



# Connecting Kids to Coverage National Campaign

## ORAL HEALTH TEMPLATE NEWSLETTER ARTICLES FOR PREGNANT WOMEN, PARENTS AND CAREGIVERS

Children's access to dental services is essential to their good health and it can be an important factor in motivating parents to enroll their eligible children in Medicaid and the Children's Health Insurance Program (CHIP). In fact, 68 percent of parents say receiving dental benefits is why they enroll their children in Medicaid and CHIP, according to a 2011 CMS national survey of low-income parents.

To share the importance of developing positive oral health habits early, CMS has [developed oral health education materials](#) for pregnant women, parents, and caretakers of young children. To help you promote these messages and materials, we have prepared a set of drop-in articles that can be used in any print or online format. These articles can be shared with community newspapers and on websites and blogs hosted by child care providers, faith-based and community groups and health and wellness organizations. Select the article appropriate for your intended audience and fill in the placeholders with the information relevant to your organization.

**\*Your state's income limit for a family of four at 200% of the Federal Poverty Level (FPL). To find the annual FPL figure, visit [ASPE Poverty Guidelines](#). To find the specific FPL guidelines for your state, click [here](#) or contact your state's Medicaid or CHIP program for information. Note: The income level figure will change from year to year based on the annual release of FPL guidelines.**

### [Approximately 109 Words](#)

#### THINK TEETH!

##### Oral Health Is Important During Pregnancy and Early Childhood

Good oral health is essential for pregnant women and young children. Making sure your child's teeth are healthy from the start can lead to good oral health over a lifetime. Medicaid and the Children's Health Insurance Program (CHIP) cover children's dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants and fillings. Some states cover dental services for pregnant women, too. A family of four with an income up to \$50,000\* or more may qualify for free or low-cost health insurance through Medicaid or CHIP. To learn more or to enroll, call **1-877-KIDS-NOW (543-7669)** or visit [InsureKidsNow.gov](#). **[OR STATE/LOCAL CONTACT INFORMATION]**

### [Approximately 179 Words \[Pregnant Women\]](#)

#### THINK TEETH!

##### Oral Health Is Important During Pregnancy and Early Childhood

Pregnant women who keep their teeth and gums healthy during pregnancy are protecting their baby's teeth, according to the American Dental Association. Plus, paying attention to good oral health during pregnancy helps maintain overall health. So, be sure to brush and floss daily! Good oral health shouldn't stop once your baby is born. In fact, tooth decay is caused by bacteria, and babies can "catch" the bacteria from their mothers. So keep your mouth healthy, and take your baby to the dentist by his or her first birthday. Then schedule regular dental check-ups as recommended by your child's doctor or dentist.

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**Approximately 147 Words [Parents and Caregivers]**

**THINK TEETH!  
Oral Health Is Important During Pregnancy and Early Childhood**

Parents and caregivers need to protect the oral health of their young children. Tooth decay remains one of the most common chronic diseases of childhood – and it can be prevented! Daily brushing and flossing contribute to overall health even at an early age. Take your baby to the dentist by his or her first birthday – and then schedule regular dental check-ups as recommended by the child’s doctor or dentist.

Medicaid and the Children’s Health Insurance Program (CHIP) cover children’s dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants and fillings. Some states cover dental services for pregnant women, too. A family of 4 with income up to \$50,000\* or more may qualify for free or low-cost health insurance through Medicaid or CHIP. To learn more or to enroll, call 1-877-KIDS-NOW (543-7669) or visit [InsureKidsNow.gov](https://InsureKidsNow.gov). **[OR STATE/LOCAL CONTACT INFORMATION]**

**Approximately 341 Words [Pregnant Women, Parents and Caregivers]**

**THINK TEETH!  
Oral Health Is Important During Pregnancy and Early Childhood**

Did you know that pregnant women who keep their teeth and gums healthy during pregnancy are protecting their baby’s teeth as well? Did you know that dental care during pregnancy is safe – including x-rays and local anesthesia? (Just be sure to let your dentist know that you are or may be pregnant.)

Paying attention to good oral health during pregnancy is important, since the changing hormone levels that occur with pregnancy can actually initiate or make some dental problems worse, according to the American Dental Association. Daily brushing and flossing contribute to overall health, and pregnant women who keep their teeth and gums healthy during pregnancy are protecting their baby’s teeth.

Maintaining good oral health shouldn’t stop once your baby is born. In fact, tooth decay remains one of the most common chronic diseases of childhood – and, it can be prevented! Tooth decay is caused by bacteria interacting with sugars in the mouth. The bacteria can be passed from mother to baby when, for example, they share spoons or cups. Take children to the dentist by their first birthday – and then schedule regular dental check-ups throughout childhood.

“Good oral health for children starts while their mothers are pregnant,” said **[NAME OF LOCAL ORAL HEALTH PROFESSIONAL AND TITLE]**. “We want expecting parents to know it’s easy to take care of their baby’s teeth from the start and it is essential to maintain these healthy habits before the first tooth appears.”

Tooth decay can cause significant pain, loss of work days and can lead to other infections. Good oral health practices at home and regular dental check-ups help mom and baby to have healthy teeth right from the start.

Medicaid and CHIP cover children’s dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants and fillings. A family of four with income up to \$50,000\* or more may qualify for free or low-cost health insurance through Medicaid or CHIP. To learn more or to enroll, call **1-877-KIDS-NOW (543-7669)** or visit [InsureKidsNow.gov](https://www.insurekidsnow.gov). **[OR STATE/LOCAL CONTACT INFORMATION]**

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“There are simple steps that can help prevent tooth decay in children. Put only water, milk or formula in bottles or sippy cups, and don’t put babies to bed with a bottle,” said **[NAME OF LOCAL ORAL HEALTH PROFESSIONAL AND TITLE]**.

Tooth decay can cause children significant pain, loss of school days and can lead to other infections. Dental disease can result in difficulty eating and speaking, and can interfere with physical and social development and school performance. Good oral health practices at home and regular dental check-ups help children to have healthy teeth right from the start.

If your child doesn’t have dental insurance, he or she may qualify for free or low-cost coverage through Medicaid and the Children’s Health Insurance Program (CHIP). Medicaid and CHIP cover children’s dental services, such as teeth cleanings, check-ups, x-rays, fluoride, dental sealants and fillings. A family of four with income up to \$50,000\* or more may qualify for free or low-cost health insurance through Medicaid or CHIP. To learn more, call **1-877-KIDS-NOW (543-7669)** or visit [InsureKidsNow.gov](https://www.insurekidsnow.gov). **[OR STATE/LOCAL CONTACT INFORMATION]**

### Approximately 394 Words [Pregnant Women]

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“Good oral health for children starts while their mothers are pregnant and it is essential to maintain these healthy habits before the first tooth appears,” said **[NAME OF LOCAL ORAL HEALTH PROFESSIONAL AND TITLE]**. “We want expecting parents to know it’s easy to take care of their baby’s teeth from the start.”

Tooth decay can cause significant pain, loss of work days and can lead to other infections. Good oral health practices at home and regular dental check-ups help mom and baby to have healthy teeth right from the start.

“There are simple steps parents can start as their babies are infants and toddlers to help prevent tooth decay as their children grow Put only water, milk or formula in bottles or sippy cups, and don’t put babies to bed with a bottle,” **[NAME OF LOCAL ORAL HEALTH PROFESSIONAL AND TITLE]** stated.

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