



## **MEDIA RELEASE**

### **CHILDRENS SMILES AT RISK OVER CHRISTMAS / NEW YEAR**

The Australian Dental Association SA Branch (ADASA) is warning parents that their children's smiles are at risk over the Christmas / New Year period if the excitement of receiving presents and having more time for recreational activities is not tempered by due care.

Children are at increased risk to mouth, lip and teeth injuries when trying out their new presents such as roller blades, trampolines, skateboards, playground equipment and bicycles. Excitement and unfamiliarity with new toys can be a potent mix.

The President of the ADASA, Dr Mark Hutton, says parents should ensure their children are appropriately supervised during the holiday period to reduce or avoid dental injuries.

"The Christmas / New Year period is a happy time with family and friends taking a well-earned opportunity to catch up and relax." The last thing people want or expect is a dental emergency just as everyone is about to sit down for dinner around the barbeque," says Dr Hutton.

Painful and permanent injuries such as chipped or lost teeth can occur within seconds. However appropriate supervision could mean the difference between a Christmas smile or Christmas in the dental chair." Dr Hutton recommends that a professionally fitted mouthguard accompany presents that children can fall off when using, such as trampolines and skateboards, and sporting goods used for contact sports.

Dental injuries from swimming pools are also common over the Christmas / New Year period. Even the traditional backyard game of cricket can be the cause of a lost tooth.

Parents are advised that if a child suffers a dental injury, they should call their family dentist or call the ADASA's emergency service that operates for metropolitan Adelaide any time between 9 am and 9pm over the Christmas New Year period on 8272 8111.

Dr Hutton says that if possible, a dislodged tooth should be placed gently back into position. If this cannot be done, place the tooth or any broken pieces in a glass of milk. A dentist should be contacted immediately.

### **MEDIA ENQUIRIES**

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