October 2018 Media Template

Dental Hygiene Month

NOTE: Final letters should be no more than 250 words

Avoiding tobacco a key part of good dental health

START YOUR LETTER BY SHARING THAT OCTOBER IS DENTAL HYGIENE MONTH, WHICH ENCOURAGES THE DEVELOPMENT OF GOOD DENTAL HABITS LIKE BRUSHING TWICE A DAY, FLOSSING REGULARLY, DRINKING FLUORIDATED WATER, AND RECEIVING REGULAR CHECK-UPS. FOLLOW BY STATING THAT THESE ARE ALL VERY IMPORTANT TO HAVING GOOD ORAL HEALTH, BUT PEOPLE CAN ALSO KEEP THEIR MOUTH HEALTHY BY AVOIDING TOBACCO.

**NOTE: THIS LTE WOULD BE MOST EFFECTIVE COMING FROM A DENTAL HYGIENIST OR DENTIST SINCE THEIR PERSONAL EXPERIENCE ADDS EXTRA WEIGHT TO THE PREVENTION/CESSATION APPEAL BEING MADE IN THE LETTER.** IF AVAILABLE, THEY SHOULD TALK ABOUT THE DAMAGE THEY’VE PERSONALLY SEEN TOBACCO DO TO PATIENTS.

**IF YOU DON’T HAVE A DENTAL PROFESSIONAL AVAILABLE TO WRITE/SUBMIT THE LETTER, USE THIS SPACE TO TALK ABOUT THE DAMAGE THAT** [**SMOKING**](https://www.cdc.gov/tobacco/campaign/tips/diseases/periodontal-gum-disease.html) **AND** [**TOBACCO**](https://www.cancer.org/cancer/cancer-causes/tobacco-and-cancer/smokeless-tobacco.html) **CAN DO TO DENTAL HEALTH.**

FOLLOW BY SHARING THAT IN ADDITION TO THE DAMAGE IT CAN DO TO TEETH AND GUMS, TOBACCO CAN ALSO HARM EVERY PART OF YOUR BODY ([**https://www.surgeongeneral.gov/library/reports/50-years-of-progress/consumer-guide.pdf**](https://www.surgeongeneral.gov/library/reports/50-years-of-progress/consumer-guide.pdf) **-- SEE EXAMPLES ON PAGE 10**).

ENCOURAGE READERS TO DO THE RIGHT THING FOR THEIR ORAL HEALTH BY QUITTING TOBACCO OR NEVER STARTING. URGE THEM TO CALL 1-800-QUIT NOW FOR FREE HELP, OR IF THEY’RE ON MEDICAID, TALK TO THEIR PHYSICIAN ABOUT THE MEDICAID CESSATION BENEFIT. ALSO LET READERS KNOW HOW TO CONTACT YOUR ORGANIZATION (**URL, SOCIAL MEDIA, ETC.**).