

## FUNDING HELPS KIDS GO INSIDE THE GRIN

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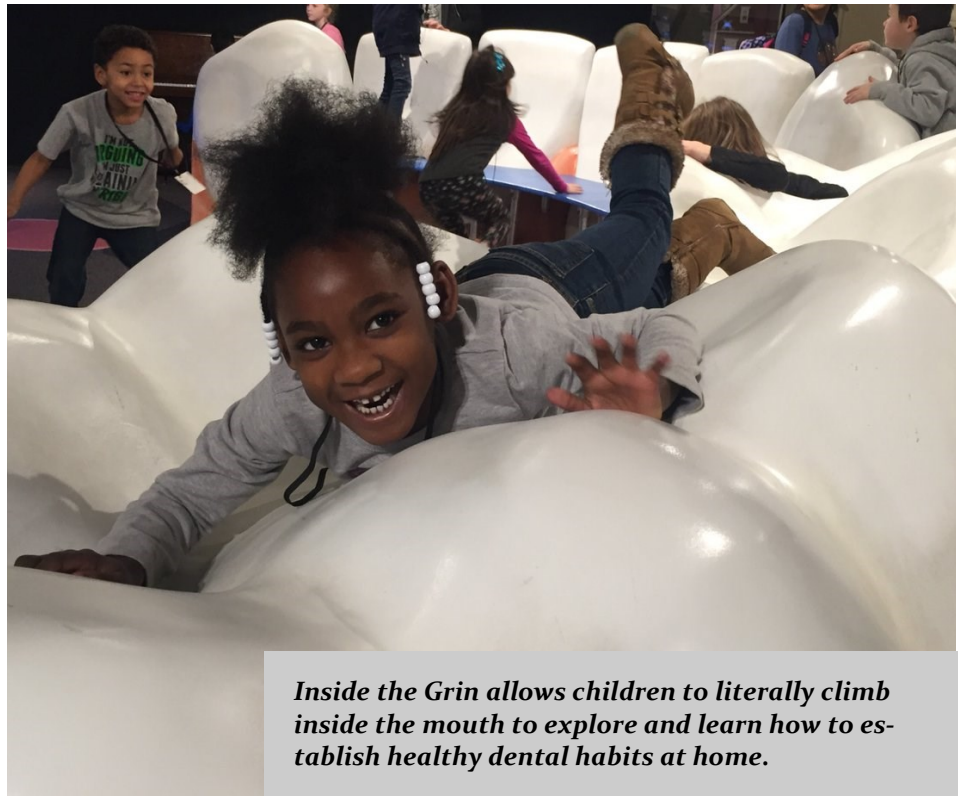
A \$5,000 grant has grown to \$32,000 as Delta Dental Foundation funds field trips to Cincinnati Museum Center's Inside the Grin exhibit. The grant funding covers admission to the exhibit and transportation to CMC for the students.

The Inside the Grin exhibit is a permanent addition to CMC's Duke Energy Children's Museum that opened in April 2016. The exhibit is the centerpiece of the Junior League of Cincinnati's GrinUp! Initiative, which seeks to improve oral healthcare in children. The exhibit was funded, in part, by a \$55,000 grant from the Delta Dental Foundation.

The Foundation's commitment to childhood oral healthcare continued after the initial investment in the exhibit. Last fall, they opened applications for \$5,000 in grant funding for field trips to the exhibit. Schools within the Cincinnati Public Schools system where 60 percent or more of students are eligible for free and reduced price lunch in kindergarten through fourth grade were eligible to apply for funding. The response was overwhelming.

"The response from schools was remarkable, so we knew we wanted to expand the field trip grant to allow more local students access to this exhibit," said Teri Battaglieri, director of the Delta Dental Foundation.

"We heard feedback from groups that the exhibit was engaging, inter-



*Inside the Grin allows children to literally climb inside the mouth to explore and learn how to establish healthy dental habits at home.*

active and made visiting the dentist a fun, rather than scary, experience. We are glad to provide these opportunities for students interested in learning more about their oral health."

Between January and May 2017, over 2,300 are booked to visit Inside the Grin on field trips funded by the Delta Dental Foundation. The overall funding for those trips is now \$32,000, more than six times the Foundation's initial offer. The funding also covers transportation for the school groups, which is often a limiting factor for school groups planning field trips.

"The Delta Dental Foundation's in-

credible generosity has empowered so many children to learn more about proper oral healthcare, enriching their minds and their bodies," says Elizabeth Pierce, president and CEO of Cincinnati Museum Center. "We are so grateful that they have expanded access to Inside the Grin as we work to fill the city with happy, healthy smiles."

Tooth decay is the leading chronic infectious disease in children. More than 40% of children nationwide experience dental decay by kindergarten. In Ohio, dental care

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## FUNDING HELPS KIDS GO INSIDE THE GRIN (CONT'D)

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*Between January and May 2017, over 2,300 kids are booked to visit Inside the Grin on field trips to learn about oral health. Field trips are funded by the Delta Dental Foundation.*

The inside of the mouth is modeled after a dentist's office, complete with a reclining dentist's chair, child-safe dental instruments and interactive videos. Through education, Inside the Grin can help reduce dental decay in children by teaching proper oral health habits.

The GrinUp! Initiative and the Inside the Grin exhibit are supported by Crest, Oral-B, the Delta Dental Foundation, Oral Health America, Cincinnati Children's Hospital Medical Center, the Junior League of Cincinnati, Landor & Associates and Cincinnati Museum Center.

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remains the greatest unmet health care need for children, regardless of income. Locally, in Cincinnati Public Schools one out of every ten children has visible tooth decay.

"Good oral health is closely linked to overall health. That's why teaching children at an early age about taking care of their teeth and mouths is so important," Battaglieri said.

Inside the Grin allows children to literally climb inside the mouth to explore and learn how to establish healthy dental habits at home. The exhibit features a full set of enormous, anatomically-correct teeth. Children can use giant floss and a massive toothbrush to practice proper flossing and brushing techniques, learning healthy habits through play.

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