

Retype the following event-related news alert on your state or local dental hygiene association stationery and fill in the missing information. News alerts can be sent to your local newspapers. Keep in mind your newspaper may have a specific person in charge of calendar listings, and they may have a deadline for submissions. Make sure to check these out in advance of sending this. Also, plan to send this several weeks in advance of your targeted publication date, which should fall at least one to two weeks prior to your event.

NEWS ALERT STARTS BELOW

ATTN: (BEAT, i.e. HEALTH, NEWS) EDITOR

(State/Local) Dental Hygienists' Association Hosts Community Event

What: Name of your constituent or component organization; name of the event (i.e. Hygienists In Action, Sealants Across Texas); brief description of the event (i.e. health fair or oral screening for children or senior citizens, etc.—include expected number of patients/audience)

When: Include the starting time of the event, as well as any special activities, such as celebrity appearance or award presentation

Where: Provide detailed address and directions if necessary

Why: Explain the purpose of the event (i.e. to increase access to care for the underserved, to reach school age children who would otherwise not visit a dental office, to educate the community on the importance of good oral health and its connection with overall health, etc.)

Media Contact: (Your PR representative, Your Organization)
(Your Contact Phone Number)
(Your Contact Email)

Retype the proper information below and print this press release on your state or local association's letterhead. The release can be sent to your local newspapers and TV and radio stations.

RELEASE STARTS BELOW

For Immediate Release

Media Contact: *(Your PR Representative, Your Organization)*
 (Your Contact Phone Number)
 (Your Contact Email)

**Early Detection Saves Lives; (Your Organization's Name)
Is Offering (FREE?) Oral Cancer Screenings**

*(Your town, Your State)—(Date)—*In an effort to promote the early detection of oral cancer, a serious health risk that, if identified in its early stages, can be treated in up to 90 percent of cases, *(Your Organization's Name)* is offering oral cancer screenings as part of the *(name event, dates, times and location)*.

"The oral cancer screening is one of the most critical components of a routine dental hygiene and dental examination," said *(Your Spokesperson's Name)*, *(Your Spokesperson's Title)*, *(Your Organization)*. "It consists of a head and neck exam during which the dental hygienist or dentist will look for suspicious growths, lumps on the lip or in the mouth or throat, and other symptoms that indicate the disease might be present. If any symptoms are found, the patient will be alerted and strongly urged to seek medical attention immediately."

The Centers for Disease Control and Prevention (CDC) states that approximately 75 percent of all oral cancers are attributed to the use of smoked and smokeless tobacco products. This year alone, close to 42,000 Americans will be diagnosed with oral cancer and more than 8,000 will die of the disease according to estimates from the National Cancer Institute (NCI).

Early detection is crucial in preventing the spread of oral cancer that, if undetected, can spread to other parts of the body, making it difficult or nearly impossible to treat. Dental hygienists are the front line of defense against this disease.

The dental hygiene profession was founded more than 100 years ago, in 1913, and today there are more than 185,000 registered dental hygienists across the U.S. who provide professional oral health care to help people maintain healthy smiles and healthy bodies.

(End your release with a short paragraph about your organization, including the year it was founded, the number of members and the location, if appropriate, of your headquarters' office).

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Media Contact: *(Your PR Representative, Your Organization)*
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(Your Organization's Name) Announces Recipient of (year) (Name of Award)

(Your town, Your State)—(Date)—(Your organization's name) has named (full name and credentials of award recipient) of (city and state of recipient) the recipient of the (year) (name of award).

The award recognizes (list what award recognizes).

(Recipient's last name) a graduate of (college) in (city where college is), received (degree) in (year). (She/he) is employed at (name of employer) as the (job title). (She/he) also serves as (list any other jobs/community involvements).

(Last name of recipient) was chosen to receive this award because of (her/his) (list criteria for submission).

(Last name of recipient) was honored at (name of event where recipient was honored) at (location of event) in (name of city/state where event was held).

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Editor's Note: (If a photo is available, list how the news media can access this photo, either through your Web site or by calling the media contact listed above. If you make actual photos available, list the full name, credentials and organization of the person, as well as media contact information on the back.)

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Media Contact: (Your PR Representative, Your Organization)
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(Your Contact Email)

(Your Organization's Name) Announces (year-year) Leadership

(Your town, Your State)—(Date)—(New president's full name and credentials) was elected as the president of the (insert your organization's name here followed by its acronym in parentheses) at the (year) organization's (annual meeting name) in (annual meeting town).

(New president's last name) has been an active member of (your organization's acronym) since (year) and has served in a number of capacities including, (list previous positions). Additionally (new president's last name) has been an active member in the community of (community's name) where (he/she) resides, (list community involvements if any.)

"I am excited and honored to have been chosen for this position," says (new president's last name). "I plan to uphold the traditions of (organization's acronym) by continuing with strong community involvement and overseeing the current projects of (list current projects)."

Along with (new president's last name) many other (your organization's acronym) officers were elected. (President-elect's full name) was chosen as the president-elect, (vice-president's full name) was selected as the vice president. (Treasurer's full name) and (speaker's full name) were also elected as treasurer and speaker of the house, respectively.

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Media Contact: (Your PR Representative, Your Organization)
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(Your Organization's Name) Announces New President

(Your town, Your State)—(Date)—(Insert your organization's name here following by its acronym in parentheses) is pleased to announce that (new president's full name and credentials) has been elected as the (year-year) president.

(Last name) has served in a multitude of capacities within (your organization's name) in recent years such as (list previous positions within organization) and has been an active member within the community of (community's name) where (she/he) lives.

While serving as (your organization's acronym) president, (new president's last name) will also continue (her/his) work as a(n) (type of dental hygiene job) where (she/he) has provided service for (number of) years.

"It is an honor to serve as the (your organization's acronym) (year-year) president," said "(new president's last name). "The previous leadership has done a fantastic job, and I plan to carry on the traditions of hard work and community involvement that they have established."

Building upon (her/his) previous involvement, (new president's last name) will continue to uphold the high expectations of (your organization's acronym) and oversee the numerous community projects (your organization's acronym) is undertaking.

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**Instill Good Oral Health Habits Early; Free
Screenings for School Age Children Offered**

*(Your town, Your State)—(Date)—*To help children develop proper oral health care habits early and to avoid dental decay—the most common chronic disease of childhood—*(Your Organization's Name)* is offering oral health screenings to school age children on *(dates, times, location)*.

“Dental decay, more commonly known as cavities, affects 50 percent of children by middle adolescence,” said *(Your Spokesperson's Name)*, *(Your Spokesperson's Title)*, *(Your Organization)*. “The best way to ensure your child will avoid this is to establish good oral hygiene routines early, which should include regular visits to your dental hygienist for further information and education on maintaining optimum oral health.”

Recent studies show that millions of children also suffer from periodontal (gum) disease, with gingivitis occurring in 50 percent of four- to five-year-olds and continuing to increase with age. The good news is that this and other oral health diseases can be prevented through good oral hygiene habits that start early and continue throughout life.

Dental hygienists are valuable resources in helping children develop and maintain good oral care routines, and can assist parents in identifying preventative measures to protect their children's smiles. This can include the use of mouth guards for children who participate in sports, special orthodontic toothbrushes, and the application of sealants to prevent molar cavities.

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