

3M

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Stemwinder

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News

3M ESPE Division 'revs up' to support underserved children

Imagine visiting the dentist at a NASCAR race track. Hundreds of underserved children did just that in October through the "Give Kids A Smile" program — and 3M's help.

The 3M ESPE Division and the Henry Schein Cares Foundation sponsored the event, which provided free dental screenings and education at the Bank of America 500 race at Charlotte Motor Speedway, Charlotte, N.C. This event coincided with the 10th anniversary of the American Dental Association's Give Kids A Smile program.

The young patients — some seeing a dentist for the first time — attended the event on race day and received digital radiographs, fluoride treatments, and dental sealants, as needed. They also watched fun, educational oral hygiene videos. And they left with backpacks containing take-home dental goodies to promote good oral health. This included floss and toothbrushes, and a commemorative T-shirt. The digital X-rays taken for each child were uniquely embedded in a wristband and given to the children to bring to a future dental visit.

More than 100 dental professionals, including students and local members of the North Carolina Dental Society, volunteered their time to conduct treatment in support of the program.

Greg Biffle, driver of 3M's No. 16 race car, visited prior to the evening's race to sign autographs and take photos with the ecstatic crowd. In honor of this special program, Biffle's car and the uniform he wore in the race featured Give Kids A Smile, 3M ESPE and Henry Schein graphics.

"The entire day was fantastic — from the volunteers busily working with the children and the excitement of Greg Biffle's appearance, to the thrill of the big race that evening," said Karen Sullivan, marketing communications manager, 3M ESPE. "The event far exceeded our expectations of bringing awareness to the importance of good oral health in this community. And it was a strong contributor to the program's overall goal of eliminating cavities in children by 2020."

John Stefanick, director of industry and professional relations, 3M ESPE, also expressed his enthusiasm and gratitude for the division's involvement. "Most importantly, the message of eliminating childhood caries [cavities] was extremely well-received. It's very likely we will host future events like this at NASCAR races in other communities," he said.

The Give Kids A Smile program has delivered more than \$5 million in dental care to nearly 10,000 children who otherwise would not have access to dental care. For more information, visit the website below or Give Kids A Smile on Facebook. Visit the second site below to learn how to purchase a collector's edition No. 16 NASCAR commemorative car, with proceeds going to Give Kids A Smile.

online: www.ada.org/givekidsasmile
www.henryscheindental.com/GKASNASCAR

