

# TOOTH TALK

THE NEWSLETTER THAT FILLS YOU IN!



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## OUT OF THE DOCTOR'S MOUTH

### CHILDREN'S DENTAL HEALTH

Statistics on the prevalence and seriousness of early childhood caries (ECC) in the United States are staggering.

**The Surgeon General estimates that more than 50 million hours of school are lost each year in the United States by children due to dental-related illness and states that tooth decay remains the most common chronic disease among children ages 5 - 17 with at least 59 % affected.**

ECC is characterized by extensive, rapidly progressive, deep decay of the upper primary incisors and often the primary molars. These decayed teeth may become necrotic and cause abscesses to develop. The abscesses can be painful and cause harm to underlying, developing permanent teeth.

Left untreated, ECC can lead to serious illness, infection, and pain, which in turn can impair weight gain and speech while leading to learning and eating problems. As a result, ECC can increase school absenteeism and negatively affect the quality of life of families.

**The first line of defense against ECC is prevention. Parents should bring their children in for their first dental visits as soon as the first tooth erupts, which usually occurs between the ages of six months and a year. Infant oral health visits are recommended by age one and include oral hygiene instructions to the parents on how to care for infant teeth.**

More sobering, studies have shown that the bacteria from

the decay can cause early damage to the blood vessels of the heart. This can lead to early cardiac arrest and could be one of the contributing factors to incidence where otherwise healthy individuals suffer cardiac arrest while participating in normal everyday activities.



Parents need to be aware that bacteria affecting a child's mouth most often come from the parent's mouth. Part of early prevention of ECC includes instructions to parents on how to reduce harmful bacteria in their own mouths.

## OFFICE HOURS:

**Monday:** By appt. only

**Tuesday:** 8:00 a.m.-5:00 p.m.

**Wednesday:** 8:00 a.m.-5:00 p.m.  
evenings by appt.

**Thursday:** 8:00 a.m.-5:00 p.m.

**Friday:** 8:00 a.m.-5:00 p.m.

Closed 1:00 to 2:00 p.m. for Lunch

## STUDENT FIELD TRIPS

Our office staff is dedicated to reducing the incidence of early childhood caries (ECC) in our local school children, and studies have proven that intervention with age-appropriate dental health education at the pre- and elementary-school levels is key. Call us at 545-7575 to schedule a field trip to our office or a classroom visit. Fieldtrips include a fun educational session, a healthy snack and a packet of children's oral hygiene products and educational materials for each child to take home.



**We Donate \$1.00  
to the  
*Literacy  
Connection*  
for each  
Cleaning Visit  
You Make!**

## THE LITERACY CONNECTION

### *Become a Volunteer Classroom Helper!*



**The Literacy Connection Program** of the Volunteer Center of Sonoma County is a non-profit organization that recruits and prepares volunteers to be academic helpers in classrooms where teachers have asked for help. Imagine the joy of mentoring a child one-on-one to experience success in the classroom!

Schools in Santa Rosa, Roseland, Wright and other districts need your help now, and the opportunity is available to all ages who

**Our patients have funded the placement of 12 volunteer mentors in local classrooms just by making their Cleaning Visits!**

want to help. Programs include:

**Teen Tutoring.** For high school students to work in an after-school program helping younger stu-

dents and to earn community service hours.

**Service Learning.** Open to high school and college-aged students to earn class credit with teacher involvement.

**Adult.** Adults working one-on-one with students in K-12th grades.

For more information, call Barbara Fisher, Literacy Coordinator, at (707) 573-3399, Ext. 122 (if you are over 55 ask about the RSVP program), or visit the Literacy Connection web site at:

[www.volunteercenter.now](http://www.volunteercenter.now)

## THE STAFF

### *Just to Say Hello!*



**Sue Story, Front Office.** Sue, who is also a RDA, has over 30 years of dental office experience and states: "in the beginning it was about the teeth, but now it's all about the patients as people." Sue is married, loves kids and antique shopping and donates time as a teacher's aid on her day off .

**Debbie Riker, RDH.** Debbie has been a RDH for over 25 years and has shown amazing dedication to improving her skills and profession. She has a B.S. in Dental Hygiene from USC, a M.S. in Nutrition and has taught hygiene courses at Santa Rosa JC. Debbie is married and a devoted mother to her four year old son, Blake.



**Amber Lopez, RDA.** Born and raised in Santa Rosa, Amber has over 5 years experience as a dental assistant and says the relationships she forms with the patients is what makes her love her work. Married 6 years, Amber has 3 kitties and a dog and lives for trips to Disneyland and scrapbooking.

## CARECREDIT FINANCING PLAN

Are you putting off needed dental treatment because of lack of financing? We are now offering **CareCredit**, a California Dental Association endorsed program, to assist our patients in financing their treatment plans. The program offers flexible and reasonable financing options, including no-interest (we pay the financing fee for you!) and extended-payment plans. The credit decision only takes a few minutes and there are no annual fees or prepayment penalties. For more information and a brochure on this financing option talk to Sue in the front office.

## THE INTRAORAL CAMERA

A picture has proven to be worth a thousand words when it comes to clear and effective communication between a patient and dental staff regarding oral health.

**The intraoral camera provides a dentist-eye view of the oral cavity, permitting the patient to see what the dentist sees. Co-diagnosing and co-developing treatment options brings patient - dentist communication to a whole new level.**

The intraoral camera has emerged as the single most effective approach and the most easily and quickly understood patient tool and teaching

technique. It has proven to be far more effective than describing oral problems in abstract verbal terms that patients can neither see or understand.

The images captured are an integral part of the patient's record, much the same way as dental x-rays. These images are used for insurance claims, lab communication and treatment planning, as well as patient education. The intraoral camera has proved to be the most powerful diagnostic tool that modern dentistry offers. Tiny clinical details stand out when the tooth is enlarged a hundredfold on the monitor, and early diagnosis and treatment of dental dis-

ease are making a major impact on caries prevalence.



Intraoral Camera and Monitor

Intraoral cameras take patient education and information to a higher level of imagery and impact and offer improved communication and better understanding in the patient-dentist relationship. Ask our staff for a demonstration at your next dental visit.

Seeing  
is  
Believing!

## GIVE A SMILE!

*We Want to Meet Your Friends and Family!*

Assist a friend or family member in receiving \$25 off their initial visit to our office and throw your hat in the ring to enjoy a:

**\$100 gift certificate for dinner at a local restaurant!**

or one of 9:

**\$15 gift certificates to Starbucks!**

CONGRATULATIONS TO

***Dawn Smith***

ENJOY YOUR \$100.00 DINNER AT:



**A Heartfelt Thank You to the Next 9 Patients Drawn:**

*Peter Backus, Nataliya Berdnyk, Marc Busalacchi, Bruce Johnson, Vonnice Lee, Debra Leitner, Erica Rodriguez, Phillip Swanson and Juana Zavala*

**Enjoy Your Starbucks's Gift Certificates!**



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**WE ARE ON THE WEB!**

[www.CostanzaSantaRosaDentist.com](http://www.CostanzaSantaRosaDentist.com)

# TONGUE IN CHEEK

Bring this completed Dental Word Teaser to your next appointment and receive a \$5.00 gift certificate to Starbucks. Good Luck!

Unscramble these four jumbled words one letter to each square to form common words.

TNOXTCAREI

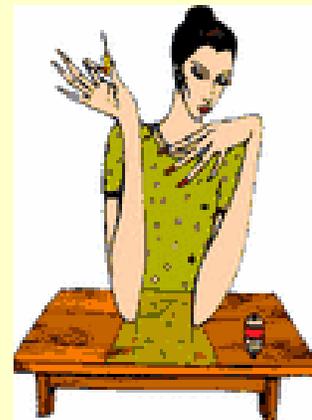
TAHHLE

NORWC

LISEM

Now arrange the letters in the **Purple** boxes to form the surprise answer as suggested by the cartoon to the right.

**When the manicurist came to the dentist:**



**HIS BUSINESS WAS**

**“ & ”**

**Answer in the next newsletter!**

Answer to last puzzle:

“Fowl” Play

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ADDRESS CORRECTION REQUESTED

