

## CompBenefits Texas Quality Improvement Program Project

**Project Name:** Health Promotion/Outreach 2005

**Project Type:** Quality of Care/Preventive Health

**Project Sponsors:** CompBenefits and American Dental Association (ADA) – Give Kids A Smile

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### Background:

The Give Kids A Smile® name was first used by the Greater St. Louis Dental Society and a group of dentists who set up a temporary full-service clinic that treated nearly 400 children over two days in February 2002.

Since 2002 the program has grown enormously, and in 2005 resulted in treatment of over 500,000 children. Events take place at approximately 2000 locations across the nation, with over 27,000 dental team volunteers and 12,000 dentists, providing free services to underserved children.

The ADA's role in the national Give Kids A Smile project is to function as an umbrella for the numerous charitable education, screening, prevention and comprehensive treatment programs already in existence by having as many of them as possible occur on the same day under the same brand. At the same time, the campaign provides a framework for identifying, cataloging and recognizing the many access activities—large and small—that take place throughout the year.

### Objectives:

- Patient education regarding the prevention of oral disease and oral hygiene methods to participants
- Providing basic preventive dental care to a target population of underserved children across the nation in a one-day event.

### Methods/Materials:

- Preventive Health Education Brochures/handouts
- Dental Kit {soft-bristled toothbrush, toothpaste and dental floss}
- Oral exam
- Basic preventive care/prophylaxis

### Outcome/

#### Gains Achieved:

The Give Kids a Smile project was successful in educating the participants on the prevention of oral disease and proper oral hygiene techniques. More than 12,000 dentists and 27,000 dental team members provided free dental care valued at \$41 million to some 500,000 needy children across the nation. CompBenefits made a financial contribution of \$250 to the ADA Foundation to help support their efforts with the project.