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Partnership to Promote Pediatric Dental Health

CHICAGO – March 3, 2003– The American Academy of Pediatric Dentistry (AAPD), the recognized leader in children’s dental health, is pleased to announce a collaborative research and education partnership between the AAPD Foundation (AAPDF) and the Coca-Cola Foundation.

The AAPDF will receive an unrestricted grant to support important clinical, basic and behavioral research, which will be conducted by independent investigators. This affiliation will also create public and professional educational programs, based on science, that promote improved dental health for children.

“The AAPDF is committed to pursuing research that will speak for itself, and providing programs that guide parents to establish good dental habits for their kids,” AAPDF President Joel Berg said.

A key part of AAPDF’s mission is to support public education and research activities, such as its *Good Health Starts Here* campaign, which raises awareness about children’s dental hygiene, diet and nutrition, dental visits and fluoride.

“This partnership will provide AAPDF additional and innovative approaches to communicate our messages to a broad spectrum of the general public,” AAPD President David K. Curtis said.

At the upcoming AAPD Annual Meeting in New York City, the AAPDF will formally announce a new initiative involving several corporate sponsors. This latest

AAPDF initiative is intended to have a major impact on public education and research activities concerning children's dental health.

Founded in 1947, the American Academy of Pediatric Dentistry is the not-for-profit membership organization representing the specialty of pediatric dentistry. The AAPD's 5,600 members are primary care providers who also provide comprehensive specialty treatments for infants, children, adolescents and patients with special health care needs. As advocates of children's oral health, the AAPD works closely with legislators, professional associations and health care professionals to develop policies and guidelines, implement research opportunities in pediatric oral health, and educate pediatric dentists, health care providers and the public regarding pediatric oral health.

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