USA).

He has been married to his wife Hilda for 47 years and has two grown daughters and two grandsons.



MANDY SMITH-HABER

EXECUTIVE DIRECTOR

RDA II, CDBA, BA Sociology Minor Psychology

Mandy has worked in the dental field since 1997 both clinically and within the community. She specialized in pediatrics, specifically hygiene and oral health preventative education. She created and provided dental educational programming for early childhood aged children in the city of Calgary. Mandy has always been passionate about advocating for children's health and wellness.

Mandy has extensive volunteer experience, and has sat on the board of Las Palomas, a grass roots non-profit initiative in Arizona that focused on awareness campaigns and fundraising for local, underfunded women's and children's charities. She also has volunteered with CUPS and the mustard seed, as she believes that giving back is vital in one's life.

She is currently perusing her Master's degree in counseling psychology and looks forward to helping others achieve their goals and advocate for themselves.

Mandy has two children with whom she resides with in Calgary.



CONTACT

MEDIA INQUIRES

For media inquiries please contact us!

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HOW YOU CAN HELP

We are building a community of supporters to raise awareness of ECC and our mission to eradicate the most common infectious disease affecting babies and toddlers.

Donate by visiting our website healthymouthhealthychild.org or to receive the HMHC e-newsletter. We will share pediatric dental care tips for caregivers and keep our supporters informed with the progress of our cause.

