

Kids to meet Mr Molar

As part of the activities to raise public understanding of oral health matters during National Oral Health Month - which was launched early last week - the South African Dental Association (SADA) will be hosting a "BrushAlong" for 1001 of the city's vulnerable children at the Johannesburg Zoo, on Saturday 17 September 2011 between 9:30 and 12 noon.



On arrival at the Zoo, the children, all between the ages of 5 and 12 years old, will be met by SADA's Mr Molar and then will be entertained to some fascinating facts about teeth and the differences between human and animal teeth. Thereafter, the great fun part of the day will start when the event culminates in a "BrushAlong". The children will each receive a gift "Tooth Kit", comprising a toothbrush and toothpaste - donated by Oral B and Colgate - and, then armed "with the tools of the trade", they will join in the mass tooth brushing exercise during which they also will be taught the secrets of brushing one's teeth correctly.

SADA 'BrushAlong' just the start

The SADA "BrushAlong" will be the beginning of a much wider outreach programme to the different metropolitan regions of Johannesburg.

This event represents a cooperative project between SADA, the City of Johannesburg and the Johannesburg Zoo. While SADA is sponsoring the transport and the catering for the kids, the Johannesburg Zoo is supplying the venue free of charge and also waiving the normal entrance fees for children. The educational programmes designed for the day is a joint collaboration between SADA and the Johannesburg Zoo. The City of Joburg assisted in giving SADA access to children from its Early Childhood Development Centres and orphanages.



Maretha Smit, chief executive of SADA says that the promotion of oral health in young children paves the way for a lifetime of good dental care and general health. "The latest research shows that bad mouth hygiene results in a 20% higher risk for people to develop - amongst other serious diseases - cardio-vascular problems. It therefore is essential that the younger generation becomes aware that good oral and dental care leads to better health overall."

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