



Delta Dental of Minnesota

FOR IMMEDIATE RELEASE

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Delta Dental of Minnesota Announces 2010 Tooth Fairy Poll® Results

Is the economy improving? The Tooth Fairy thinks so!

January 21, 2010 (EAGAN, Minn.) – Delta Dental of Minnesota announces the results of the 2010 Tooth Fairy Poll*, which shows that Tooth Fairy giving is bouncing back. In Minnesota, children receive an average of \$1.96 per tooth, which increased significantly from last year’s average of \$1.62 – a 21 percent increase. Nationally the average is \$2.13, which is a 13 percent increase over last year’s average of \$1.88.

“This year’s Tooth Fairy Poll average reflects improvements we’re seeing in other areas of the economy,” said Ann Johnson, director of community affairs for Delta Dental of Minnesota. “For example, the Dow Jones Industrial Average increased 23 percent during the same time period. The Tooth Fairy may be another indicator that the economy is starting to recover.”

WISDOM TEETH

More good news from the poll. Nearly half of children’s first dental visits occur by age two, which is a move in the right direction. “For the past few years, the poll revealed the child’s first dental visit was closer to age three, so this is a positive shift,” continued Johnson. “The American Dental Association recommends that a child be seen by a dentist as soon as his or her first tooth erupts, but at least no later than the child’s first birthday.”

OPEN UP AND SAY AHHHHH

Approximately 90 percent of parents surveyed state their children receive a dental exam every six months. “The frequency of dental visits should be determined by the child’s dentist, based on an assessment of the child’s unique oral health needs,” said Johnson. “This process ensures that each child receives the most appropriate dental care.”

SHORT AND SWEET

The poll continues to show children are consuming fewer sugary drinks and/or treats. More than half of parents surveyed indicated their children consume an average of one to two sugar drinks and/or treats per day. “Encourage children to make healthy choices,” continued Johnson. “Teach them to eat a balanced diet and limit in-between meal snacks of foods containing high levels of sugar. This will help promote good dental health as well as overall health.”

THE BRUSH OFF

The poll shows most Minnesota children are working hard to keep their teeth clean. According to the poll, 79 percent of parents report that their children brush their teeth in the morning, and 90.5 percent of children brush at night, while only 3.1 percent brush at noon.

(more)

“Children should brush with a pea-sized amount of fluoride toothpaste after sugary or starchy meals or snacks to help reduce the incidence of tooth decay,” said Johnson. “Children should also drink fluoridated water after meals to help cleanse the teeth.”

YOU CAN'T HANDLE THE TOOTH

Approximately 56 percent did not know that tooth decay is contagious, transmissible and a bacterial infection. However, we were pleased to learn that 60.8 percent of survey-takers changed their toothbrush after the cold or flu.

NEWS BITES

Check out the new site: www.theofficialtoothfairypoll.com. It lists current Tooth Fairy rates, statistics, oral health information and Tooth Fairy customs from around the world. The Tooth Fairy is also on Twitter. Follow the Official Tooth Fairy at www.twitter.com/toothfairypoll.

* The annual Tooth Fairy poll results are derived from a national survey randomly distributed to Delta Dental of Minnesota members and their families across the U.S. who are served by Delta Dental of Minnesota.

About Delta Dental of Minnesota – Delta Dental of Minnesota’s oral health initiatives are part of its non-profit mission to provide educational information and support community programs that help enhance the oral health of all Minnesotans. An independent, non-profit health services company, we take seriously our mission to serve Minnesotans’ oral health needs. Since 1969, we’ve accomplished this mission by providing the best access across the state to oral health care through affordable dental plans.

Delta Dental of Minnesota serves 8,000 employer groups with more than 3.5 million members in Minnesota and across the nation. For more information, visit www.deltadentalmn.org.

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