



How the OralLongevity™ Initiative Evolved

2004

- ADA Foundation establishes grants for pilot programs addressing access to care issues for older adults, using a \$250,000 grant from GlaxoSmithKline (GSK) Consumer Healthcare.

2005

- The ADA Foundation receives an unprecedented 178 grant applications. Six pilot programs receive grants: The American Red Cross, the National Foundation of Dentistry for the Handicapped, the New York State Dental Foundation, Ohio Dental Association, Medical College of Georgia School of Dentistry, and the Spokane Regional Health District.
- The 2005 Aging Conference convenes at the ADA annual session in Philadelphia, presented in cooperation with Special Care Dentistry and the ADA Council on Access, Prevention and Interprofessional Relations, and underwritten by GSK Consumer Healthcare.
- Building on the success of the ADA Access to Oral Health Care for Older Adults Initiative, GSK Consumer Healthcare pledges \$1 million over three years to the ADA Foundation to address the oral health needs of older adults.

2006

- GSK Consumer Healthcare underwrites a daylong CE program at annual session in Las Vegas, "Bringing Mainstream Dentistry to the Aging Population," that draws a capacity crowd of more than 750 dental professionals.
- The ADA House of Delegates passes Resolution 5H-2006. Strategies to Address Oral Health Issues of Vulnerable Elders include more than two dozen specific strategies in the areas of advocacy; education of health care workers, the public and policymakers; research; exploring new dental benefit options for elders; and exploring dental workforce needs to support elders' oral health care. The resolution is the culmination of two years of study by a task force convened at the direction of Res. 73H-2004.

2007

- The OralLongevity Initiative—a joint effort of the ADA, the ADA Foundation and GSK Consumer Healthcare—launched with a special 48-page supplement in the September *Journal of the American Dental Association*, "Oral Health and the Aging Population." This was supported by the distribution of the OralLongevity—A Healthy Smile for Life patient brochure and an Oral Health Awareness educational DVD program via the September JADA to 155,000 ADA members and at the OralLongevity booth at annual session in San Francisco. A dedicated continuing education track at annual session drew 2,614 participants, and a special Web area on ADA.org was launched to provide OralLongevity information.

2008

- The OralLongevity program was featured at the National Museum of Dentistry in cooperation with Elderhostel programs directed to senior adults.
- The OralLongevity program continued to distribute educational DVDs and brochures to dental professionals as well as consumers. These materials and new information tools were made available for download on the ADA web site.
- OralLongevity sought to focus consumer attention on the oral health needs of an aging population through an advertising campaign in AARP magazine and web site.
- OralLongevity materials were distributed to applicants in the Senior Smiles program sponsored by the Alliance of the ADA in collaboration with Henry Schein, Inc. and GlaxoSmithKline Consumer Healthcare.
- Annual session events include the popular dedicated continuing education track as well as a Senior Smiles event highlighting the work of the San Antonio Christian Dental Clinic.