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From: Oral Health Kansas [jparnell@oralhealthkansas.org]
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To: jparnell@oralhealthkansas.org
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ORAL HEALTH KANSAS
Weekly Wednesday Update

*Our Mission:
To improve oral health
in Kansas through
advocacy,
public awareness
and education.*

Volume 2, Issue 41

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Working Together for Overall Health

OHK and KAMU are preparing the 2011 Annual Conference:
"Working Together for Overall Health".

Make plans to join us for this exciting conference, at the
DoubleTree Hotel, September 14-16, 2011.

To register

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Ad Council to Take on Oral Health

The Ad Council has announced it will partner with more than

DoubleTree Hotel in Overland Park are available at the group rate through August 29.

Please call 800-445-8667 to reserve your room now.

Ask for the "Kansas Association for the Medically Underserved" rate of \$105 per night.

If you have any trouble making your reservation, please contact the OHK office.

OHK/KAMU Annual Conference
September 14-16, 2011.

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twenty national oral health organizations to promote children's oral health. The Ad Council is known for its famous ad campaigns such as the United Negro College Fund's "A Mind is a Terrible Thing to Waste," and McGruff the Dog's "Take a Bite Out of Crime." They also are involved in the First Lady's Let's Move campaign.

The new partnership is called Healthy Mouths, Healthy Lives and is lead by the Dental Trade Alliance. The national public service advertising campaign will be a three-year oral health literacy campaign. The goal is to raise awareness and educate parents and caregivers about the importance of good oral health and how it can be achieved.

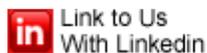
The campaign is scheduled to begin in 2012 with national public service messages and a website. More information about the campaign can be found on the [American Dental Education Associations](#) website.

New study shows the graphic oral cancer cigarette label will deter some smokers

According to an August 9 article by Medical News Today, the new FDA policy to include graphic warning labels on cigarette packages will deter some smokers. A new study shows that including a graphic image of oral cancer will deter some smokers from purchasing cigarettes. The study showed that a written warning label had very little effect on smokers, but that the graphic photo of oral cancer had a significant impact on smokers.

The new packaging is not set to go into effect until September 2012. To read more about the study, [please click here.](#)

If you have an idea, story or suggestion for a Oral Health Kansas Weekly Wednesday Update please send an email to jparnell@oralhealthkansas.org



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