15th Anniversary

A healthy smile for every child.
Dear Give Kids A Smile supporter:

Few things in life are as rewarding as helping to improve a child’s well-being. Our reward is made even greater when we finally catch a glimpse of the radiant smile of that child.

That is the essence of the ADA Foundation’s Give Kids A Smile program – helping to ensure that every child has a healthy smile. It is what we have done for 15 years, for as many as 5.5 million kids!

We are proud to share our story of commitment, growth, and success, starting with the first national GKAS in 2003 and evolving through several innovations designed to make the program even more effective.

The following pages provide important data about the GKAS program. The real message, however, is in the gratitude that is expressed by the kids and their caregivers. A familiar adage is that a picture is worth a thousand words. In our experience, a picture represents a thousand smiles.

Whether you are a GKAS coordinator, volunteer, or financial and/or product supporter, we hope this report reinforces the pride that we all feel when we think of GKAS. If you have not been involved, we hope that this will motivate you to join our effort in some way. We can promise you that the satisfaction you experience will amaze you and the smiles you receive will captivate you.

Thanks to all of you who have been a part of our program, some from the very first day. We are all involved for the right reason – to help Give Kids A Smile.

A healthy smile for every child.

Sincerely,

Dr. Jeff Dalin
Co-founder, GKAS

Dr. William Calnon
ADA Foundation President

As tears are streaming down my face, I thank you for being put in our lives at a time when we needed to ask for help. Not only did [our granddaughter] get the dental care she needed, but she received it with such love, care and a SMILE.

— Grandparent of a GKAS Patient
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It gives me chills to think that millions of children have received care they normally would never have had. They will be able to eat and sleep better, have higher self-esteem, achieve more at school, and not be in pain any longer.

— Dr. Jeff Dalin, GKAS Co-Founder
In 2002, Drs. Jeff Dalin and B. Ray Storm held the first Give Kids A Smile® (GKAS) event in a run-down, soon-to-be-demolished dental clinic in St. Louis, where 15 patient chairs were scraped together to deliver free dental care to nearly 400 children.

The American Dental Association (ADA) recognized that this grassroots effort had great potential to raise awareness nationally about the importance of oral health to overall health, and about the staggering need that exists among millions of children who go without care. So in 2003, Give Kids A Smile evolved into a nationwide program with the collaboration of the ADA, Henry Schein, Procter & Gamble, and DEXIS.

Today, Give Kids A Smile is the ADA Foundation’s signature access to oral health care program for underserved children, with events taking place throughout the year. These events kick off annually on the first Friday in February, which is Give Kids A Smile Day. Thousands of dentists and volunteers give their time to provide free oral health education, screenings, and treatment to underserved children.

Since 2003, more than 5.5 million children have been cared for by more than half a million volunteers.

From 400 Kids to More Than 5.5 Million
All of you have made a profound difference in my life and my daughter’s life. Because of all of you, she will not have to suffer in pain or lose her pretty smile; and I will not have to watch her endure it.

— Parent of a GKAS patient
Why Give Kids A Smile?

Tooth decay is the number one chronic infectious disease among children in the U.S., affecting 42 percent of children aged 2 to 11 years old.¹

According to the Centers for Disease Control, nearly one in four children under the age of five already has cavities.² A disproportionate share of tooth decay, approximately 80 percent, is suffered by our poorest children.³

Tooth decay is four times more common than asthma among adolescents aged 14 to 17 years (15%).⁴

The impact of untreated tooth decay goes far beyond oral health. Children with untreated decay and associated toothaches have more school absences, cannot pay attention in school or keep up with their peers academically, and have lower standardized test scores.⁵

That’s why the objectives of Give Kids A Smile are so important:

1. To provide oral health education to caregivers and as many underserved children as possible in this country.

2. To provide care for, and find dental homes for, as many underserved children as possible, because every American deserves access to oral health care.

3. To raise awareness among the public and policymakers that access to dental care is a serious problem for many in this country, and no amount of charity care can solve the problem.

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15 YEARS of GKAS

Based on the first 14 years of activity (2003-2016) we estimate that GKAS has included:

- **5.5 MILLION CHILDREN** receiving oral health services
- **137,000 DENTIST volunteers**
- **420,000 additional VOLUNTEERS**

![Illustration](image-url)
GKAS by the Numbers

GKAS coordinators estimate that in fourteen years, nearly 5.5 million children have been cared for in GKAS events by more than half a million volunteers including dentists, dental hygienists, dental assistants, dental technicians, dental students, teachers, parents, school nurses, and many other community health professionals. Events have occurred in all 50 states, providing services from oral health education to clinical treatment. Volunteers give their time because they want to serve their community, but also because they want to end kids’ needless suffering from dental pain and teach them good oral health habits for a lifetime.

Number of GKAS Events by Participant Type* in 2016

*Participant type as selected in GKAS enrollment system
**Includes individual dentist/student, multi-dentist practice/clinic, corporate dental practice

Years of Participation in GKAS

1-5 Years
56.3% of survey respondents have participated in GKAS for 1-5 years

6-10 Years
32.1% of survey respondents have participated in GKAS for 6-10 years

>10 Years
21.6% of survey respondents have participated in GKAS for over 10 years

Source: 2016 GKAS Program Coordinator Survey

Established Continuity of Care

More than three-quarters of survey respondents claim they seek to establish continuity of care for kids attending their GKAS events. Just under one-quarter of respondents do not establish continuity of care for kids.

Source: 2016 GKAS Program Coordinator Survey
2007

As the Founding Donor of the ADA Foundation’s GKAS Fund and member of the GKAS National Committee since its inception, CareCredit is continually impressed by the high level of nationwide private/public collaboration to serve our country’s underserved, most vulnerable children. The impact on millions of children is undeniable and remarkable.

Cindy Hearn
Sr. Vice President, Brand Management
CareCredit
GKAS National Committee member 2007-2016

Formation of the GKAS National Committee

Since 2007, a Give Kids A Smile National Committee has been in place to provide strategic oversight and direction with respect to maintaining and expanding the program. The current committee serves under the direction of the ADA Foundation and continues to be unique in that it is composed of both dental professionals and industry representatives.

Thank you to all those who have served on the committee. Your leadership has been invaluable to the sustainability and growth of the Give Kids A Smile program.

GKAS National Committee Members 2007-2016

Many thanks to the individuals listed below who served on the GKAS National Committee over the years representing both private practice and industry as well as ADA and ADA Foundation leadership roles.

C. Moody Alexander, D.D.S.
Richard Black, D.D.S.
Cheryl Burke, Johnson & Johnson
William Calnon, D.D.S.
Peter Carroll, D.M.D.
Liz Cermak, Johnson & Johnson
Jeff Dalin, D.D.S.
Ken De Baene, Johnson & Johnson
Terri Dolan, D.D.S., M.P.H., DENTSPLY International
Philip Durocher, Colgate-Palmolive Co.
Burt Edelstein, D.D.S., Children’s Dental Health Project
Ernest Garcia, D.D.S., Hispanic Dental Association
Leslie Grant, D.D.S., National Dental Association
Joseph Greenberg, D.M.D., P.C.
Cindy Hearn, CareCredit
Robert Henderson, Ph.D.
James Jenkins, D.D.S.
Robert Joyce, Americas Danaher Dental Equipment
Joy Ann Jordan, D.D.S.
Steven Kess, Henry Schein, Inc.
Bernadette Logan, D.D.S.
Michael Lynch, D.M.D., Ph.D., Johnson & Johnson
Minerva Patel, D.D.S.
Michele Penrose, Henry Schein, Inc.
Spencer Pingel, Colgate-Palmolive Co.
Gary Price, Dental Trade Alliance
Gary Roberts, D.D.S.
Candy Ross, KaVo Kerr
Kathleen Roth, D.D.S.
Barbara Shearer, B.D.S., M.D.S., Ph.D., Colgate-Palmolive Co.
Jeffrey Stasch, D.D.S.
John Stefanick, 3M ESPE
Jeanne Strathearn, D.D.S.
Tim Sullivan, Henry Schein, Inc.
R. Wayne Thompson, D.D.S.
Beth Truett, Oral Health America
Mona Van Kanegan, D.D.S., Heartland Health Outreach
Hugh Wunderlich, D.D.S.

*Listed alphabetically with company names during time of involvement.*
The Promising Practices Symposia were a great source of ideas and networking, and each year I looked forward to reading the symposium proceedings posted online. The report was always a great source of new ideas. I had the opportunity to share some of the Ohio Dental Association’s awareness efforts and program support as a participant at the PPS in 2008, and was proud to represent the Association and its successes through the years.

Kathy Woodard
Ohio Dental Association
Director of Public Service, 2000–2014
Director, ODA Foundation, 2006–2014

Promising Practices Symposium

From 2007–2010, an annual GKAS Promising Practices Symposium took place at the ADA, during which like-minded individuals shared valuable information and resources regarding how to move existing dental care systems to the next level for America’s underserved children.

Leaders of local GKAS and community oral health programs came together to share their experiences and best practices on how to plan, organize, and run community-based oral health programs. Information presented at and resulting from these symposia still serve as valuable resources for all those seeking to improve their own programs. Visit ADAFoundation.org/GKAS and type “Promising Practices Symposium proceedings” in the search box for more information.

The Promising Practices Symposia were sponsored by the Dental Trade Alliance Foundation.
Give Kids A Smile NASCAR® Oral Health Education Program

From 2011 to 2015, the Give Kids A Smile NASCAR® Oral Health Education Program brought oral health messages to kids at NASCAR tracks and elementary schools nationwide. NASCAR drivers Greg Biffle (2011-2014) and Jeff Gordon (2015) served as GKAS Ambassadors during the program’s five year history.

Thousands of underserved children attended fun-filled, high-speed oral health education events which took place at their schools or in their communities, and some even got to see a replica race car. Children also received an oral health goody bag which included a Spinbrush™.

The GKAS NASCAR Oral Health Education program was made possible by the generous support of the ADA Foundation, 3M, CareCredit, Henry Schein Cares and Church & Dwight.
Since 2011, the GKAS Community Leadership Development Institute has offered a unique opportunity for GKAS program coordinators across the U.S. to share best practices, explore outreach enhancements, and learn new approaches to providing care to America’s underserved children.

Each year, a minimum of ten travel grants are awarded to a select group of applicants (GKAS Ambassadors) to enable them to attend a three-day training session in St. Louis, where Give Kids A Smile began. The mixture of group discussions and guided dialogue is complemented by the chance to see a well-developed program in action, and the ability to interact with volunteers, organizers, parents, and kids. The GKAS Ambassadors then go on to serve as regional resources for other GKAS programs in their communities.

The program is sponsored by generous donations from Hu-Friedy and Henry Schein Cares Foundation.

For more information on the GKAS Institute, visit ADAFoundation.org/GKAS and click on Community Leadership Development Institute, or contact gkas@ada.org.
GKAS has been instrumental to my personal and professional growth while in dental school. Each year I work with students, faculty, and staff to provide closure to key access gaps in oral healthcare. Together, we treat underserved children and educate families about their dental needs and the value of a dental home. The ongoing commitment to our program marks a paradigm shift in how our community sees dentistry. I’m excited to continue my involvement in dental public health throughout my career.

— Adam Saltz, M.P.H., Editor-in-Chief, American Student Dental Association, D.M.D. Candidate, class of 2017, Nova Southeastern University College of Dental Medicine
Give Kids A Smile
Smile Champion Awards

The ADA Foundation’s Smile Champion Awards recognize outstanding volunteer and corporate efforts to strengthen and expand the Give Kids A Smile program.

Thank you for all you do to help children through Give Kids A Smile!

2016 Smile Champion Awards
Lora Mattsen, Executive Director, Multnomah (Oregon) Dental Society
Jeffrey Dalin, D.D.S. Give Kids A Smile Volunteer Award
3M
Steven W. Kess Give Kids A Smile Corporate Volunteer Award

2015 Smile Champion Awards
Dr. Cavan Brunsden, Old Bridge, New Jersey
Jeffrey Dalin, D.D.S. Give Kids A Smile Volunteer Award
Colgate-Palmolive Co.
Steven W. Kess Give Kids A Smile Corporate Volunteer Award

2014 Smile Champion Awards
Dr. Michael Shreck, Nassau County, NY
Jeffrey Dalin, D.D.S. Give Kids A Smile Volunteer Award
Cindy Hearn, Vice President, Branding & Communications for CareCredit
Steven W. Kess Give Kids A Smile Corporate Volunteer Award

2013 Smile Champion Awards
Kathy Woodard, Director of Public Service and the ODA Foundation, Ohio Dental Association
Jeffrey Dalin, D.D.S. Give Kids A Smile Volunteer Award
Candy Ross, Director of Industry and Professional Relations, NA Equipment, KaVo Kerr Group
Steven W. Kess Give Kids A Smile Corporate Volunteer Award

2012 Smile Champion Awards
In 2012, three Smile Champions were honored at the ADA Foundation’s Give Kids A Smile 10th Anniversary Gala. The ADA Foundation then created two legacy awards: the Jeffrey Dalin, D.D.S. Give Kids A Smile Volunteer Award and the Steven W. Kess Give Kids A Smile Corporate Volunteer Award.

Dr. Jeffrey Dalin, co-founder, Give Kids A Smile St. Louis
Stanley M. Bergman, Chairman and CEO of Henry Schein, Inc.
Steven William Kess, Vice President of Global Professional Relations, Henry Schein, Inc., and co-founder of Henry Schein Cares Foundation
The children are counting on us.

— Ralph Fuccillo, President, DentaQuest Foundation, Keynote speaker, ADA Foundation Caries Symposium
GKAS Ambassador Alumni Conference

GKAS Ambassadors – GKAS program coordinators who have received additional training through the GKAS Community Leadership Development Institute – have a wealth of experience and information to contribute. In order to capitalize on their experience and capture it so it can be shared with others, the ADAF convened a GKAS Ambassador Alumni Conference in 2015.

On August 20-22, 2015 a group of GKAS Ambassadors met in Chicago for a very productive session. The most significant outcome was the formation of five Task Forces. They are:

1. Education;
2. Building Community;
3. Data Collection;
4. Continuity of Care (the establishment of dental homes); and
5. National GKAS Resources.

The work of those Task Forces continues, and serves as the basis for ongoing improvements in the GKAS program. A second GKAS Ambassador Alumni Conference is being planned for 2017.

We are very proud of what the Give Kids A Smile program has done to improve the health of millions of children over the years through its thousands of volunteers. We want to make this an even bigger and better initiative in the future. The key to that is building upon the experiences of those volunteers who organize and carry out these events. We are very grateful for all they do.

Although GKAS is the largest program of its type in the U.S. there are many other programs which address the oral health needs of underserved children in various ways, and there are many very dedicated volunteers, organizers, and researchers involved in this effort. In order to improve its own program, the ADA Foundation organized a special symposium to consider the question: “If Childhood Caries is a Preventable Disease, Why is it Still a Problem?”

The symposium was held from August 17-19, 2016 at New York University College of Dentistry. It consisted of an opening session, four topic modules, and a concluding session that included the moderators of each of the four previous panels, plus our keynote speaker, Mr. Ralph Fuccillo of the DentaQuest Foundation.

Attendees of this sold-out symposium included dentists, other oral health care professionals (public health officials, M.D.s, outreach program coordinators, etc.), dental hygienists, and a variety of others.

Topics addressed in the program were:

- Establishing Screening and Treatment Protocols at Various Venues
- Establishing a ‘Continuity of Care’ Plan: Challenges and Approaches that Vary by Venue
- Data Collection: Who, What, and How, at Various Venues?
- Outcomes Studies: Designing Studies that Use the Data to Change Policies

The proceedings of the symposium may serve as the basis for a second such event and may also be used to help in the further development of GKAS.

William R. Calnon, D.D.S.
President, ADA Foundation
President, American Dental Association, 2011-2012
Planning chair, ADA Foundation Caries Symposium
Give Kids A Smile was launched nationally by the American Dental Association in 2003. The program has grown over its 15-year history due to the dedication and collaboration of the ADA, the ADA Foundation, Henry Schein, and other sponsoring organizations and individuals.

The ADA Foundation has administered the GKAS Fund since 2007. In 2014, the ADA Foundation also assumed management of the GKAS program. Through the GKAS Fund, the ADA Foundation has made grants in excess of $1.7 million in support to local programs nationwide. The funds have supported GKAS expansion activities and events including the GKAS Community Leadership Development Institute, the GKAS Ambassador Alumni Conference, GKAS Continuity of Care Grants, and the GKAS/NASCAR® Oral Health Education Program (2011–2015).

The ADA Foundation also provides tools and resources for GKAS program coordinators so they can focus on what they do best: providing much-needed oral health care to kids in underserved communities. These resources include a complete Program Planning Toolbox including a Program Planning Guide, use of the GKAS logo, and templates for news releases, letters to legislators, posters, and advertisements; promotional resources such as web banner ads, draft social media copy, and photography guidelines; and much more.

Visit ADAFoundation.org/GKAS for complete information.

For more information about how to support the GKAS national movement, contact:

**ADA Foundation**
211 East Chicago Avenue, Chicago, IL 60611
312.440.2547

**Nicolette Catral**
Senior Manager, Children’s Oral Health Programs
312.440.2858

**Pat Alexander**
Program Specialist, Give Kids A Smile
312.440.4600

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**ADA Foundation Board of Directors 2016-2017**
The ADAs Board of Directors includes members elected from the research, education, business, public health and dental industry communities, in addition to four ADA Trustees.

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* ADA Board of Trustees members who serve on the ADA Foundation Board of Directors.
Reasons to VOLUNTEER for GKAS

- Engage in Community Service
- Treat Patients’ Current Oral Health Problems
- Educate Underserved Kids about Oral Health

GKAS Events in 2016
Bringing dental care to underserved children is not a problem the government or organized dentistry will fix alone. It will take all of us working together to solve this problem.

Although GKAS started as the vision of two, it has grown because of the commitment and energy of many. It has taken the passion of a half million volunteers to reach 5.5 million kids in 14 years and it will take many more to eliminate cavities in children.

I feel that Give Kids A Smile is a way I can make a difference for the children in my community. I understand the struggles many parents face in wanting the best for their child and it warms my heart to be able to say “Yes, I can help you” and see the stress leave the parents’ faces for a bit because they have one less thing to worry about.

— Tracy F. Ginder, Marketing Coordinator, Cabarrus Give Kids A Smile Coordinator, Grant Technical Support, Cabarrus Health Alliance/Healthy Cabarrus
The great success of the GKAS program over the last 15 years would not have been possible without the continued support and passion from our committed sponsors.*

We extend a heartfelt thank you to all organizations and individuals, too numerous to list here, who have made it possible to bring smiles to more kids over the past 15 years.

We are so pleased to be a part of Give Kids A Smile, which ensures that each participating child is set on the path to good oral health, and we thank the volunteers who give so generously of their time and talent.

**Stanley M. Bergman**
Chairman and CEO of Henry Schein Inc.

The GKAS program fits perfectly within [Colgate’s] efforts in supporting oral health care and education to children worldwide ...

**Dr. Fotinos S. Panagakos**
Global Director, Research Relations and Scientific Affairs
Colgate-Palmolive Company

One vision, one kid at a time, one group of people who would not give up. It doesn’t get any better than this.

**Candy Ross**
Director of Industry and Professional Relations
DEXIS Digital X-ray Systems
KaVo Kerr

*Some donations were made to the ADA Foundation and some to Henry Schein/Henry Schein Cares. All donations were made for the benefit of the Give Kids A Smile program.
Henry Schein Dental has served as the exclusive professional product sponsor of Give Kids A Smile for more than a decade. In 2016, through Henry Schein Cares Foundation’s in-kind donation program, Henry Schein and its supplier partners donated products and services valued at approximately $1.5 million to the Give Kids A Smile program.

Colgate has donated over $900,000 to the Give Kids A Smile program since 2008, as well as substantial in-kind donations throughout the years. In 2016 alone, Colgate contributed over 300,000 sets of Colgate Cavity Protection Toothpaste and Colgate Smiles Youth Universal Toothbrushes for children who participated in the Give Kids A Smile Day events all over the country.

Since the inception of the Give Kids A Smile program DEXIS/KaVo Kerr has generously provided digital x-ray systems and staff expertise to facilitate the screening at Give Kids A Smile events.

CareCredit is the founding donor of the ADA Foundation’s GKAS Fund and has contributed $100,000 annually since 2007, reaching a total of one million dollars in 2016.

3M has supported screening, education, and awareness events since 2011. In 2017 3M donated 3,000 introductory sealant kits to GKAS, helping volunteers place more than 400,000 sealants on underserved kids’ teeth.

For a listing of all sponsors, please visit ADAFoundation.org/GKAS.
The Give Kids A Smile program helps children here at the Oklahoma City Indian Clinic (OKCIC) access necessary dental treatment. It is a wonderful promotion of dentistry and helps reduce the oral disparities that exist among Native American youth.

— Timothy Kinnard, D.D.S., M.P.H., R.D.H., Dental Director, Oklahoma City Indian Clinic
I enjoy working with the other volunteers to bring a smile to the children’s faces that we endeavor to help. I feel that helping the underserved is rewarding and gives me the opportunity to give back to the community that I love.

Sergio C. Nadler
D.M.D.

Words cannot begin to describe how amazing GKAS program is...

It was an honor to be part of the GKAS Institute Ambassador program experience. I met unbelievable individuals who represent the real passion and dedication you have to have in order to participate in a program that is devoted 100% to help undeserved children.

I took away so much knowledge about the program.
Learning how the hard work of the people that initiate the program and the support of the ADA Foundation has been an essential key for its growth and it success...

To me GKAS means being able to bring the most precious expression of happiness to a child’s face: A beautiful smile!

Martha Forero, D.D.S., M.S.
Clinical Instructor, Outreach Programs
Tufts University, School of Dental Medicine
Department of Pediatric Dentistry

One of my favorite months of the year is February, just for Children’s Dental Health Month.

This year is especially exciting because it marks KinderSmile Foundation’s 10th annual Give Kids A Smile oral health fair. It warms my heart and brightens my smile just as much as the children’s to see them enjoying an amazing day of dental treatment, oral health education and live entertainment.

Nicole McGrath, D.D.S.
Founder & CEO
KinderSmile Foundation
Give Kids a Smile is an opportunity to educate families, provide resources, and improve the health of a community by connecting families with dentists. At the University of Michigan, our GKAS program is run by the students. I have been involved over the past four years, working with my classmates to plan the annual event. Besides providing free care, we also connect the families with resources, such as how to sign up for our state insurance plan and where to get follow-up care. We want to make an impact that will go beyond the one day event, helping the kids have healthy futures.

Attending the GKAS Community Leadership Development Institute as a dental student taught me how to better advocate for my patients through the GKAS program, something I will carry with me throughout my career as a dentist.

— Betsey Baumann-Smeenge, University of Michigan School of Dentistry D.D.S. Candidate, Class of 2017
I consider it a privilege to have had the opportunity to participate in the GKAS Institute. Seeing how the program is valued by the ADA Foundation and how invested in the success of ALL the GKAS programs they are, really motivates me to continue to try and make my GKAS event better each and every year, knowing that I will always get the support I need from the ADA Foundation and from my fellow GKAS Ambassadors.

— Cory Spencer, GKAS Event Chairperson, CAP Sonoma