December 21, 2009

Dear Mayor and Council;

In times of economic uncertainty, as government at all levels receives additional requests for assistance from constituents, we must seek innovative ways to provide necessary services for residents.

This year, the New Jersey Dental Association is entering its 8th year sponsoring the Give Kids a Smile! annual statewide day of free dental care for children age 12 and under. This year, on Friday, February 5, 2010, more than 80 locations around the state will over free dental services.

Of particular importance with this program, there is no means testing for families to participate. Parents can make appointments for their children without having to reveal family income information. As you know, many families now face the prospect of providing health and dental care for their children without insurance. By providing free dental care for children, we can help families receive effective preventive care today and avoid costly emergency dentistry in the future.

Please take the time at your next council meeting to advertise this program and help families in need receive important dental care. If you have any questions, please contact my office at 732-866-1695.

Sincerely,

Jennifer Beck
Senator, District 12

Declan O'Scanlon
Assemblyman, District 12

Caroline Casagrande
Assemblywoman, District 12
Give Kids A Smile—
More than just a day

What is Give Kids A Smile?
Give Kids A Smile (GKAS) is a national program modeled after the St. Louis, MO program of the same name. Once a year, on the first Friday in February, volunteers in the dental community give their time and services to deliver screenings and treatment to needy children age 12 and under, absolutely free.

In New Jersey, nearly 4,000 children each year take part in the program at more than 80 locations in almost every county in the state. Each year, more than 1,000 volunteers make the program happen in urban, suburban and rural settings since it began in 2003.

Through the cooperation of the University of Medicine and Dentistry of New Jersey, the New Jersey Dental Hygienists’ Association and the New Jersey Dental Assistants’ Association, the volunteers in New Jersey make GKAS a true team effort.

Though this one day receives much attention, dentists treat patients each day free of charge without fanfare or media attention.

Tooth decay (or cavities) is the #1 chronic childhood disease in America and is largely preventable. It is five times more prevalent than asthma, and disproportionately affects children from low-income families.

A Tragedy That’s Preventable
Thousands of children live in New Jersey with persistent, distracting pain, the inability to chew and eat properly and disfiguring decay and swelling. The crisis is staggering:

- About 1/3 of all children in the U.S. have no dental insurance
- Uninsured children are 2.5 times less likely to receive dental care than insured children
- 80% of tooth decay in the U.S. is suffered by 25% of the children
- 51 million school hours are lost each year to untreated cavities
- Economic disadvantage is the single best predictor of tooth decay in children
- NJ ranks 49th of 50 states in the number of people who have access to fluoridated community water supplies

The good news is that—with periodic oral healthcare, good oral hygiene and fluoridated water—oral disease is preventable.

How Can Parents and Children Take Advantage of GKAS?
School nurses around the state are notified about the program and are provided a list of the participating dental offices months in advance of the February date. They, in turn, notify parents about the program in December and January. Information on the program is also available online at www.njda.org/gkas or via the program’s hotline at (877) 576-9278 60 days prior to the event.

Those looking to volunteer should contact the local participating dental offices to inquire about opportunities.

It is important for community leaders, parents, guardians and school nurses to understand that volunteerism is not a sustainable healthcare delivery model. And, although the GKAS program is an annual event, parents should establish a dental home at a local dental office or dental clinic for their children. The New Jersey Dental Association offers an online find-a-dentist service at www.njda.org.
GKAS is the nation's leading charitable oral health program

The GKAS program in New Jersey is the culmination of the efforts of several different organizations under the direction of the New Jersey Dental Association. The entire dental community, both public and private sectors, comes together to ensure the delivery of care to thousands of children who otherwise may not be able to afford it. Services rendered include hygiene instruction, cleanings, screenings, x-rays, fillings, extractions, fluoride treatments, oral health education and much more.

Volunteers work to ensure the program is fun and educational and that it gives many children a great first impression of visits to the dentist.

"A Healthy Smile on Every Child is the Goal of the GKAS in NJ!"

New Jersey Dental Association

One Dental Plaza
P.O. Box 6020
North Brunswick, NJ 08902
Phone: 732-821-9400
Fax: 732-821-1082
Web: www.njda.org
# NEW JERSEY PARTICIPATING LOCATIONS

February 5, 2010

(All free visits are by appointment only. Call location(s) for exact addresses.)

## Atlantic
- UMDNJ, Galloway – 609-652-0501
- UMDNJ, Northfield – 609-645-5814

## Bergen
- Washington Dental, Bergenfield – 201-384-2425
- Dental Care for Kidz, Englewood – 201-569-5437
- Sparkle Kids Dentistry, Fair Lawn – 201-475-1600
- Dr. Ali Weisberg, Fort Lee – 201-461-4800
- NHCAC Health Center, Garfield – 201-210-0200
- State Street Smiles, Hackensack – 201-487-7030
- Dr. Lori Nasif, Fort Lee – 201-224-6430
- Bergen Community College, Paramus – 201-612-5390
- Dr. Jamie Diamont-Golub, Westwood – 201-944-7636

## Burlington
- Armstrong Dental, Moorestown – 856-235-0415
- Rockwell Dental, Mount Holly – 609-298-5800
- Burlington County College, Pemberton-609-894-9311 x1074

## Camden
- Camden County College, Blackwood-856-227-7200 x4631
- CamCare, Camden – 856-963-8768
- CamCare, Camden – 856-635-0307
- CamCare, Camden – 856-602-4012
- CamCare, Clementon – 856-627-7701
- Lakeside Dental, Sicklerville – 856-740-1110
- UMDNJ, Somerdale – 856-566-6969

## Cape May
- Comm. Health Care, CMCH - 856-465-0258 x2809

## Cumberland
- CC Technical Education Center, Bridgeton – 856-451-9000

## Essex
- Mountainside Hospital, Montclair – 973-429-6887
- Newark Beth Israel Medical Ctr., Newark - 973-926-7642
- UMDNJ-NJ Dental School, Newark – 973-972-4719
- Chestnut Dental, Newark – 973-732-3484
- Kindersmile Foundation, Upper Montclair – 973-744-7003

## Gloucester
- Turner-Wood Dental, Glassboro – 856-881-5080
- CamCare, Paulsboro – 856-687-2200

## Hudson
- Riverview Dentistry, Hoboken – 201-653-2929
- Jersey City Medical Center, Jersey City – 201-369-3229
- NHCAC Health Center, Union City – 201-210-0200
- Dr. Michael Schwarz, Union City – 201-868-9565

## Hunterdon
- Perryville Family Dentistry, Union Twp. – 908-730-8988

## Mercer
- Henry J. Austin Health Center, Trenton – 609-278-5951

## Middlesex
- Dr. Lawrence Brent, Cranbury – 609-409-3992
- Doctors of Dental Medicine, Dayton – 732-329-3113
- Drs. Mark Vitale & Paul Tedeschi, Edison – 732-494-7575

## Middlesex Cont’d
- Middlesex County College, Edison – 732-906-2536
- JFK Medical Center, Edison – 732-321-7608
- Dentistry at S. Brunswick, Monmouth Jct. – 732-951-0099
- RWJ Hospital, New Brunswick – 732-937-8653
- KidsDent, Old Bridge – 732-679-2323
- Menendez Health Ctr., Perth Amboy – 732-376-9333

## Monmouth
- Grill Dental, Deal – 732-531-3311
- Adults and Kids Dental Care, Hazlet – 732-264-8001
- Dr. Saara Nieminen-Cisneros, Keansburg – 732-495-8600
- Monmouth Medical Center, Long Branch – 732-923-6587

## Morris
- Kimowitz Family Dental, Denville – 973-627-3363
- Zufall Health Center, Dover – 973-328-3344
- Dr. Sidney Chonowski, Morristown – 973-538-1100
- All Smiles Dentistry, Morristown – 973-267-0270
- Morristown Memorial Hospital, Morristown – 973-971-5442

## Ocean
- CHEMED Health Center, Lakewood – 732-534-8061
- Dr. Heejin Choi, Lakewood – 917-834-5580
- Ocean health initiatives, Lakewood – 732-363-6655
- Tooth Doctor, Manahawkin, 609-597-6990
- Dr. Valeria Barba, Manasquan – 732-223-4416
- Ocean Pediatric Dental Assoc., Toms River-732-473-1123
- Ocean Health Initiatives, Toms River 732-552-0377
- DeMarco Family Dental, Tuckerton, 609-296-8700

## Passaic
- Dr. Jason Rosenfeld, Butler – 973-838-0093
- NHCAC Health Center, Passaic – 201-210-0200
- St. Joseph’s Health Center, Paterson – 973-754-4250
- Paterson Public Schools, Paterson – 973-321-1277
- Dr. Laurence Breiterman, Wayne -973-694-2835
- Dr. Richard Blumenfeld, West Paterson – 973-256-3366

## Salem
- Dr. James Susack, Pennsville – 856-678-2033

## Somerset
- Hillsborough Family Dentistry, Hillsborough – 908-722-0321
- Dr. Gary Small, Manville – 908-722-6500
- All Brite Dentistry, Somerville – 908-722-1212

## Sussex
- Neighborhood Health Svcs., Newton – 973-383-7001
- Skylands Dental Care, Wantage – 973-875-7127

## Union
- Young Family Dentistry, Plainfield – 908-205-8755
- Neighborhood Health Svcs., Plainfield – 908-753-6401
- Dr. Alyssa Bernstein, Rahway – 732-388-3100
- UMDNJ-SHRP-ADE, Scotch Plains – 908-889-2460

## Warren
- Dr. Zahir Khokhar, Hackettstown – 908-850-0005

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[www.njda.org/gkas](http://www.njda.org/gkas)