



Tooth Times

Early respiratory tract infections & cavities—connection?

Twice a year, Dr. McDonald sends important journal articles for review to area pediatricians and general dentists in an effort to help highlight our particular area of concern: children's dental health.

One such article was so impressive that it warranted showcasing in our quarterly newsletter so that interested parents may have the opportunity to hear about it.

According to an article published this year in *Pediatric Dentistry*, children who were diagnosed with AOM (Acute Otitis Media) and RTI (Respiratory Tract Infection) during the first year of life are at a significantly higher risk for Early Childhood Caries (ECC) after age one.

What many people don't know is that ECC is the *most* common chronic disease of childhood—28% of children ages 2-5 suffer from tooth decay, according to a Surgeon General's report published in 2000. That number has most likely increased in the past eight years. The "Early" part of ECC means that long before many children even visit the

dentist, the disease is already well-established in the primary teeth, with a high potential of affecting permanent teeth as well.

Now that this new report links early RTIs with the ECC disease, it is even more important that parents make dental care part of their children's well-child check-ups.

Our goal is to inform as many parents as possible of the importance of not only establishing the "dental home" by age one, but also continued, regular check-ups—along with, of course, good brushing, flossing and eating habits. The earlier we can start protecting those smiles, the more we can help to ensure that check-ups remain cavity-free and that gives us all something to smile about!



Russell, our No Cavity Club winner—great job!

Summer Hours & Appointment Times

Summer is officially here and we couldn't be happier! In order to take advantage of the extra daylight hours, we have instituted our summer schedule again this year. Starting June 30th and continuing through August we will resume our summer schedule: Monday through Thursday, 8:00 am to 4:00 pm. Our latest appointments of the day will be during the 3:00 hour—don't worry we opened up our lunch hour in order to accommodate more appointment time choices.

On that note, in order to meet the high demand of summer check-ups, we want to remind you all of the importance of keeping those appointments. If you cannot keep your appointment, we do require 24 hours notice. For patients who fail to notify us within that time frame or show up more than 10 minutes after their appointed time, you may not be able to be rescheduled; rather, you'll be put on our quick call list and worked into the schedule at our next cancellation. We appreciate your punctuality!

A Kids Place Dentistry for Children

Volume 2, Issue 3

Summer 2008

Special points of interest:

- ☺ Early illness and cavities connection.
- ☺ Summer Schedule/ Appointment Times
- ☺ New NCC Prize!

Summer NCC Winner:

Russell, pictured left, is our fifth No Cavity Club winner of the quarter, and the proud new owner of his very own OralB® Vitality Toothbrush!

For all his great brushing and flossing efforts, we would once again like to congratulate him, and all of our No Cavity Club winners. The bowl we pick the name from every quarter is now too small for all of our NCC winners, hoorah!

A Kids Place Dentistry for Children

Keith E. McDonald, DMD PLLC
451 Duvall Avenue NE
Suite 140
Renton, WA 98059
Phone: 425.228.KIDS (5437)
Fax: 425.663.7990
www.akidsplacedentistry.com

Changing the myth of scary dentistry
one smile at a time.



No Cavity Club Prizes & Prize Reward System

We are so proud to announce that in the year since we started our No Cavity Club Program, we have awarded over 400 children with T-shirts and other NCC prizes! We have decided to add another level to the No Cavity Club Program—every patient who has already received an NCC T-shirt, and who has successfully earned two more NCC recognitions in a row, will receive their very own, super-cool, sports water bottle!

Pictured, at right, this new prize will help keep your kiddos cool and hydrated during the warm summer months, while reminding them that one of the best ways to stay cavity-free is to drink water. Keep brushing, flossing, and getting regular check-ups for your chance to bring one home!

As a reminder, we started our No Cavity Club program a year ago, and patients with two NCC visits in a row receive a special prize, with a chance to win a cool spin toothbrush once per quarter when their

name is placed in a drawing with all the other NCC patients.

For all other regular visit prizes, (cleanings, exams, and operative,) we now have a Treasure Tower, where patients with scheduled appointments who receive tokens as awards for bravery, patience, and courage in the dental chair may redeem their prize. The Treasure Tower does accept quarters as well, so parents who bring along siblings to A Kids Place, don't have to miss out on the fun!



Our newest NCC prize, A Kids Place sports water bottle!