



National Children's Dental Health Month turns 60 this year. Each February since 1949, the American Dental Association has sponsored this special month to raise awareness of the importance of oral health, which can significantly impact overall health in both children and adults.

Did you know?

- Despite the established importance of oral health, dental caries (tooth decay) is the most chronic childhood disease.¹
- An estimated 51 million school hours are lost every year due to dental-related illness.²
- Developing good oral health habits such as routine brushing and flossing and receiving regular dental care beginning at an early age are key to establishing a lifetime of healthy teeth and gums.
- Good oral health as a child can lead to better overall health as an adult.
- Children who are covered by dental insurance are more likely to receive regular dental care than those without coverage.³ The same is true of adults.⁴

Over the past few years, evidence of a connection between oral health and general health has continued to mount. According to the National Institute of Dental and Craniofacial Research, studies indicate that periodontal disease, a bacterial infection of the gums and the bone that supports the teeth, can contribute to significant general health problems in adults, including heart disease, stroke and diabetes. Regular preventive dental care at all stages of life can be the best way to avoid periodontal disease.

Their children's health and well-being is a priority for parents and group dental insurance can provide a cost-effective way for businesses to help protect the oral and general health of employees and their family members. Assurant Employee Benefits now offers a dental plan designed to give families more control of their benefit dollars. Family Share Max, an industry first, replaces traditional individual benefit maximums with one shared dental coverage pool families can spend in the way that best fits their needs and budgets. National Children's Dental Health Month is an ideal time to learn more about this family-friendly product.

¹Oral Health in America: A Report of the Surgeon General, 2000.

²National Maternal and Child Health Oral Health Resources Center, Georgetown University, 2003.

³The National Survey of Children's Health, 2007.

⁴LIMRA International, 2003.