

# GOOD CITIZENSHIP

## Bright Smiles, Bright Futures: Taking Dental Care To Those In Need

(NAPSA)—In recent months, finding ways of addressing the nation's pressing health care concerns has occupied center stage in Congress and the minds of many Americans. U.S. Census Bureau statistics indicate that there are approximately 46 million Americans without any form of health insurance, while tens of thousands may be postponing regular visits to their doctor or dentist in an effort to make ends meet.

A recent survey conducted by the Kaiser Family Foundation found that more than half of those polled said they or a family member had "cut back on health care to save money." Postponing medical and dental checkups may save a few dollars in the short run, but these sacrifices may prove more costly to one's overall health and finances over time.

In an attempt to provide greater access to health care to those in need, medical professionals in some areas of the country are teaming up with community and nonprofit organizations, as well as county and state governments, to provide free screenings and treatment via mobile health vans. Similarly, Colgate-Palmolive, the world leader in oral care, partners with professional and community organizations like the Continental Societies, Inc., an international public service organization, to provide free dental care to children (ages 5-12) by dispatching its own network of mobile dental vans.



**New Orleans Saints star Marques Colston highlights oral health aboard the Colgate dental van.**

Through its flagship oral health education program, *Bright Smiles, Bright Futures*, Colgate's "dental clinics on wheels" annually visit more than 150 communities across the U.S. Staffed by dental professional volunteers, Colgate's mobile dental vans conveniently appear at schools, Family Dollar stores, YMCAs and cultural festivals to provide dental screenings, affordable treatment referrals, and oral health education for children and their families.

In 2002, Colgate's *Bright Smiles, Bright Futures* program made a public commitment to reach 100 million children in the U.S. by 2010 with free dental screenings, treatment referrals and oral health education. Thanks in large part to the outreach efforts of its mobile dental vans, the Company will reach that goal in October 2009, one year ahead of schedule.

For more information on *Bright Smiles, Bright Futures* or Colgate's mobile dental van initiative, please visit [www.colgatebsbf.com](http://www.colgatebsbf.com) or call (212) 310-2638.