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For Immediate Release

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ADHA and Wrigley Celebrate National Dental Hygiene Month by Supporting Dental Hygienist Conversations About the “Daily 4”

Chicago (Oct. 3, 2016) — The American Dental Hygienists’ Association (ADHA) and the Wrigley Oral Health Care Program (WOHP) are proudly partnering for the seventh straight year to celebrate the work dental hygienists do and provide them with a wide range of oral health resources to share with their patients throughout October for National Dental Hygiene Month (NDHM2016). NDHM2016 is focused on dental hygienists **starting a conversation** with their patients about doing the “Daily 4.” This everyday oral health regimen includes brushing teeth twice daily, flossing* daily, rinsing with an antimicrobial mouthrinse and chewing sugarfree gum after eating or drinking when brushing isn’t possible in order to stimulate saliva, which helps to neutralize plaque acids and maintain tooth remineralization.

“As dental hygiene professionals, it is our responsibility to make connections with our patients,” ADHA President Betty Kabel, RDH, BS said. “Starting the conversation with them about their oral health and their prevention options builds that connection. Incorporating the Daily 4 regimen into that conversation will help develop a patient-centered, individualized routine. ADHA is thankful to the Wrigley Oral Healthcare Program for their commitment to support dental hygienists as they improve their patient’s oral and overall health.”

NDHM2016 offers numerous resources and materials to help hygienists start the conversation with their patients about the Daily 4 and what they can do to achieve good oral health. These include the NDHM2016 poster, which was included in the September-October issue of Access magazine, samples and educational materials for community service projects and patient education initiatives, and a free continuing education course that explores the important role saliva plays in preventing oral health issues, which will be available Oct. 12. Dental hygienists can find all of these valuable resources and more on the [NDHM2016 website](#).

“The Wrigley Oral Healthcare Program is proud to celebrate all that dental hygienists do to brighten smiles every day, and especially during National Dental Hygiene Month,” said Michelle Green U.S. Marketing Communications Manager of Wrigley. “We’re fortunate to partner with ADHA to provide resources that support conversations about the Daily 4.”

The Wrigley Company Foundation in partnership with the ADHA Institute for Oral Health (IOH), will offer community service grants of \$2,500 or \$5,000 to dental hygienists who are pursuing projects intended to

improve their community's oral health and provide oral health education. More than 80,000 people have received oral care through this ongoing partnership, for further information about the grants and the IOH can be found by visiting <http://www.adha.org/institute-for-oral-health>.

ADHA encourages dental hygienists and the public to share their oral health care experiences, outreach efforts and thoughts via social media. Hygienists can connect with ADHA on [Facebook](#), [Instagram](#) and [Twitter](#), by including the hashtag #NDHM2016 with submissions.

*ADHA wants to emphasize that starting the conversation is a key aspect of National Dental Hygiene Month. Conversations about the recent news coverage of flossing and the benefits of interdental cleaning are strongly encouraged. Dental hygienists are in the ideal position to discuss, recommend, and educate their patients on the interdental cleaning devices that best fit their patients' oral health needs.

About the American Dental Hygienists' Association

The American Dental Hygienists' Association (ADHA) is the largest national organization representing the professional interests of more than 185,000 dental hygienists across the country. Dental hygienists are preventive oral health professionals, licensed in dental hygiene, who provide educational, clinical and therapeutic services that support total health through the promotion of optimal oral health. For more information about the ADHA, dental hygiene or the link between oral health and general health, visit the ADHA at www.adha.org.

About the Wrigley Oral Health Care Program (WOHP)

WOHP partners with dental professionals, helping them to improve their patients' oral health through one extra simple and enjoyable step in their daily routine: chewing sugarfree gum after eating and drinking on-the-go. WOHP supports independent clinical research into the benefits of chewing gum, including saliva stimulation, plaque acid neutralization and tooth strengthening. WOHP is one example of how we make a difference to people and the planet through performance, and how we incorporate our principles based approach to business into all that we do.

About the ADHA's Institute for Oral Health

Founded in 1957, the ADHA Institute for Oral Health is the philanthropic foundation to advance professional excellence in dental hygiene education and research. Working for the dental hygiene community, the ADHA Institute for Oral Health provides opportunities for academic achievement through Scholarships and Fellowships, resources to advance the professional field through Research Grants, and support for dental hygienists to improve the public's health through Community Service Grants. For more information, visit <http://www.adha.org/institute-for-oral-health>.

About the Wrigley Company Foundation

The mission of the Wrigley Company Foundation is to help improve the health of people and our planet through sustainable initiatives, including those focused on oral care access and education, as well as local needs that ensure a healthy community. Since its founding in 1987, the Wrigley Company Foundation has donated more than \$66 million to charitable organizations improving lives around the world. For more information, visit www.wrigley.com and www.mars.com.