Save the Date
FEBRUARY 6, 2015
Give Kids a Smile Day is Right Around the Corner!
It seems as though we’ve all just finished our final reports and GKAS day is upon us once again! This newsletter is intended to give GKAS volunteers another forum for idea sharing and program updates.

It’s September and change is in the air. The changes we’ve made, such as starting this newsletter, exploring new outreach options and providing a marketing kit, are our contribution to your hard work. Use the ideas we’re highlighting and give us your suggestions.

New registration process begins on October 1
You must register with GKAS NJ in order to be included in state, county and academic marketing.

The ADA has long required that each GKAS NJ form on the NJDA site, your office automatically will be included in supply distribution. However, since not everyone registers with ADA, we are missing some locations — and those locations are missing out on our mass marketing efforts.

How to register
Please complete the application provided on the New Jersey Dental Association website, www.njda.org, under “Public Resources.” Registration opens on October 1.

By completing the GKAS NJ form on the NJDA site, your office automatically will be included in supply distribution through the NJDA. These supplies are limited and must be picked up at the New Jersey Dental Association headquarters in North Brunswick. The ADA has long required that each

2014 GKAS NJ By the Numbers...

| 2,861 children seen | 337 assistants |
| 112 locations statewide | 279 other volunteers |
| 265 dentists | 358 student volunteers |
| 240 hygienists | $1,014,000+ in donated services |
| 90% of locations reporting |

KinderSmile Foundation
A Great Program to Emulate
Where would the Montclair area be without Dr. Sara Kalambur and the fantastic volunteers at KinderSmile? Operated under the leadership of President & CEO, Dr. Nicole McGrath, KinderSmile offers a GKAS program with something for everyone — from the kids who need treatment to their parents and caregivers. Educational activities abound for all, with tips on good oral healthcare and informational tables staffed by agency reps who help parents negotiate the healthcare system. A healthy lunch, served by volunteers from Delta Dental of NJ and other groups, live music and storytelling, and the tooth fairy and her two sweet dogs, made for a festive atmosphere even the most dental-phobic kid enjoyed!
KinderSmile was the beneficiary of transportation funds provided by the RSDM Class of ‘16 fundraiser.

KinderSmile operates year round and is always in need of volunteers. Visit www.kindersmile.org.

Thanks to the Rutgers School of Dental Medicine Class of 2016 for choosing Give Kids a Smile NJ for its class fundraiser in 2013. Their Keep Calm and Drill On water bottles were a huge hit with students and faculty. With their donation, GKAS NJ provided transportation funding to KinderSmile Foundation.

Thanks, too, to Eastern Dental, which in addition to providing treatment at many locations, had another 250 bottles made for GKAS NJ to sell. Buy one for just $10. All proceeds benefit GKAS NJ. Pick one up at a meeting or contact: gkas@njda.org.

View our Give Kids a Smile promotional video, produced by Delta Dental of NJ. Visit the NJDA website, www.njda.org and down to the GKAS logo on the right, click and then scroll down again to the video. Use the GKAS NJ video in your waiting room, show it at staff meetings and share with community groups to spread the word!

2014 Contributors to GKAS NJ

Dr. Suni Bolar, Somerset Colgate Delta Dental of NJ
Dr. George Kourakin, Millville Joe Orlando, patient, Wayne Rutgers SDM, Class of ‘16
Henry Schein Warren Oral Surgery

Thanks to Delta Dental of NJ, Colgate, Henry Schein and Warren Oral Surgery for a festive atmosphere even the most dental-phobic kid enjoyed!
Why Register Twice?  
It Matters!  
The New Jersey Dental Association and the American Dental Association each provide treatment locations with unique benefits.
NJDA assists you with marketing, helping you to fill your appointment slots on Give Kids a Smile day. Staff at NJDA work with local media, school districts and health and welfare support groups to spread the word about GKAS NJ. While we urge each location to reach out to those outlets within their own community, NJDA’s efforts help make your job easier.
ADA distributes dental supplies nationwide, on a lottery basis. By registering with the ADA by their November deadline (see calendar on page 1) your office will be included in the supply lottery.
NJDA also has supplies to distribute. By registering with NJDA your office can request supplies if you didn’t “win” ADA supplies.
NJDA provides the umbrella under which we all operate, lending additional credibility and name recognition to this great program!
NJDA issues continuing education certificates, up to three credits towards licensure, to dentists and staff who register and volunteer.
Register twice — it matters!

Spanish Language Forms Needed!  
Does your office provide Spanish language forms? Our marketing kit contains a patient history/photography waiver in Spanish. If your office has other forms or information in Spanish to share with our GKAS NJ locations, please contact Lorraine Sedor or Maureen Barlow. 732-821-9400.
Gracias!

Specialists Welcome!  
Orthodontists, oral surgeons and other specialists are encouraged to sign up to provide screenings and emergency services as needed. If you have questions about how you can help, please phone Lorraine Sedor or Maureen Barlow at 732-821-9400.

Ten Years of Smiles  
Since 2003, the New Jersey Give Kids a Smile! program has had thousands of volunteers give their time and talent to our Association’s flagship charitable event. Though each and every volunteer has made a difference, we have two individuals to thank for bringing the program to NJ and helping it grow over time.

Dr. Maxine Feinberg was the president of the NJ Dental Association back in 2003, when she brought the GKAS concept to the state. Now, more than a decade later, Dr. Feinberg is president-elect of the American Dental Association and continues to be a staunch supporter, both here and nationwide.

Cavan Brunsden, DMD, has been statewide chair of GKAS NJ since its inception. A pediatric dentist, Dr. Brunsden can tell countless tales of restoring not only smiles, but hope, to families in need. His enthusiasm for the program is infectious. Come to any GKAS NJ meeting and see for yourself!

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Hygiene and Assisting ~ What would we do without you?  
Hygienists and assistants get their start at a number of fantastic schools around the state. What these schools and the professionals they train have in common is their desire to give back. Assistance and hygiene programs at county colleges in NJ open their doors on GKAS day and the benefits are many.
Each year, alumni return in droves to work alongside their former instructors, current students and volunteer dentists. For many it’s the most rewarding day of the year.
If you are an assistant or hygienist and would like to volunteer, either at a school or another location, GKAS NJ can help with placement. Call Maureen Barlow or Lorraine Sedor at 732-821-9400.

DITCH YOUR OLD FORMS!  
NEW FORMS FOR INTAKE,  
TREATMENT AND REPORTING  
WILL BE AVAILABLE IN  
OUR NEW MARKETING KIT,  
ALONG WITH SAMPLE  
PRESS RELEASES AND  
OTHER TIPS FOR HAVING A GREAT  
GKAS DAY!

FOR YOUR KIT CONTACT:  
GKAS@NJDA.ORG

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