



Press Release

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Sealants for Smiles Poised to Rapidly Expand Reach United Way of Salt Lake Announces Transition of Program Management to the Sealants for Smiles Foundation, Headed by Dental Select

SALT LAKE CITY – Bright, happy smiles often mean happy, ready-to-learn children. The pain of untreated tooth decay can keep a child from concentrating and learning, eating nutritional meals or even enjoying fun with friends. Since 2004, United Way of Salt Lake (UWSL) has helped prevent childhood tooth decay through its Sealants for Smiles strategic initiative. Now, UWSL is pleased to announce the transfer of the program's fiscal and program management to the Sealants for Smiles Foundation, headed by Dental Select.

The Dental Select Sealants for Smiles Foundation will assume the fiscal and program management of Sealants for Smiles effective July 1, 2007. The Sealants for Smiles Foundation is a 501(c)(3) nonprofit organization that is sponsored and administered by Dental Select, the largest provider of dental health plans in the state of Utah.

UWSL launched Sealants for Smiles in 2004 and has successfully implemented the program in the Salt Lake City and Granite school districts, providing oral health education, dental screenings and dental sealants in all 33 Title 1 schools in these districts. In all, 3,646 first-grade students have been educated about dental health and have received oral hygiene kits with a toothbrush, floss, toothpaste and printed directions for brushing

and flossing. Fifty-six percent of these children received sealants to prevent future tooth decay, while 44 percent were referred for additional dental care.

“Our Sealants for Smiles initiative has accomplished a tremendous amount in a few short years,” said Deborah S. Bayle, president and CEO of UWSL. “As the developer and incubator of this initiative, we are honored to have been able to provide a high level of care and education to our community’s schoolchildren. We are also extremely pleased to have Dental Select, through the Sealants for Smiles Foundation, assume responsibility for the initiative, because Dental Select has the ability and resources to expand the program into all Title 1 schools in our service area: Davis, Salt Lake, Summit and Tooele counties.”

In addition to expanding the program throughout these four counties, the Sealants for Smiles Foundation will expand the program’s services to include sixth graders. First, second and sixth graders are at the best age for receiving sealants, as the younger children have newly acquired their first permanent molars and the older children have newly acquired their second permanent molars. The Dental Select Sealants for Smiles Foundation will also increase preventative oral health education efforts and outreach to families. Eventually, Sealants for Smiles will become a statewide, school-based program.

“Untreated dental disease is the most common—and painful—chronic health problem for our state’s schoolchildren,” said Dr. Roger J. Adams, president & CEO of the Sealants for Smiles Foundation.

“Sealants help prevent tooth decay in molars by providing a physical barrier from cavity-causing bacteria. Giving children education, dental screening and, when appropriate, sealants will help ensure their oral health for years to come.”

Dental Select is the largest provider of dental benefits in the state and it maintains relationships with more than 70 percent of the practicing dentists in Utah. With more than 18 years of experience providing dental plans, the company is ideally positioned to manage and grow Sealants for Smiles.

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United Way of Salt Lake is a leading resource for researching, prioritizing and finding solutions to our state’s most serious challenges. The organization serves the people of Davis, Salt Lake, Summit and Tooele counties and has been creating hope since 1904. It works every day to make a lasting impact in the community and improve the quality of life for all of our citizens by being a partner to non-profit organizations, corporations, policy makers, faith-based organizations, foundations, government agencies and individuals to bring people together to solve our most critical economic, education, health and human service issues. For more information about United Way of Salt Lake, go to www.uw.org <<http://www.uw.org>>.

Dental Select, headquartered in Salt Lake City, UT, has over 18 years of experience providing dental plans for groups, families and individuals. Founded in 1989, Dental Select is now the largest dental benefits provider in Utah. With over 270,000 members in Utah, Texas and Nevada, they provide dental benefits to over 5,000 companies. Insured vision and AD&D plans were recently added to their large dental plan portfolio of products. With plans to expand to additional states in the near future, Dental Select is positioned for rapid growth as a leader in the dental benefits industry.