



Dan Hubig

Recent U.S. Arrivals Respond Better to Campaign of Oral Hygiene

Newer immigrants appear to be the most receptive to messages about oral health, concluded a recent study in the *Journal of Consumer Research*.

Disadvantaged communities were evaluated on the effectiveness of an oral health outreach program. The most effective strategy for improving the participants' oral health habits was to spotlight the social benefits of having a pretty grin, said article authors Shuili Du of Simmons College; Sankar Sen of City University of New York; and C.B. Bhattacharya of Boston University, in a press release in *ScienceDaily*.

"Our findings suggest that, among children from less acculturated families, participation in this oral health program leads to not only more favorable beliefs about

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3D Diagnostix Web Ordering for CT-Based Digital Dentistry

3D Diagnostix has released 3DDX Connect, a free to use Web site that lets clinicians transfer their 3-D cases and treatment plans over a secure connection that follows HIPAA regulations. A user can simply log in to the site once they've registered and check boxes to

order the services of their choice. Services include quadrant or arch 3-D reconstructions, radiology reports, treatment plans, and online software training. Files can be sent easily, and 3DDX Connect allows the user to track the progress of services and billing of their case. 3DDX Connect accepts all major credit cards for easy online shopping. For more information go to www.3ddx.com.

Can Sugarless Lollipops Reduce Tooth Decay?

An article in the November 2008 issue of the *Journal of the Michigan Dental Association* reported there is research currently under way at a number of institutions to determine if ingredients in a special sugar-free lollipop actively target and kill bacteria that causes cavities.

Scientists at the University of Michigan, the University of California, Los Angeles, and the Beaumont Hospital division of Geriatric Medicine (Detroit), in a study funded by Delta Dental, are looking at lollipops manufactured by Dr. John's Candies of Grand Rapids, Mich., that contain extract of licorice root (*glycyrrhiza uralensis*), thought to kill the bacterial agent primarily responsible for tooth decay.

The study, said Jed Jacobson, Delta Dental's chief science officer, is intended to help find effective regimens that will encourage prevention and control of dental disease in nursing home residents and children.





Continued Care Required in Many Cases of Cleft Lip and Palate

According to a new study, adult patients with cleft palate and lip continue to face health and mental problems that often require the assistance of more than one specialist.

Authors Cher Bing Chuo, Yvonne Searle, Alison Jeremy, Bruce M. Richard, Ian Sharp, and Rona Slato said in their article, “The Continuing Multidisciplinary Needs of Adult Patients with Cleft Lip and/or Palate,” that appeared in an edition of *The Cleft Palate — Craniofacial Journal*, which is published by the American Cleft Palate–Craniofacial Association, patients include those continuing their care from childhood and others seeking intervention or new advice.

“Some adult patients of all ages and all cleft types continue to have problems related to their cleft lip and/or palate and want intervention for those problems,” the authors said. The most common problem is persistent nasal deformity. Other issues include problems related to speech, teeth, social life, and hearing, as well as

social skills and social withdrawal.

The study examined patients who have been treated at adult multidisciplinary cleft clinics in the West Midlands, U.K., since June 2000. The researchers reviewed the number and nature of the patients’ problems as well as the types of treatment they required in 2004.

Of the 145 patients seen in the adult cleft clinic, 55 attended as part of their continuing care. Ninety recently were referred as adults to the cleft service. Patients ranged in age from 15 to 70 years and had, on average, three clinical problems each.

“Intervention for the patients reviewed in this study included varied types of surgery, dental rehabilitation, psychological assessment and support, and speech assessment and therapy,” according to the authors. “The problems of adults with cleft lip and/or palate may be changing. Our study supports the need for a specialist multidisciplinary cleft clinic to provide continuing care for patients who have a history of cleft lip and/or palate.”

Study: Mouthwashes Can Take on and Beat Bad Breath

Halitosis may have met its match in certain mouthwashes.

Zbys Fedorowicz of the Bahrain Ministry of Health, led a study of nearly 300 people, who were at least 18 years old and did not have any serious mouth or chronic gum diseases, or other health issues such as diabetes. The studies were two, four, or six weeks long. Participants from the United States, the Netherlands, Spain, Israel, and Thailand were randomly given mouthwashes or a placebo. The results? It does matter which mouthwash you use. The difference can either mask or eliminate halitosis altogether.

“We found that antibacterial mouth rinses, as well as those containing chemicals that neutralize odors, are actually very good at controlling bad breath,” Fedorowicz said in a news release. Researchers also found that mouthwashes that contain chlorhexidine can temporarily stain the teeth and tongue and reduce taste in one trial.

Chlorhexidine- and cetylpyridinium-containing mouthwashes got rid of bad breath likely from decreasing the amount of bacteria in the mouth. Chlorine dioxide and zinc versions neutralized the malodor, a stinky concoction of food bits and bacteria.

Researchers said halitosis is worldwide. Almost half of the U.S. population say they have it; about 50 to 60 percent of those living in France make the same complaints, and 24 percent of those residing in Japan “say it’s a problem,” according to a press release.



Preventive Dental Services Program Launched

A preventive dental program known as “Into the Mouth of Babes” in North Carolina has trained physicians in more than 400 pediatric primary care offices to screen for tooth decay.

With young children from low-income families experiencing high levels of tooth decay and facing numerous barriers to getting dental treatment and preventive services, and the fact that these children typically visit their pediatrician or other primary care provider far more frequently than a dentist, the primary care medical setting is gaining popularity as a place to provide preventive dental services.

Researchers at the University of North Carolina at Chapel Hill and Duke University examined factors that lead to dental referrals by physicians and whether these referrals result in dental office visits for children who received Into the Mouth of Babes, IMB, services. The study was funded by a grant from the National Institute of Dental and Craniofacial Research.

Using information from Medicaid reimbursement claims for IMB services provided during 2001 and 2002 and patient records completed by physicians for 24,403 children, patient records provided data on the child’s tooth decay experience, results of a dental risk assessment, and whether the child was referred to a dentist, according to a press release from *Science Daily*. Of those 24,403 children, 2.8 percent were referred to a dentist; 3.5 percent made a dental visit before 42 months of age; and 5 percent had tooth decay.

Among those children with tooth decay, 32 percent were referred, and a higher percentage of children with a referral visited a dentist (35.6 percent) than those not referred (12.0 percent).



Dr. Fresh’s FireFly Boppin’ Barnyard Musical Timer Toothbrush ↑

It takes 60 seconds to fully brush top teeth, and another 60 seconds to brush the bottom. Why not brush to music? Dr. Fresh uses music to keep kids brushing. The Boppin’ Barnyard toothbrush plays the kid-favorite “Old Mac Donald” when the button on its handle is pressed. Once the music stops, the child will know it is time to press the button again and start brushing their bottom teeth. Since young children enjoy music, the Boppin’ Barnyard toothbrush is a great way to increase their interest in oral hygiene. The bright orange and blue toothbrush, featuring the new FireFly character, Country Boy Roy, will no longer play music when it is time to replace it (approx three mos.). The gentle bristles are end-rounded, nylon strands that bend immediately back into shape after use. Recommended for age 3-12, and retails for \$2.49. For more information go to www.dr.fresh.com.

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the health-related (preventing cavities and gum diseases) and psychosocial (beautiful smile and self-confidence) benefits of oral care behavior, but also an increase in oral care behavior such as brushing, flossing, and dental checkups,” the authors said.

In 2002, the U.S. Department of Health and Human Services said there exists a “silent epidemic” of oral and dental disease that is pervasive in communities where the residents are disadvantaged, especially children of minority ethnic and racial groups.

Families who had been in the United States longer than their recent arrival counterparts were less responsive to the messages of the oral hygiene campaign.

Participants in urban areas with large Hispanic populations comprised the focus groups. These participants had children in the national oral health outreach program,

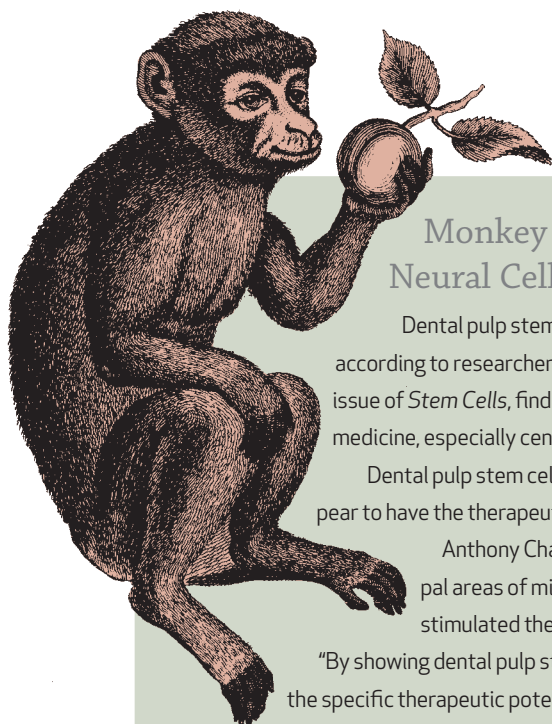
which was launched nine years ago, and involved a corporate sponsor, the Boys and Girls Club of America, as well various dental schools, and the American Dental Association.

Parents of the participants reported to researchers that they intended to purchase the sponsor’s products. “Their intention to reciprocate toward the company is proportionate to their perceptions of how much the program helped their children and family, the authors wrote.

REFERENCE:

Du et al, Exploring the Social and Business Returns of a Corporate Oral Health Initiative Aimed at Disadvantaged Hispanic Families. *Journal of Consumer Research*, 2008; 0 (0): 080415174210332 DOI: 10.1086/588571

Adapted from materials provided by University of Chicago Press Journals, via *ScienceDaily*, Aug. 22, 2008. A Reason To Smile: New Immigrants Respond Best To Oral Hygiene Campaign. *ScienceDaily*, <http://www.sciencedaily.com/releases/2008/08/080822131332.htm>.



Monkey Stem Cells Stimulate Growth of New Neural Cells

Dental pulp stem cells are able to generate and stimulate the growth of a number of neural cells, according to researchers at the Yerkes National Primate Research Center, Emory University. In a fall issue of *Stem Cells*, findings suggest dental pulp stem cells can be used in cell therapy and regenerative medicine, especially central nervous system therapies.

Dental pulp stem cells have been used for the regeneration of craniofacial and dental cells, and appear to have the therapeutic potential for Parkinson's and Huntington diseases.

Anthony Chan, DVM, PhD, a researcher from Yerkes, and his team placed into the hippocampal areas of mice, the dental pulp stem cells from the tooth of a rhesus macaque. The cells stimulated the growth of new neural cells, many of which formed neurons.

"By showing dental pulp stem cells are capable of stimulating growth of neurons, our study demonstrates the specific therapeutic potential of dental pulp stem cells and the broader potential for adult stem cells," said Chan, who also is an assistant professor of human genetics in Emory School of Medicine.

Dental pulp stem cells can be isolated from people, regardless of age, while at a dental visit. Chan said he is interested in the possibility of dental pulp stem cell banking. "Being able to use your own stem cells for therapy would greatly decrease the risk of cell rejection that we now experience in transplant medicine," he said.

Chan and his team now plan to see if dental pulp stem cells enhance the brain cell development in monkeys with Huntington's disease in comparison to the way dental pulp stem cells develop from healthy monkeys.

Adapted from materials provided by Emory University, via *ScienceDaily*, Nov. 12, 2008, <http://www.sciencedaily.com/releases/2008/11/081111142606.htm>.



Topical Oral Syrup Prevents Early Childhood Caries, Study Shows

Toddlers given a topical oral syrup had a significant reduction in decayed teeth, said University of Washington researchers.

Children between the ages of 6 and 15 months during a clinical trial in the Marshall Islands were administered xylitol daily to see if it prevented early childhood tooth decay.

Almost 76 percent of the children receiving xylitol were caries-free by the end of the trial, compared to 48 percent of their counterparts who did not receive the fruit-flavored syrup, a five-carbon sugar alcohol used as a sugar substitute.

The study selected the Marshall Islands based on the serious public health problem of childhood caries. According to the report, the average child entering Head Start

at the tender age of 5 has almost 7 cavities — about two to three times the rate in a typical mainland population.

The researchers were from the Northwest/Alaska Center to Reduce Oral Health Disparities and the Department of Dental Public Health Sciences at the University of Washington, Seattle.

HRSA Maternal and Child Health Bureau and the National Institute of Dental and Craniofacial Research provided funding.

Adapted from materials, International & American Association for Dental Research, via EurekAlert!, a service of AAAS, via *ScienceDaily*, July 7, 2008. Topical Oral Syrup Prevents Early Childhood Caries, Study Shows. *ScienceDaily*, <http://www.sciencedaily.com/releases/2008/07/080705140014.htm>.



Easing the Headache of Paying Bills

Paying bills online can ease what can otherwise be a monthly burden of fumbling through paper, writing checks and filing. The Nov. 20, 2008, issue of the *Wall Street Journal* featured an article by reporter Mary Pilon, in which she examined three online bill-paying services: Quicken Bill Pay (quickenbillpay.com); PayTrust (paytrust.com); and MyCheck-Free (mycheckfree.com).

Noting that there is a growing market for such services, with people now paying an average of 11.5 bills a month online, and that 74 percent of households pay at least one bill online monthly, Pilon and two assistants reviewed the three bill-paying sites to see how they can help people un-

dertake this regular, if unpleasant, task.

Quicken Bill Pay, at \$9.95 a month, was convenient in that it allowed users to integrate the online component with Quicken desktop software, but it was somewhat difficult to set up, Pilon said.

PayTrust, with a number of costs, depending on the options one chose, is convenient, but sends out duplicate reminder emails. "We liked that you could also set up payments to nonconventional bills, like a babysitter or a friend you owe money to," wrote Pilon.

Finally, MyCheckFree, which, as its name implies, is free, offers a lot of variety, but doesn't allow users to pay some fairly common bills on line, including Sallie Mae student loan bills.

Dr. Fresh FireFly MouthSwoosh

→ Good brushing habits are important for a child's oral health, but it may be time to add a little something to their daily hygiene routine. Dr. Fresh's FireFly MouthSwoosh is a great tasting, sugar- and alcohol-free mouth rinse that fights against cavities and strengthens tooth enamel. FireFly MouthSwoosh is bright pink in color and tastes like bubble gum. It features an LCD light in the cap so that the child



will know exactly how long to keep swishing for effective protection. FireFly MouthSwoosh is recommended for children age 6 and older, and should be used under adult supervision once daily. FireFly MouthSwoosh retails at \$4.99. For more information go to www.drfresh.com.

UPCOMING MEETINGS

2009

April 20-22	National Oral Health Conference, Portland, Ore., nationaloralhealthconference.com .
May 14-17	CDA Presents <i>The Art and Science of Dentistry</i> , Anaheim, 800-CDA-SMILE (232-7645), cda.org .
Sept. 11-13	CDA Presents <i>The Art and Science of Dentistry</i> , San Francisco, 800-CDA-SMILE (232-7645), cda.org .
Sept. 30-Oct. 4	American Dental Association 150th Annual Session, Honolulu, Hawaii, ada.org .
Nov. 8-14	United States Dental Tennis Association fall meeting, Scottsdale, Ariz., dentaltennis.org .

2010

April 26-28	National Oral Health Conference, St. Louis, Mo., nationaloralhealthconference.com .
May 13-16	CDA Presents <i>the Art and Science of Dentistry</i> , Anaheim, 800-CDA-SMILE (232-7645), cda.org .
Sept. 24-26	CDA Presents <i>the Art and Science of Dentistry</i> , San Francisco, 800-CDA-SMILE (232-7645), cda.org .

To have an event included on this list of nonprofit association continuing education meetings, please send the information to Upcoming Meetings, CDA Journal, 1201 K St., 16th Floor, Sacramento, CA 95814 or fax the information to 916-554-5962.