

FYI - Below is information about some **great ECC patient education** materials developed in Arizona and a website where you can access them.

On Behalf Of Joyce Flieger

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Dental Public Health list Subject: Arizona's Social Marketing Campaign We are happy to let you know that our new social marketing campaign materials are now available on the Arizona Department of Health Services web-site. These materials were funded by the Robert Wood Johnson FoundationC State Action for Oral Health Access grant and the United States Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau.

Go to www.azdhs.gov and click on the campaign poster on the right side of the home page. Then click on 'Infant Tooth Decay' and have fun. The posters, brochures and billboards are available under Campaign Materials www.azdhs.gov/cfhs/ooh/campaign_materials.htm

We are currently translating and field testing the brochures for the Spanish language. We will notify you as soon as the Spanish versions are available in November. Posters and radio spots in Spanish are on web site. These materials were developed so that you could download them and reproduce them as well.

There is a place on the back of each brochure for you to add your own logo if you want to have them reproduced. Our goal is to increase awareness that dental disease is infectious, reduce behaviors that transmit the strep mutans, and give low income parents information on how to improve the oral health of pregnant women, infants and toddlers.

I look forward to hearing your feedback about the campaign and am happy to answer any questions you have about the campaign.

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