

To ensure receipt of our e-mails, please add us to your Address Book.

[CLICK FOR PRINTABLE VERSION](#)

Partnering with corporate sponsors has been a win-win situation for the ADA and industry. Millions of dollars of corporate support have enabled us to better fulfill our mission to the public and the profession and have garnered positive impressions for participating corporate sponsors' products and services. In this issue, we'd like to share recent examples of how corporate partners have helped us increase our reach and create valuable programs.

In this Issue

- ▶ [New Collaboration To Benefit Kids Announced](#)
- ▶ [Order a Save the World from Cavities Office Display Kit](#)
- ▶ [Partnership Improves Access to Care for Older Americans](#)
- ▶ [Additional Collaborative Programs](#)

NEW COLLABORATION TO BENEFIT KIDS ANNOUNCED



The ADA has entered into an exciting collaboration with the **National Museum of Dentistry** in Baltimore and **Colgate**. Our joint venture, MouthPower, is an oral health education program for children ages 8–11. The MouthPower Traveling Oral Health Education Program will incorporate key oral health messages about the importance of good oral hygiene, balanced nutrition and regular dental visits in addition to other relevant topics such as mouthguards and avoidance of tobacco.

[Full Story](#)

[Return to Top](#)

What do YOU think?



Do you think the ADA does a good job making it clear that corporate sponsorship does not equate to product or company endorsement?

E-mail your response to: briefmailer@adamail.org

[ADA Responds to Comments and Questions about Give Kids A Smile](#)

[Change your e-mail address](#)

Hot Button Info



ORDER A SAVE THE WORLD FROM CAVITIES OFFICE DISPLAY KIT

The ADA and **Colgate** currently co-sponsor **Save the World from Cavities**, a multimedia consumer campaign to raise awareness about cavity prevention and encourage dental visits by children. Beginning in October 2004, children were able to get a special Save the World from Cavities form from retail outlets, the Internet or participating dental offices, which they can get stamped at their next dental visit.

[Full Story](#)

[Return to Top](#)

PARTNERSHIP IMPROVES ACCESS TO CARE FOR OLDER AMERICANS



The ADA Foundation (ADAF), in partnership with dental businesses and corporations, helps to improve health and makes a difference in the lives of thousands of individuals. Recently the ADAF and **GlaxoSmithKline** partnered to improve access to care for older Americans. Thanks to GlaxoSmithKline's generous financial support, at least four grants of up to \$50,000 will be awarded to organizations providing oral health care to semi-dependent older adults who face significant barriers to care.

[Full Story](#)

[Return to Top](#)

ADDITIONAL COLLABORATIVE PROGRAMS

[Cafeteria Tray Liners Provide Educational Outreach Opportunity](#) •

[Technology Exhibit for Dental Team Members on Tour](#) •

[Corporate Partners for Give Kids A Smile Contribute \\$5 Million in Goods and Services](#) •

[Dental Health: A Guide for African Americans](#) •

[Matsco Supports ADA New Dentist News](#) •

[Dentistry & Diabetes Satellite Media Conference](#) •

[We Need Your Opinion](#)

[Check This Out: Ideas from the ADA Library Staff](#)

[ADA Institute for Diversity in Leadership Deadline May 2](#)

[ADA Dental Students' Conference on Research April 9-12](#)

[June 23-25: ADA 19th New Dentist Conference](#)

[Great-West Fellowship Nurtures Dental Scientists of the Future](#)

Applications Must be Postmarked March 25

[Return to Top](#)



Copyright © 2005 American Dental Association 211 E. Chicago Ave. Chicago, IL 60611. Reproduction or republication strictly prohibited without prior written permission. See [Privacy Policy](#) and [Terms of Use](#) for further legal information.

You are receiving *Community Brief* because you are an ADA Member, have subscribed through our Web site, or have requested a subscription. To unsubscribe from *ADA Community Brief* or change your e-mail address, please [click here](#). We will not give or sell your e-mail address to any entity outside the ADA, its subsidiaries and affiliated entities (such as state and local dental societies). This newsletter is sent from the domain "adamail.org." Please use this domain name (not the entire "from" address, which varies) when configuring e-mail or spam filter rules, if you use them.