ORAL HEALTH AMERICA



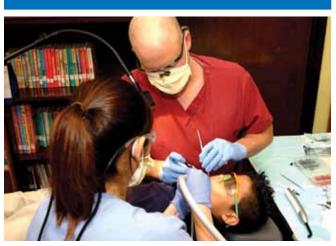
bringing healthy mouths to life

ANNUAL REPORT 2009

ORAL HEALTH AMERICA

Oral Health America's programs brought healthy mouths to life in 2009 by increasing access to care, oral health education, and advocacy. Here is how we helped improve the nation's oral health:

- Afforded oral disease prevention and oral health promotion services in school-based or school-linked settings to 250,000 children without routine access to dental care in 27 states.
- Assisted 97 Community treatment partners by providing grant funding, technical assistance and 300,000 units of donated dental products.
- Secured over 1 billion audience impressions about the importance of self care, dental visits, healthy food choices, and tobacco avoidance in maintaining oral and overall health.
- Communicated with over 130,000 medical and dental health professionals about the integration of oral and systemic disease diagnosis, treatment and management.
- Encouraged policies that create oral health equity, good nutrition and tobacco control practices for all 300 million Americans.









FROM ORAL HEALTH AMERICA'S LEADERS

We are grateful to our many individual, foundation, and corporate donors who helped Oral Health America to improve our total revenue by 43% and increase our in-kind corporate donations by 12% in 2009. OHA raised \$1.8 million in operating revenue, including \$329,000 in donated dental products and business services. These results are a tribute to our supporters, partners and staff. Thank you!

In 2009, OHA implemented Phase One of our 3-year strategic plan. We surveyed donors, clarified our mission and repositioned our staff. Five key programs were refined to support our mission: Smiles Across America®, Wisdom Tooth Project, Medical Dental Dialogues, Campaign for Oral Health Equity, and NSTEP®. OHA also unveiled a new logo that speaks to our lasting commitment to change lives.

Smiles Across America supported services to 250,000 children in 27 states • Medical Dental Dialogues addressed the growing oral health needs of seniors and gave birth to the Wisdom Tooth Project • Campaign for Oral Health Equity joined with 140 partners to advocate for oral health provisions in healthcare reform • For the first time a female Little Leaguer won OHA's NSTEP slogan contest, warning youth of the dangers of smokeless tobacco use.

With your support OHA will continue to speak up for all Americans, especially those most vulnerable, about the importance of oral health to overall health.

With gratitude,
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OUR MISSION

Oral Health America changes lives by connecting communities with resources to increase access to care, education, and advocacy for all Americans, especially those most vulnerable.

"For two decades, Henry Schein has been privileged to support the important role that Oral Health America plays as the American public's advocate for oral health. We are proud to have been part of the OHA Board for many years and to have been instrumental in helping OHA launch in 2009 an exciting new brand identity that will underscore its mission for many years to come."

—Stanley M. Bergman, Chairman and CEO of Henry Schein, Inc.



OHA's new logo design, which symbolizes the energy and life that a healthy mouth brings to the rest of the body, was generously provided by Henry Schein's creative team.

OUR PROGRAMS

Medical Dental Dialogues

Wisdom Tooth Project

NSTEP® (National Spit Tobacco Education Program)

Smiles Across America®

Campaign for Oral Health Equity

For more information about our programs, visit www.oralhealthamerica.org.



Medical Dental Dialogues & Wisdom Tooth Project



In October 2009, OHA convened "Collaborative Health Care for Older Adults." This Medical Dental Dialogues symposium brought together leaders from geriatric, systemic, and oral health disciplines to promote the integration of medical and dental care for older Americans. Sponsored by OHA, Columbia University College of Dental Medicine and College of Physicians and Surgeons, and the New York Academy of Sciences (NYAS), the symposium attracted 150 attendees from the academic, research, public health, and business communities. Event coverage and materials reached an additional 130,000 professionals; eBriefings from the event are posted at www.nyas.org/collaborative.

OHA is reaffirming our commitment to the oral health needs of older adults, the focus of our 2009 Medical Dental Dialogues, by launching **the Wisdom Tooth Project.** At high risk for mouth diseases, about 23 percent of 65-74 year olds show signs of severe periodontal disease and one-third have untreated tooth decay. The Project embodies educational and communications initiatives including Regional Symposia and the creation of Online Communities.

"The development of a professional model that encourages medical and dental professionals to work together begins by exchanging research findings and exploring opportunities for collaborative thinking. Columbia's partnership with Oral Health America and the New York Academy of Sciences is furthering the medical-dental dialogue, providing the academic and research communities with the opportunity to exchange ideas."

-Ira Lamster, DDS, MMSc, Dean, Columbia University School of Dental and Oral Surgery

"Congratulations on a very successful collaboration with Columbia and the New York Academy of Sciences. That is one of the most worthwhile symposiums that I have attended. The level of engagement of the participants was amazing! My heartiest applause for the symposium and a job exceedingly well done."

-Barbara J. Smith, PhD, RDH, MPH

"The Medical Dental Dialogues symposium revealed areas in geriatric oral health care which have improved over time and identified shortcomings. The next generation of ideas which were identified could make Dentistry and Medicine more influential in promoting change in the system for senior health care."

—Yolanda Bonta, DMD, MS, MS, Executive Director, Hispanic Dental Association



NSTEP[®] (National Spit Tobacco Education Program)

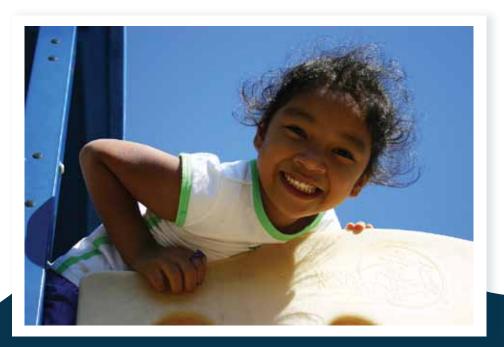
For the 8th year, OHA provided oral health and tobacco avoidance messages to an estimated 325,000 children and families at the Little League World Series in Williamsport, PA. Thousands of attendees sought out NSTEP's popular trading pin, featuring the slogan, "Chew on this ... tobacco steals your health," from Little League Softball player Katie Reynolds, the first female winner of our annual NSTEP slogan contest. The OHA booth also introduced players to our Dental Distress video game, which reinforces messages about brushing, flossing, healthy food choices and tobacco avoidance. NSTEP received almost 200 on-line media placements.



"The health and well-being of children has been one of Little League's guiding principles since its founding in 1939. We are proud to partner with the NSTEP program to educate young people about the dangers of smokeless tobacco."

— Stephen D. Keener,
President and Chief Executive Officer of Little League
Baseball and Softball

SMILES ACROSS AMERICA®



Smiles Across America® (SAA) grew in 2009 to reach 250,000 children with oral disease prevention and oral health promotion services in school-based and school-linked settings. SAA provided grant funding, technical assistance and over 300,000 units of donated dental product to 97 treatment partners in 27 states.

SAA is affording care for children who are unable to obtain routine dental visits due to lack of resources, insurance, transportation, or because of low literacy or language barriers. Our communications, media outreach and program sponsorship with Trident® gum resulted in over one billion audience impressions in 2009, the most ever for an OHA program. New treatment partners were welcomed in Inglewood, CA and Dallas, TX where OHA will help to double the number of second-graders served.

"Oral Health America's contribution will help to educate families in our community about good oral health and its link to overall health. We greatly appreciate your contribution and value your dedication to the progression of our Kids Smiles mission."

"Because of the support from Oral Health America, the Deamonte Driver Dental Project will ensure that children in our community who are most vulnerable to dental disease will receive the care they so desperately need."

-Congressman Elijah Cummings (D-MD)





"The Clark County School Board is so grateful for the partnership with Oral Health America. In this time of economic uncertainty, we can not forget about our children. Our teachers can perform their jobs of reading, writing and math but only if they have healthy children in the classroom."

— Mrs. Terri Janison, President,
 Clark County School District School Board of Trustees, NV

"We are honored and grateful to have Oral Health America's support of our elementary-school and community-based sealant program through the Smiles Across America program. Their partnership is allowing us to provide dental screenings, sealants and referrals for restorative dental procedures for more than 40 Dallas public schools, doubling the number of children we can reach."

—James S. Cole, DDS, Dean, Texas A&M Health Science Center Baylor College of Dentistry

CAMPAIGN FOR ORAL HEALTH EQUITY

"The Maryland Dental Action Committee was so pleased that Oral Health America came to Baltimore for its June 2009 National Smile Month event. The celebration gave us a chance to showcase and thank our state's oral health champions, and added momentum to our efforts to make dental care more accessible to Maryland's underserved. It also helped us know that our work in Maryland makes a difference in keeping oral health on the national policy agenda."

- Laurie Norris, Maryland Dental Action Committee

2009 brought advocacy into the spotlight at OHA, coinciding with a new President and Administration in Washington, DC, and a renewed call for health care reform. OHA's Board of Directors approved a position statement, which encourages policies that prioritize conditions of the mouth alongside other serious medical conditions in improving the nation's health.

With the American Dental Education Association (ADEA), Dental Health Foundation, National Consumer's League, Institute for Oral Health, and the Association of State and Territorial Dental Directors (ASTDD), OHA led the development of an open letter to President Obama and Congress signed by 140 organizations across the country, and an advertisement in *Roll Call*, the Capitol Hill newspaper. Collaborating with ADEA, and child and family advocates, OHA also visited Capitol Hill to implore lawmakers to include oral health in health care reform.



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"It is gratifying to watch OHA evolve over the years and to know that our ongoing support, combined with support from our friends in the dental industry, plays a role in its accomplishments."

-Ken and Joan Austin, Co-Owners and Co-Founders, A-dec, Inc.

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Dr. Laurence Fitzpatrick

I am proud to be a long time supporter of Oral Health America and its goal to raise awareness and help provide care where it is needed most. By giving to OHA, I know that I am giving back to my profession and helping those that are most vulnerable. I'm also very proud to give knowing how well spent each and every dollar is here at OHA."

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for the fiscal year ending December 31, 2009

ASSETS

Cash

Grants & Pledges Receivable \$154,899
Other Receivables \$5,932
Prepaid Expenses & Deferred Charges \$16,038
Furniture & Equipment net of Depreciation

\$16,301

\$503,111

Investments \$1,824,678 **Total Assets** \$2,520,959

LIABILITIES AND NET ASSETS

Accounts Payable & Accrued Expenses \$229,599

Contributions & Grants Payable \$13,000

Deferred Contributions & Grants Income

\$107,187

Total Liabilities \$349,786

NET ASSETS

 Unrestricted
 \$934,548

 Restricted
 \$1,236,625

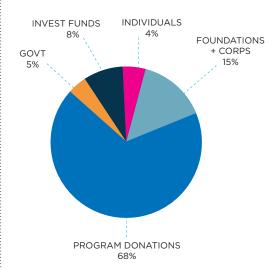
 Total Net Assets
 \$2,171,173

 Total Liabilities and Net Assets
 \$2,520,959

73 cents of every dollar invested in OHA goes to our programs.

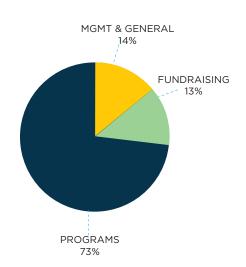
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