VIDEO NEWS RELEASE
Case-TV News

Released: September 2003
Running Time (1:18)

DENTISTS REACH KIDS WITH SEALANTS

SUGGESTED INTRO:
A GROUP OF COMMUNITY OUTREACH DENTISTS ARE WORKING ON A PROGRAM TO PROTECT THE TEETH OF ELEMENTARY SCHOOL CHILDREN THAT OTHERWISE MIGHT GO YEARS WITHOUT SEEING A DENTIST. MORE IN THIS REPORT:

VIDEO
Open with shots of grade school children in the school library for on-site dental exam and dental sealants. Cut to shot of school administrators. Cut back to children.

Cut to CU of dentist hands examining child’s mouth.
Cut to shot of instrument table.
Cut to 2 female dentists examining child with more dentists in background.
Cut to dentist applying dental sealants to child’s teeth, while an assistant holds special dryer.

AUDIO
[VOICEOVER]
CHILDREN AT CLEVELAND PUBLIC SCHOOLS CAN LOOK FORWARD TO A FUTURE OF BRIGHTER SMILES THANKS TO A CASE WESTERN RESERVE UNIVERSITY PROGRAM THAT HAS DENTAL SCHOOL FACULTY AND STUDENTS APPLYING SEALANTS TO THE TEETH OF SECOND AND SIXTH GRADERS.
DOCTOR JAMES LALUMANDIER IS A CASE DENTAL PROFESSOR AND LEADS THE SEALANT PROGRAM, CALLED HEALTHY SMILES, BRIGHT FUTURES. DOCTOR LALUMANDIER SAYS, BESIDE PREVENTING DENTAL CAVATIES, THE PROGRAM PRESENTS A GREAT OPPORTUNITY FOR KIDS TO SEE A DENTIST.

-MORE-
DENTISTS REACH KIDS WITH SEALANTS - 2

VIDEO
[ON-CAMERA INTERVIEW]
SOT & SUGGESTED SUPER:
James Lalumandier, D.D.S.
Prof. Dentistry, Case Western Reserve University
Cut-away of group of children receiving sealants. Cut to female dentist examining young girl.
Cut back to Lalumandier on-camera.

Cut to shot of plastic model of teeth with dentist showing how sealants are applied.
Cut to girl talking to school official.
Cut to dentist lowering girl in chair.
Cut to CU of another child’s mouth as dentist examines.
2 dentists finish sealant procedure with boy.
Cut to black.

AUDIO
“We give access to children in the Cleveland Municipal School District who would not have access to dental care. We’re looking at second and sixth graders; and the reason being is because second graders have their first permanent molar coming in at that time, and sixth graders, their twelve-year molars are coming in at that time. Those are the permanent teeth that are most likely to decay. Those are the teeth that we want to protect from decay”. TRT 00:29:13

[VOICEOVER] THE SUCCESS OF THE CASE DENTAL SEALANT PROGRAM HAS BROUGHT NEW FUNDING, AND BROUGHT THE UNIVERSITY CLOSER TO THE COMMUNITY HERE. FOR THE CHILDREN OF CLEVELAND, YEARS OF BRIGHTER SMILES SHOW WHAT A DIFFERENCE IT CAN MAKE WHEN A GREAT UNIVERSITY SHOWS IT CARES.
THIS IS DAVE NAROSNY REPORTING FROM CASE WESTERN RESERVE UNIVERSITY, CLEVELAND.

For additional information, contact Susan Griffith at 216.368.4440 or email sbg4@cwru.edu.