



MEDIA RELEASE

FOR IMMEDIATE USE

Thursday 20th December 2007

DENTAL DANGERS DOUBLE AT CHRISTMAS

The Australian Dental Association SA Branch (ADASA) today issued a warning that South Australians are at an increased risk from suffering a dental injury over the Christmas holiday period.

Last year, dental injuries reported to their emergency dental hotline over the Christmas period included damage to lips and teeth following a fall from a skateboard, damage due to alcohol induced accidents, cracked teeth from biting down on Christmas toffees, injury from being hit in face with a cricket ball and chipped front teeth due to a swimming pool accident.

A total of 441 calls were received seeking urgent dental assistance between December 22 and January 7. This equates to over 25 calls a day.

According to Dr Peter Alldritt from the Australian Dental Association (SA Branch) children are the most vulnerable with accidents often occurring when children try out new presents such as trampolines, skateboards, play equipment and bicycles.

“With so many things happening at once in the home during Christmas, children may be unsupervised just when they need it most, as well as being unfamiliar with their new toys leading to accidents.”

“More than a third of dental and facial injuries occur around the home and nearly three quarters of victims are boys.”

“Painful and permanent injuries such as broken, displaced or knocked out teeth, split lips and even fractured jaws and cheekbones can occur in an instant.”

“But dental injuries aren’t confined to children with many adults accessing emergency dental care as a result of accidents.”

“Christmas foods are often to blame with vulnerable teeth succumbing to increased pressure applied from chewing sweets and nuts.”

“We’ve even had reports of accidents occurring from foolish acts like using teeth as a bottle opener.”

“Christmas is a happy time spent with family and friends. The last thing people want or expect is a dental emergency, particularly when it could easily be avoided,” says Dr Alldritt.

In the event of a dental emergency, people should call their family dentist first. If unavailable, the Association’s emergency number can be contacted any time during the Christmas holiday period on 08 8272 8111.

The Australian Dental Association (SA Branch) operates a dental emergency roster over Christmas with a team of dentists on call to manage any problems.

In the event a tooth is knocked out as a result of an accident, you should attempt to replace the tooth in its socket or store the tooth in milk and contact your dentist immediately.

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