



American Academy of Pediatric Dentistry Foundation





Joel H. Berg, DDS, MS

AAPDF President

The *Building a Healthy Future for Children* campaign kicks-off an exciting time for our Foundation. We have all wanted the Foundation to do more, within the scope of ever increasing needs for kids and their oral health. This campaign will allow us to accomplish two very important objectives.

First, we will unify our voice by having a large number of members step forward and restate their commitment to children’s oral health. This unified voice will speak loudly as we go out and ask our industry partners to contribute to the cause we hold so dearly in our hearts.

Second, this campaign will raise the funds necessary to do the extraordinary things we know we need to do to make a difference in the oral health of children - to conduct the research where it is needed, to create important messages from the body of research, and to disseminate those messages to those who otherwise won’t hear them.

I ask all of my colleagues to take this opportunity to give toward our common passion - helping children and their oral health. As science discovers, together we will deliver upon our commitment to those we serve - to continually improve their health, and therefore their lives.



David K. Curtis, DMD

AAPD President, 2002-2003

With the multitude of issues facing the specialty of pediatric dentistry such as the need for qualified faculty, the need for funds in support of scholarships and loan repayments, the need to educate the public on the issues related to the oral health of children and the need for ongoing research, the leadership of the **American Academy of Pediatric Dentistry** and its Foundation has resolved to step up to these challenges by initiating the *Building a Healthy Future for Children* campaign.

As President of the AAPD, I am committed to the mission of the Academy and the Foundation and the objectives of the *Building a Healthy Future for Children* campaign, which will strengthen the entire specialty of pediatric dentistry and improve the oral health of children nationwide. Through programs such as the *Good Health Starts Here* campaign, financial support for education and research, and the development of a world class Leadership Institute, we have the opportunity to address many of the key challenges facing our field.

The *Building a Healthy Future For Children* campaign is an extraordinary solution to these challenges and a proactive response to the industry needs. The needs of the specialty are growing and the Foundation’s leadership is responding in an aggressive and proactive way by implementing a strategic plan that calls for the enhancement of the Foundation’s resources.

The success of this endeavor will require the participation of every AAPD member, as well as companies and foundations interested in the field of pediatric dentistry. Our goal to raise \$6 million can only be met with your help. Please join me in making an investment in the future of pediatric dentistry and the oral health of all children by making a commitment to this worthwhile effort. Your contribution will both help create a healthy future for our children and insure a legacy of success for those that will follow in your footsteps.





Paul A. Kennedy, Jr., DDS

Campaign Chair
AAPD Immediate Past President



Jackie L. Banahan, DMD

AAPDF Secretary-Treasurer
AAPDF Chair- Membership &
Recognition Committee

The American Academy of Pediatric Dentistry continues to be recognized as the leader in all aspects of oral health for children. That recognition has come from our dedication to the principles of doing what's right for children. As our organization grows, so does our responsibility to maintain all aspects of our profession and to provide for the optimal oral health of all children.

While the AAPD continues to provide the leadership on oral health issues for children, there are at least two areas that will need much more support: education and research. The Academy must reach out for support for these two areas because these bedrocks of our profession will not continue to serve us unless we support them.

The American Academy of Pediatric Dentistry Foundation recognizes that pediatric dental education is not guaranteed. We are aware of the precarious nature of many of our training programs and are committed to solving these problems. This will take a joint effort and total commitment by all. I urge each of you to become better informed about the challenges facing our professional education systems and become part of the solution.

The second area that needs our immediate attention is research. Today's social climate demands that we operate from a sound scientific basis. Sadly, I have to admit we are lacking in good basic science in a number of key areas. However, I am glad to report we are not lacking in proposed research projects to fill the voids; we just lack the resources to fund these projects.

The ***Building a Healthy Future for Children*** campaign is committed to finding the resources to begin to address these and other critical issues facing our profession. We all have benefited by the strong leadership position the AAPD has commanded over the years. Now each of us has a chance to personally influence the oral health of all children by supporting the Campaign. When you think about your profession and your daily service to children, I think you will agree that all of us are truly fortunate. And finally, as you count your blessings, I ask you to join me in the ***Building a Healthy Future for Children*** campaign.

It's all for the kid's!

Building A Healthy Future for Children represents a tremendous opportunity and challenge for the AAPD and the Foundation. This new capital campaign will raise the visibility of children's oral health and the specialty of pediatric dentistry in venues and in ways as never before. The campaign will not only determine our success in strengthening partnerships and forging new relationships to raise funds for a cause we have committed our lives to – advancing children's oral health – but will also reflect on the credibility of the AAPD as the authoritative voice on children's oral health and how to meet the challenges we all face now and in the future as the primary providers of dental care for children.

Building A Healthy Future for Children is about maintaining the vitality of the specialty by attracting the best and brightest to the field and ensuring that the future pediatric dentist workforce is robust and well-trained to provide the very best dental care to the children and families we serve. This campaign is also about being good stewards of our specialty and committing ourselves not only to the children we serve in our practice but also to the oral health needs of children whom we do not personally treat.

As Chair of the Foundation's Membership and Recognition Committee I would like to challenge every member of the AAPD to join us in this effort by making a pledge to the ***Building A Health Future for Children*** campaign. For many of you this will mean renewing your commitment to the Foundation and AAPD's vision for the future; for most of you this campaign provides the opportunity to join us in taking this bold step towards strengthening the specialty of pediatric dentistry and achieving the best oral health for America's children.



Who are Pediatric Dentists?

Pediatric Dentistry is one of the nine recognized dental specialties of the American Dental Association (ADA). Pediatric dentists are specialists dedicated to the oral health of children and patients with special health care needs. Pediatric dentists complete two to three years of additional specialized training (after the required four years of dental school), which includes study in child psychology, growth and development. They are also trained and qualified to care for patients with medical, physical or mental disabilities. Members of the **American Academy of Pediatric Dentistry (AAPD)** include not only pediatric dentists, but also general dentists who treat significant numbers of children in their practices. Their specialization allows them to provide the most up-to-date thorough treatment for a wide variety of children's dental problems, which include, but are not limited to:

- **Tooth decay and cavities**
- **Malocclusion, crowded and/or crooked teeth**
- **Bite problems**
- **Emergency care for chipped, fractured or knocked-out teeth**

American Academy of Pediatric Dentistry

The **American Academy of Pediatric Dentistry** is the professional organization dedicated to the advancement of pediatric dentistry, one of the nine recognized dental specialties. Its 5,700 members serve as primary care providers for millions of children from infancy through adolescence, providing advanced specialty-level care for infants, children, adolescents and patients with special health care needs in private offices, clinics and hospital settings. The AAPD merged in 2002 with the American Society of Dentistry for Children, so that the Academy now speaks not only for the nation's pediatric dentists, but also for general dentists who treat significant numbers of children in their practices. In addition, AAPD members serve as the primary contributors to professional education programs and scholarly works concerning dental care for children.

The AAPD and the **American Academy of Pediatric Dentistry Foundation** (AAPDF) have developed a number of tangible and intangible benefits for the dental professional. The AAPD Annual Session provides scientific programs, practice management information, the latest on clinical techniques, policy-making involvement for the specialty, and fellowship with professional colleagues. Each year at the Annual Session the AAPD Foundation sponsors a continuing education course to keep pediatric dentists current on the latest advancements in the specialty and ultimately, to improve the care children receive.

The Academy serves and represents its membership in the areas of professional development and governmental and legislative activities. It is a liaison to other health care groups and the public. The AAPD sponsors lobbying and advocacy activities with legislative and governmental administrative bodies on issues applicable to pediatric dentistry and the improvement of children's oral health care. In 2003, the AAPD will host its fourth Legislative Workshop. The goal of this workshop is to assist AAPD members with efforts at the state and local level, as well as to build a national "grass roots" network for work on federal issues and sharing of critical information for legislative advocacy. The AAPD has now trained advocates from 27 different states in the first three years of the workshop. The Academy also initiated a Political Action Committee (PAC) in 2001 to support congressional candidates who champion children's oral health issues.

Pediatric Dentistry is the official publication of the **American Academy of Pediatric Dentistry**, the American Board of Pediatric Dentistry and the College of Diplomates of the American Board of Pediatric Dentistry. It is published bi-monthly and is internationally recognized as the leading journal in the area of pediatric dentistry. The journal promotes the practice, education and research specifically related to the specialty of pediatric dentistry. This peer-reviewed journal features scientific articles, case reports and abstracts of current pediatric dental research.

Building a Healthy Future for Our Children

Journal of Dentistry for Children is also an official publication of the AAPD that is published 3-times a year. The Journal invites submission of reports, clinical articles, editorials and statements of opinion relevant to pediatric dentistry. A bi-monthly AAPD newsletter, *Pediatric Dentistry Today*, is the newsletter that includes legislative and regulatory information, membership news and meeting updates, as well as information on current and future events within the specialty and the organization.

The AAPD also publishes a complete Reference Manual that is updated annually, containing the Academy's Guidelines of Care, Oral Health Practices, and additional information pertinent to the practice of pediatric dentistry. The complete Reference Manual is also available on the AAPD Web site.

The **American Board of Pediatric Dentistry** (ABPD) verifies to the public and to the health professions that a pediatric dentist has successfully completed both an advanced educational program accredited by the American Dental Association Commission on Dental Accreditation and a voluntary examination process designed to validate the knowledge, application and performance requisite to the delivery of proficient care in pediatric dentistry. The Board is recognized by the ADA and is required to report annually to the American Dental Association Council on Dental Education and to the AAPD.

The AAPD presents a variety of up-to-date, dynamic seminars every year around the country. Courses offer practical information for the practicing pediatric dentist, academicians, researchers and dental team. Topics include comprehensive review of pediatric dentistry, conscious sedation, pediatric emergencies and contemporary practice management. A complete list of current courses sponsored by AAPD, AAPD district and state unit organizations, and other relevant health organizations is available on the Web site under Meetings and Events and is also printed in every edition of the newsletter.

The mission of the AAPD is to advocate policies, guidelines and programs that promote optimal oral health and oral health care for children and have been strongly advocating for better oral health for children in the past decade. The AAPD has responded with initiatives aimed at reforming the dental Medicaid program, the pediatric dentistry workforce shortage, and influencing federal policy in regard to oral health issues for children.

American Academy of Pediatric Dentistry Foundation

The **American Academy of Pediatric Dentistry Foundation** was established in 1987 by the AAPD to support and promote education, research, service and policy development that advance the oral health of infants and children through adolescence, including those with special health care needs. The AAPD Foundation's endowment is used to assist postdoctoral students in pediatric dentistry; support research projects and fund meaningful education programs that benefit both the profession and the public.

The needs of the specialty are growing and the Foundation's leadership is responding in an aggressive and proactive way by implementing a strategic plan that calls for the enhancement of the Foundation's resources.

The AAPDF is a non-profit entity governed by an independent Board of Trustees with representatives from the AAPD, leading academic institutions and the corporate community all working together for the advancement of children's oral health.

The AAPD Foundation administers five different types of research awards annually: the Graduate Student Research Award (GSRA), which selects eight graduate students based on research proposals submitted; the GSRA recipients are judged on presentation and research and one winner is selected to receive the Ralph E. McDonald award; the Foundation Research Award (FRA), which selects four clinicians, researchers or academicians in pediatric dentistry based on proposals submitted; the FRA recipients are judged based on presentation and research and an overall winner is chosen; and the OMNII Postdoctoral Research Fellowship Program, which selects three graduate students to conduct a year-long research study on a topic of their choice.





Few things touch the human heart like a young child's smile

Targeting the Challenges

Few things touch the human heart like a young child's smile. However, when it comes to oral health, a substantial number of children have little to smile about. The prevalence of oral disease in American children is a serious health issue. The U.S. Surgeon General's 2000 Report, *"Oral Health in America"*, identified tooth decay as the single most common chronic childhood disease – five times more common than asthma and seven times more common than hay fever.

More than half of all children between the ages of five and nine have at least one cavity or filling, and by the age of 17, the incidence increases to 78 percent. Children with oral disease suffer a multitude of negative effects beyond physical pain, including problems eating, speaking and attending to learning. More than 51 million school hours are lost each year to dental-related illness. The public does not perceive oral disease as significant a concern as general illness. Subsequently, many parents avoid or postpone addressing their children's oral health needs.

Despite tremendous advances in providing oral health care to all citizens, the American health care system is still struggling to address problems among certain populations. For instance, though there has been a substantial overall improvement in children's oral health, 80 percent of child tooth decay is found in 25 percent of U.S. children and adolescents, with the greatest unmet needs found in children from racial and ethnic minorities and low-income families.

Limited efforts to date have been ineffective in addressing access to dental care for the underserved. Federal initiatives to expand the nation's network of community-based health centers and strengthen the National Health Service Corps offer no support to ensure dental providers are available to work in these centers or in other underserved communities. Pediatric dental residency training programs, which are essential in training the dentists who work in underserved communities and treat Medicaid, SCHIP or other underserved populations, particularly those with special needs, have been under-funded and are often under threat of elimination due to budgetary considerations.

There is a current shortage of pediatric dentists, with only approximately 3,800 practicing pediatric dentists nationwide and some states having fewer than 10. These numbers will only get worse over the course of the next few years, if training programs are not funded at an adequate level.

Current and projected demands for pediatric dentists and pediatric dental faculty positions are not being met. Educational debt has increased, influencing pediatric dentists and ultimately the oral health of our children.

The AAPDF seeks to address the challenges facing the specialty by achieving the following goals:

Securing funding for important and innovative research initiatives;

Promoting the prevention of childhood oral disease through public awareness efforts;

Facilitate partnerships among community groups, industry and the profession to provide pediatric dental service to the disabled and disadvantaged;

Promoting the recruitment and retention of pediatric dentists in academic settings;

Offering professional development opportunities for pediatric dentists; and,

Assisting pediatric dentists in reaching their educational goals, ultimately improving the level of patient care delivered.

The AAPDF is accepting a leadership role in addressing these areas by launching a major multi-phased funding initiative to raise pledged financial support. By partnering with corporate leaders from the industry, academic institutions and members of the AAPD, the Foundation will build support to resolve industry challenges through education, increased public awareness and research.

An Investment in the Future of Our Nation's Children



The AAPD and the AAPDF leadership recognize that the dental industry and the specialty of pediatric dentistry are at a critical juncture. The *Building a Healthy Future for Children* campaign is an investment in the future of our nation's children. It is AAPDF's international fundraising campaign to build the Foundation as the premier center for research, education, teaching and marketing of specialty of pediatric dentistry. The goal of the campaign is to raise a minimum of \$6 million pledged, paid over the next 5 years. This critical initiative will position AAPDF to meet the needs of the pediatric dentists today, tomorrow and in the future. This unprecedented undertaking seeks to generate financial support for initiatives that will address four core areas of need:

Research

The AAPDF is dedicated to advancing research related to improving children's oral health and the specialty of pediatric dentistry. The Foundation is sponsoring ongoing research initiatives on childhood caries, workforce issues and childhood behavioral management in the practice of pediatric dentistry. In addition, the Foundation annually supports a number of research fellowships and partners with the American Academy of Pediatrics to support visiting professorships and planning activities to enhance access to oral health services in local communities. Additional resources will be used to develop improved diagnostics, treatments and delivery of care and support basic, clinical and behavioral research related to childhood cavities and other conditions impacting the oral health of children.



Public Awareness

The Foundation's *Good Health Starts Here* campaign, established in 2000, targets parents, caregivers, adolescents and other health care professionals that serve children to 1) educate them that oral health is an essential component of general health and 2) promote actions these groups can take to maintain health and prevent oral disease among children. This information is conveyed to these audiences through a series of age-specific messages on key oral health topics. Messages are delivered to these groups through campaign posters and brochures, displayed in areas frequented by parents such as medical offices; schools and children's care facilities. Messages will be disseminated more broadly through placement on child product labels, and through a national media campaign.

Pediatric Dentistry Education

The need for qualified faculty is at a critical point. Funds will be provided to partially support faculty-endowed chairs for pediatric dentistry. A mechanism will be developed to provide endowed chair positions to provide perpetual funding for programs that demonstrate the greatest need to train pediatric dental specialists who will ultimately serve the needs of underserved communities.

Scholarships/loan repayment funds will continue to be provided to help defray educational debt and provide greater opportunity to those dentists choosing to pursue the specialty of pediatric dentistry. Funds will also be awarded to repay loans to graduating students choosing to serve the specialty in an academic capacity.

Leadership Institute

It is the intent of the Foundation to establish a permanent Leadership Institute to train our current and future members with the necessary skills to shape their philosophical and operational approaches and to maximize leadership potential and performance. The Institute will maintain an endowment in the Foundation specifically directed to fund in perpetuity, didactic experiences with some of "the best and brightest" minds in the field of pediatric dentistry and leadership development. A curriculum will be developed in partnership with a world-class business school. This would be the first Institute of its kind among dental and medical organizations and/or associations.

Achieving the goals of this historic endeavor will require the participation of all individuals, companies and foundations interested in the field of pediatric dentistry. The Foundation seeks your collective support as we look for better ways to prepare ourselves for the future – better technologies, different ways and new awareness.

The successful completion of the campaign will establish the AAPDF as the premier center for research, education, teaching and marketing of the specialty of pediatric dentistry now and moving confidently forward throughout the 21st century.





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