

The Delta Dental of Illinois Foundation believes that oral health education helps further our mission to improve oral health for all Illinois residents. 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 the signature programs for the Foundation is Land of Smiles.

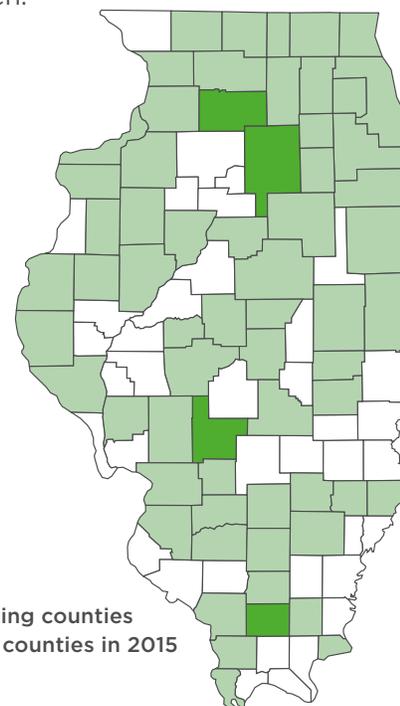


In the Land of Smiles program, Tooth Wizard and his arch nemesis PlaqueMan visit Illinois elementary schools to interactively teach the value and practice of brushing, flossing, and rinsing with mouthwash. They also discuss how sealants work, educate students about good and bad foods for teeth, and emphasize 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.

Delta Dental of Illinois Foundation’s Land of Smiles program has reached over 250,000 students at more than 700 Illinois schools in the past nine years.

Kids Receiving Oral Health Education Through Land of Smiles

Since the inception of the Land of Smiles program, all of the counties shown below in green have been visited. In 2015, the program visited 4 new counties in Illinois which are noted in dark green.



There's no doubt that the Land of Smiles program has a measurable impact on children. Each year, 10 percent of students who attend a presentation complete pre-tests before and post-tests after the presentation. Evaluation results consistently demonstrate significant changes in students' oral health-related knowledge, attitudes, and behavioral intentions. We asked many questions, but these result highlights speak for themselves.

| Select pre-kindergarten through third grade student evaluation results for the 2015 Land of Smiles program | Percent correct (Pre-test) | Percent correct (Post-test) |
|--|----------------------------|-----------------------------|
| Grades PK-1 | | |
| "Flossing is good for my teeth." | 81% | 95% |
| "How should kids brush their teeth?" | 16% | 77% |
| Grades 2-3 | | |
| "Name two foods that are good for your teeth." | 83% | 92% |
| "Should kids use mouth rinse?" | 76% | 94% |
| "Is plaque good for teeth?" | 70% | 98% |

It's not just students that enjoy the program. Each school receives a "Land of Smiles" curriculum kit that includes tools to help educators reinforce good oral health habits with students throughout the year. The Foundation has received outstanding feedback from teachers and school staff.

The entire school cannot stop talking about Land of Smiles. - School Nurse

Yesterday our school was privileged to have Land of Smiles visit us. I say privileged because they were absolutely wonderful! The entire school cannot stop talking about it. I have had parents tell me that their student came home last night very excited. I have had students telling me all morning that they flossed last night.

- School Nurse

The program was perfect - from the reservation of the show itself and the follow up, everyone involved made this program easy to love! Even the staff that saw the show learned something and said that they have brushed their teeth better since then!

- Student Services Team Leader

Your dental education program is very creative, fast-paced and thought-provoking. You quickly captivated our audience, and held their attention for the 30-minute production. It was very well orchestrated and very educational.

- School Nurse



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.