



Delta Dental of Illinois Foundation

Community Benefit Annual Report



Delta Dental of Illinois Foundation

Dear Friends and Partners,

We are pleased to present our 2013 annual report on behalf of the Delta Dental of Illinois Foundation Board of Directors. Each of us is deeply honored to be able to help improve the oral health and well-being of the children and citizens of Illinois every year. The need for oral health care and education in the state of Illinois is significant, and the Foundation is well positioned to continue to help address that need. We are happy to report that 2013 was another year full of great successes. We know that the foundation for a lifetime of good oral health starts at a young age. Too many children visit the dentist too late and we continue to work to not only educate parents and caregivers, but also educate the dental community. In support of our “Dentist By 1” program, the Foundation held a two-day training seminar and community service event, where general dentists participated in a workshop to learn how to best treat young patients and then applied what they learned by providing free preventive dental care to patients 5 years old and younger.

We continued building partnerships with organizations and dental students across the state. We awarded grants to 14 Illinois organizations and dental students at both the University of Chicago College of Dentistry and Southern Illinois University School of Dental Medicine, granting more than \$118,000 to community organizations and students last year. We were also thrilled to grant our first annual Wisdom Tooth Award in 2013. Promise Healthcare in Champaign, Illinois, will use the \$100,000 award to expand the number of children it reaches with its SmileHealthy Well Child Hygiene Project over the next two years. We couldn't be more proud of their commitment to oral health, and we're honored to be able to help them expand their efforts to make an even more significant impact.

Our Land of Smiles educational program for children continues to grow. In 2013, the program reached more than 30,000 students. More importantly, we conducted surveys and received data that proved students are learning new oral health lessons, like flossing and how many times to brush, and applying what they learned to their oral health care at home.

We are proud of our accomplishments this year and humbled by the support we continue to enjoy from our oral health partners and friends in our great state. We are bolstered by our partners' good works and energized to tackle new initiatives and enhance our programs as we look forward to the future. Thank you for your support and tireless work in advocating for improved oral health in Illinois.

Sincerely,



Dr. Frank Maggio
Board Chair



Bernard Glossy
CEO, Delta Dental of Illinois
and DDIL Foundation Board Member

Carrying Out Our Mission

Our Strategic Goals

Oral Health Education and Awareness

Access to Oral Health Care

Education for Oral Health Care Professionals

At the Delta Dental of Illinois Foundation, our mission is to improve oral health for all Illinois residents. Though our current funding focus is on children, many of our programs work to impact the oral health of the entire family and the communities in which they live.

To accomplish our mission, we focus on three key areas that we believe will have the greatest impact on the most people: improving oral health education and awareness, increasing access to oral health care, and providing education to oral health professionals.

Oral Health Education and Awareness

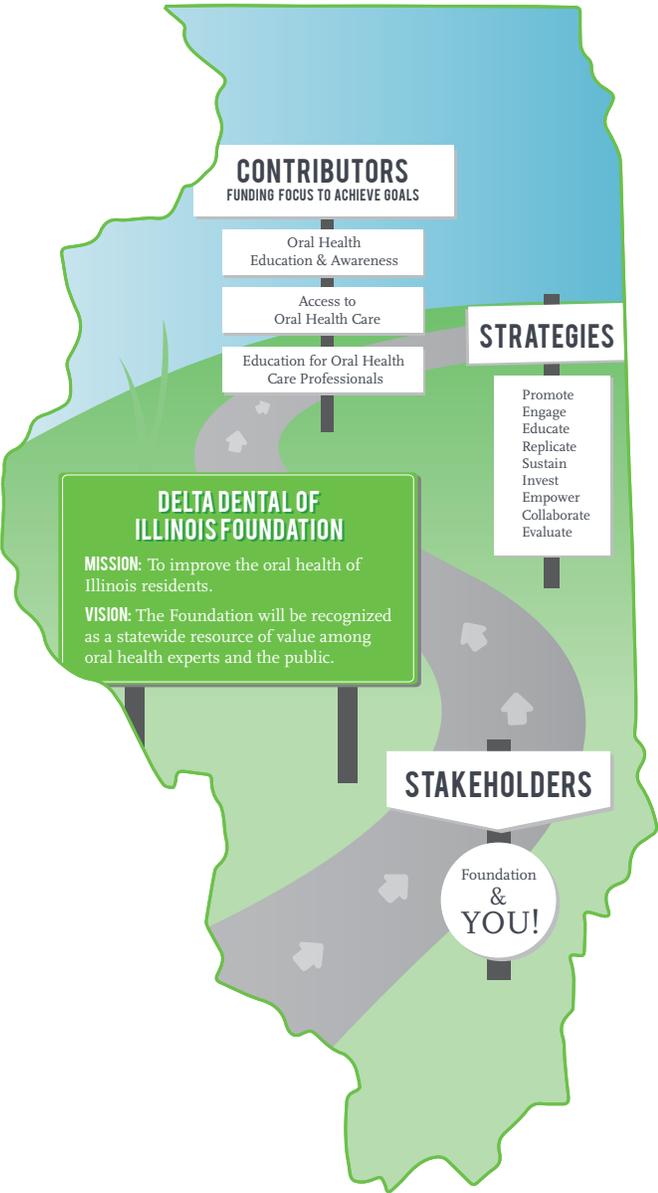
As the 501(c)(3) charitable arm of Delta Dental of Illinois, the Foundation was formed in 2008 to help emphasize its philanthropic commitment to oral health in Illinois. We bring programs to Illinois schools and to the general public and work to help increase Illinois residents' knowledge and awareness of how oral health is related to overall health.

Access to Oral Health Care

We partner with and provide support to Illinois organizations and programs that help expand access to oral health care, promote education, and increase community awareness of oral health issues. We are the Illinois oral health experts and a resource for education, awareness, and support.

Education for Oral Health Care Professionals

As part of our dedication to the future of dentistry, we offer grants to dental students at the University of Chicago College of Dentistry and Southern Illinois University School of Dental Medicine who exceed academically, exemplify professionalism in the management of providing patient care services, demonstrate interest in community outreach efforts, and have committed to practice in Illinois.

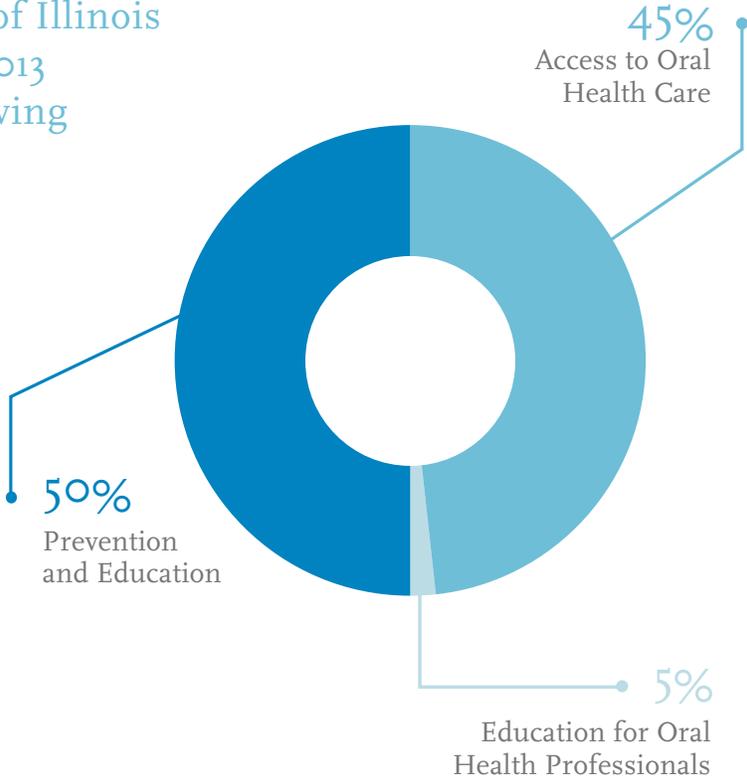


Giving Back to the Community

As a not-for-profit dental service corporation, Delta Dental of Illinois' mission includes improving the oral health of the members it serves. Delta Dental of Illinois formed the Delta Dental of Illinois Foundation, a 501(c)(3) charitable organization, to act as the charitable arm of Delta Dental of Illinois and work solely to improve the oral health of the people of Illinois.

As a result of this partnership and shared mission, the Foundation's administrative costs are minimal. The generous support the Foundation receives from individuals, corporations and other foundations, as well as the contributions from Delta Dental of Illinois, help ensure that approximately 95 percent of the Foundation's resources are used to create and fund programs and services that focus on the following three key areas.

Delta Dental of Illinois Foundation 2013 Charitable Giving



Delta Dental of Illinois and the Foundation provide nearly **250,000 oral health kits annually** to Illinois residents and Delta Dental of Illinois members. Kits include toothbrushes, floss, toothpaste, and oral health brochures.



Asking the Right Questions

Because we are passionately engaged in improving the health of Illinois' children and their families, we conduct the Children's Oral Health Survey, a biennial survey among caregivers about oral health behaviors and attitudes. The feedback we receive from caregivers of various ethnicities, ages, and locations in the state help the Foundation better understand children's oral health habits so we can better address the oral health needs in the state. Here's what we discovered about Illinois children last year.*

The Foundation takes results like these and uses them to identify key focus areas that have opportunities for improvement through education, which we then incorporate into our planning and review to pinpoint areas where we can be most effective in meeting our strategic goals and make the most significant impact on improving oral health in Illinois by either creating new programs or enhancing existing programs, as well as determining new grant making opportunities.



More than 1 in 4 children in Illinois had a cavity filled in the past year.



71% of caregivers in Illinois share utensils with their children even though doing so can pass along cavity-causing bacteria.



58% of children in Illinois 4 years or younger sometimes sleep with a bottle or sippy cup of milk or juice, which can cause tooth decay over time.



Only 56% of children in Illinois brush twice a day.



44% of parents in Illinois say their children never floss. Only 19% floss daily.

* Morpace Inc. conducted the 2013 Delta Dental of Illinois Children's Oral Health Survey. Interviews were conducted statewide via the Internet with 151 primary caregivers of children from birth to age 11.

Meeting the Need

We bring oral health education and assistance to Illinois children and families in a variety of ways, from grants awarded to up-and-coming dentists to our Land of Smiles oral health education program that visits schools to give dental care tips and demonstrate proper techniques in an engaging and impactful way. Here are a few of the innovative ways we reach out to students, families, children, dental and health professionals, and communities.



Wisdom Tooth Award | The \$100,000 annual Wisdom Tooth Award recognizes one Illinois nonprofit organization that exemplifies dedication to improving oral health in the state. The organization must have made a significant impact on improving oral health among children in the state with a proven effort that provides oral health education and/or access to oral health resources and care in Illinois.



Community Grants Program | We are also proud to award community grants to Illinois nonprofit organizations that work to improve Illinois children's oral health by providing education and/or access to oral health resources and care. We awarded \$108,000 in 2013 to 14 organizations.



Student Grants | As a part of our strong and long-standing commitment to work with Illinois dental schools and develop relationships with talented dentists in the state of Illinois, the Foundation awards grants to outstanding dental students at the University of Illinois at Chicago College of Dentistry and the Southern Illinois University School of Dental Medicine. In 2013, the Foundation awarded four \$2,500 grants.



Dentist By 1 | To educate caregivers about the importance of starting oral health habits early and getting children to the dentist by age 1, the Foundation launched the "Dentist By 1" statewide public service campaign in 2012 and expanded its reach in 2013 by hosting a new two-day training and community service event in Elgin, Illinois. Day one included training for general dentists on how to best treat young patients under the age of 5, while day two was a community service event where the dental staff applied what they learned by providing free preventive dental services to young children.



Land of Smiles | This free and engaging children's oral health educational program is geared to students in pre-kindergarten through third grade and travels across the state educating more than 30,000 children each year. During the interactive show, Tooth Wizard and PlaqueMan explain good oral health care techniques, good and bad foods for the teeth, and why it is important to visit the dentist.

On average, an Illinois child is
3 1/2 years old
at his or her first dental visit.

Dentist By 1

Children in Illinois don't see their family dentist on average until they are 3 1/2 years old, when it's recommended that a child should go to the dentist within six months of getting the first tooth – and no later than the first birthday. That's why Delta Dental of Illinois' Foundation launched "Dentist By 1," a statewide public service campaign and program to educate parents and caregivers about the benefits of taking their children to the dentist by age 1 and to encourage them to schedule a visit, as well as educate them on how to take care of their children's oral health.

Tooth decay is nearly 100 percent preventable, but can develop any time after the teeth begin to appear at about 6 months of age. Visiting the dentist by age 1 allows children and parents to establish a relationship with the dentist early on, setting up a lifetime of comfort with going to the dentist and instilling good oral health care habits from a young age, which can help prevent more comprehensive and costly oral health issues in the future.

In 2013, the Delta Dental of Illinois Foundation donated nearly 5,000 oral health kits to organizations that support early childhood development for underprivileged children across Illinois. The kits included a toothbrush, toothpaste, floss, and an educational flyer.

As part of our "Dentist By 1" educational campaign, the Delta Dental of Illinois Foundation, along with Elgin Community College and Greater Elgin Family Care Center, hosted the first-ever "Dentist By 1" Community Service Event in September.

The event, part of a two-day educational session for local general dentists, provided free preventive dental care to children ages 5 and younger. Families also had access to oral health education and received referrals for additional care.



Dental teams from 11 Illinois communities participated in the seminar, which helped provide dentists, hygienists and dental assistants with the necessary tools to feel more comfortable adding young children as patients.

"We are delighted to expand our 'Dentist By 1' program by offering education for community dentists and, at the same time, provide a great community service of free preventive and diagnostic dental care for local children – many of whom may not have any other access to care," said Dr. Frank A. Maggio, Delta Dental of Illinois Foundation Board chair.

Wisdom Tooth Award

From 2003 to 2009,
the percentage of untreated
cavities in Illinois children
increased from
4 to 5 percent.

The Foundation was pleased to grant its first annual Wisdom Tooth Award to **Promise Healthcare, Champaign, Illinois.** Promise Healthcare will use the \$100,000 award to expand the number of children it reaches with its SmileHealthy Well Child Hygiene Project, which helps provide dental care to people who would otherwise not be able to afford it.

“My three children and I have received fillings, sealants, and regular cleanings and screenings for my daughter through SmileHealthy,” said Crystal Bates, a Promise Healthcare board member and patient. “Without these essential programs, I would not be able to afford the treatments that my four-year-old twins and eight-year-old daughter have received, nor would I have been able to get treatment for an abscess that was the result of domestic violence. These programs are so important for overall health and wellness. My children and I have beautiful smiles today because of your belief in this amazing program.”

Promise Healthcare will use the grant to improve the connection and coordination of all Promise Healthcare services and sites to more effectively educate families about the importance of oral health at a young age. These expanded efforts will include the organization’s work as a dental home delivering care and as a resource for families through outreach and education initiatives. It will also allow their clinic to be open additional hours.

“We are honored to receive this significant award from Delta Dental of Illinois Foundation,” said Promise Healthcare Executive Director Nancy Greenwalt. “The grant will allow us to reach more patients, particularly children and to begin dental care, treatment, and education at a much earlier age.”

Applicants were evaluated on five criteria – alignment with the Delta Dental of Illinois Foundation mission, vision and program areas:

- Program Stability
- Longevity & Success
- Financial & Operational Stability
- Positive or Improved Outcomes
- Public Awareness



Community Grant Awards

The Foundation was proud to award nearly \$108,000 to 14 Illinois organizations in 2013. We'd like you to "meet" one of the recipients, the Oak Park River Forest Infant Welfare Society.



Founded in 1916, the Oak Park River Forest Infant Welfare Society (IWS) Children's Clinic is a private not-for-profit that provides health services to low-income children in west suburban Cook County and the City of Chicago.

Last year, 2,498 children were able to take advantage of affordable pediatric dental care from the IWS Children's Clinic and their Portable Dentistry Program that provides preventive care in a school setting. Clinic services include full preventive and restorative care such as oral exams, cleanings, fluoride treatments, sealants, and cavity repair.

"The gift of 2,500 oral health kits, 10,000 oral health brochures and \$5,000 in financial support for the IWS Clinic and our Portable Dentistry Program enables us to reach out to children who do not often have access to oral health care," said Elizabeth Lippitt, executive director.

"Last year, our dentist identified a child who had three infected teeth and four cavities – he had never been to a dentist. With our outreach program we were able to get him treatment at the Clinic. Our dentist provided oral health education to the child and parents on skills for a new direction for his oral health. The Delta Dental of Illinois Foundation gift enables us to continue to meet that oral health need in our communities – thank you!"

2013 COMMUNITY GRANT RECIPIENTS

- Community Nurse Health Center, LaGrange
 - Douglas County Health Department, Tuscola
 - Erie Family Health Center, Chicago
 - Howard Area Community Center, Chicago
 - Illinois State Dental Society Foundation, Springfield
 - Infant Welfare Society of Chicago, Chicago
 - Lake Land College, Mattoon
 - Little City Foundation, Palatine
 - McHenry County Cooperative Dental Clinic, Woodstock
 - Oak Park River Forest Infant Welfare Society, Oak Park
 - Promise Healthcare, Champaign
 - Riverbend Head Start & Family Services, Alton
 - The Children's Place Association, Chicago
 - The Hope School, Springfield
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Student Grants

Education for Illinois oral health professionals is one of the key priorities of the Delta Dental of Illinois Foundation. Through our student grants program, the Foundation recognizes outstanding graduating dental students at Illinois dental schools who have demonstrated service and commitment to oral health in the state. The long-standing program awards grants to students at the University of Illinois at Chicago (UIC) College of Dentistry and Southern Illinois University (SIU) School of Dental Medicine.

To be eligible, recipients must pass their National Boards, be in the top 25 percent of their class academically or clinically, plan to practice in Illinois, demonstrate an interest and/or participate in community outreach initiatives, or have declared interest in the advanced pediatric dentistry specialty. The Foundation was pleased to award the 2013 student grant recipients: Alec Zurek and Claire Sheehan of UIC, and Peter Lotowski and Rima Mounsef of SIU.



Alec Zurek of Naperville, Illinois, plans to practice dentistry in Naperville with his father who has been in practice for more than 20 years.

Claire Sheehan of St. Charles, Illinois, will be a resident in the General Practice Residency at Advocate Illinois Masonic Medical Center. In addition to working in the general clinic, Claire will also work with the Special Patient Dental Care Program to provide dental care to patients with developmental disabilities and to people in underserved areas through a mobile dental van program.

Peter Lotowski of Kildeer, Illinois, has accepted a position as one of four residents at the Idaho State University Advanced Education in General Dentistry (AEGD) program. After completion of the one-year residency, Lotowski plans to return to the state and open a practice in rural Illinois.

Rima Mounsef of Northbrook, Illinois, first in her class clinically, plans to work in a rural Illinois area where she can “make the largest impact and lend a hand as often as possible to those in need.” She also plans to visit elementary, middle and high schools in her practice area to offer oral health education to improve oral health in the community.

“Access to oral health care is obviously an important step in improving oral health. The Foundation is proud to recognize these deserving students. We look forward to seeing the impact they will make on oral health in Illinois,” said Lora Vitek, director of philanthropy and community relations for the Delta Dental of Illinois Foundation.

Land of Smiles

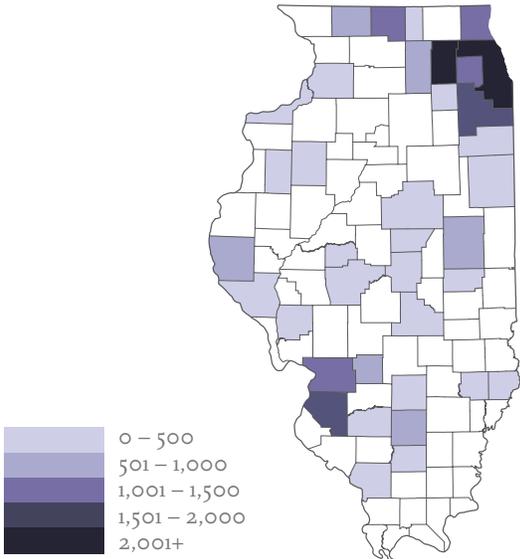
30%
of children brush for less than the recommended two minutes.

Education is the key to helping establish a lifetime of good oral health. Because childhood is the time when good dental habits begin and healthy teeth develop, one of our signature programs is Land of Smiles.

In the Land of Smiles program, Tooth Wizard and his arch nemesis PlaqueMan visit Illinois elementary schools to interactively teach the value and practice of brushing, flossing, and rinsing with mouthwash. They also discuss how sealants work, educate students about good and bad foods for teeth, and emphasize the importance of visiting the dentist twice a year. Each child receives a “Land of Smiles” goodie bag containing a toothbrush, toothpaste, floss, and a sheet of oral health tips explaining how to take care of their teeth.



Kids Receiving Oral Health Education Through Land of Smiles



Delta Dental of Illinois Foundation’s Land of Smiles program has reached over 240,000 students at more than 700 Illinois schools in the past eight years.

There’s no doubt that Land of Smiles has a measurable impact on children. At each event, we conduct tests before students attend the program and after the performance when they’ve learned oral health lessons from Tooth Wizard and PlaqueMan to measure engagement and oral health knowledge retained. We asked many questions, but these pre- and post-test results speak for themselves.

Questions asked to kindergarten and first grade students	Percent who answered correctly on pre-test	Percent who answered correctly on post-test
Flossing is good for my teeth.	81%	95%
You only need to use a small amount of toothpaste when you brush your teeth.	79%	94%
Should kids use floss every day?	71%	93%
Should kids use mouth rinse?	65%	95%
Plaque is not good for teeth.	60%	96%

Delta Dental of Illinois Foundation Board of Directors

On behalf of the Foundation, our Board of Directors would like to thank you for your support of the Delta Dental of Illinois Foundation. We're proud of our 2013 accomplishments and look forward to increasing our reach even more. In 2014, the Foundation will expand the Land of Smiles program to reach more children and additional communities, provide more funding to local organizations, and give more oral health resources to more families in need. It's a bright future, and we'd like to see it filled with bright, healthy smiles.

Frank A. Maggio, DDS – Chair
Patricia Hunt-Preheim – Vice Chair
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Craig C. Grannon – Treasurer,
The Davee Foundation
Stacey K. Bonn – Secretary,
Delta Dental of Illinois
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– Midwestern University,
Dental Institute of Illinois

Jane Hays – The Downey Group
Susan Hazlett – State Farm Insurance
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Leslie Richards-Yellen – Hinshaw & Culbertson
Chris Olson – Tate & Lyle
Kevin Scanlan* – Metropolitan Chicago
Healthcare Council
Cindy Smalley – Cope Plastics
Tami Wanless* – Sharp Advantage

*Elected for term starting in 2014

How you can get involved

Spread the word of the Delta Dental of Illinois Foundation

Creating awareness of the important work we do around oral health in Illinois communities and schools is critical to success of our organization and having a great impact on children's long term oral health.

Consider volunteering | The annual "Dentist By 1" Community Service Event is always in need of helping hands. Visit dentistby1.com/Illinois to learn where the next event is taking place.

Become a donor | Sponsor a Land of Smiles program for an elementary school near you or be a donor for improving children's oral health. Visit ddilsite.com/foundation to donate today.

For additional information on the Delta Dental of Illinois Foundation, please visit our website: deltadentalil.com/ddilfoundation.



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