By Fred Michmershuizen, Online Editor

Thanks to the generosity of Trident chewing gum, the National Children’s Oral Health Foundation (NCOHF) recently awarded grants totaling $100,000 to four not-for-profit universities and community-based dental programs.

“For over 40 years, Trident has been an innovator and leader in oral care advancements, beginning with the introduction of Trident in 1964 as the first cavity-fighting, sugar-free gum,” said Lesya Lysyj of Cadbury North America, manufacturer of Trident.

“Our partnership with NCOHF enables us to continue our commitment to promote good corporate citizenship in the communities we touch by helping to raise awareness and funds to fight oral disease among thousands of children in need,” Lysyj said.

The Trident Toothfairy Grants, which fund critical early childhood oral health treatment and educational training programs, were awarded to:

- Howard University in Washington, D.C.;
- the University of California at San Francisco;
- the University of Illinois at Chicago and
- the Arkansas Oral Health Coalition.

Each institution received $25,000 to help reach thousands of young children and caregivers in their communities.

The facilities are members of the NCOHF’s national affiliate network and are dedicated to delivering comprehensive oral health treatment and preventive educational programs to millions of underserved children and their families.

“Effective oral health practices must be established during a child’s early years, and NCOHF is fortunate that Trident understands the key to eliminating pediatric dental disease lies in comprehensive preventive therapies and educational programs,” said NCOHF President and CEO Fern Ingber.

“These generous grants allow NCOHF affiliates to establish programs that provide vital services and smile-saving oral health care basics for our nation’s youngest generation,” Ingber said.

The NCOHF is composed of dental professionals, industry leaders, philanthropic individuals and concerned non-profit agencies. It is the only independent non-profit national children’s health organization exclusively focused on supporting delivery of comprehensive oral health care for economically disadvantaged children.