



## **Children's Oral Health Toolkit: Sample Opinion Editorial #3: Oral Health is a Business Concern**

*The following is an example of incorporating the framing research on children's oral health into a guest editorial from a business leader.*

### **Business has Role to Play in Kids' Oral Health**

Business owners have diverse needs and interests, but we all have one thing in common: We need a capable and healthy workforce to make our businesses successful. That future workforce is today's children. As the CEO of one of the largest employers in our state, I am concerned with the "silent epidemic" in the health of our children: dental disease. I was surprised to learn that tooth decay is the most common chronic childhood disease, five times more common than asthma, and that it can affect a child's overall health. In fact, untreated tooth decay can have profound effects on the ability of our children to grow and learn. Oral disease keeps kids out of school and, later, out of work. Unless we begin to treat it as a serious health issue, we risk the education, health and future of our state's children. And by risking their future, we jeopardize the economic health and future of our business community and state.

A report from the Centers for Disease Control shows that preventive services, such as screenings, dental sealants and fluoride protection, have significantly lowered the incidence of child and adolescent tooth decay over the past 15 years. If we increase access to these preventive services in schools and community-based clinics, we can make an enormous difference in the health of our children.

Together, we can improve the oral health and general health of our children. Our very future depends on our commitment to the health and success of our young people.