

WEBSITE UPDATE

National Children's Oral Health Foundation

The National Children's Oral Health Foundation (NCOHF) is seen as 'America's Toothfairy'. This organization comprises dental health professionals, industry leaders, philanthropic individuals and non-profit agencies. This foundation is the only independent non-profit organization that focuses on supporting comprehensive oral care for disadvantaged children. This organization is now in its 4th year. During the first 3 years, this foundation provided over \$3.8 billion dollars in dental products, educational materials and technical resources to children, family and professionals. Some of the affiliates include community dental centres, not-for-profit dental centres and university dental schools. (<http://www.ncohf.org/about/mission/>) The website for this organization is located at <http://www.ncohf.org>. The entry page of the website gives various links across the top of the page through which you can explore the organization. These include the following categories: *Home, About Us, Why it Matters, What We Do, Your Support, Affiliate Network, Professionals, Parents Corner, News, Events, and Contact*. In the middle of the home page, there are links to: Our Programs, The NCOHF Advantage, Oral Health Education and Testimonials. In addition, there are buttons which you can click to make a donation or get involved. The right hand side of the homepage contains links for dental professionals and associations, as well as for corporate partners, non-profit organizations, affiliates and the Student Toothfairy Campaigns.

The centre of the page highlights the mission, the Toothfairy home, the Oral Health Zone and Tomorrow's Smiles programmes. There is also contact information for the foundation giving both phone numbers and email.

The links at the top of the page tell the complete story of the website. The *About Us* section gives basic information about the program and why it is important. It includes the mission, history, leadership, staff, partners, educational materials, 2008 Toothfairy Grants and the NCOHF Advantage. The *Why It Matters* section elaborates as to why this organization is important and why the need is present. The section on *What We Do* describes programmes, oral health education and gives

resource information. The *Your Support* section enables the user to view corporate partners and allows the individuals to make a donation in this area. In addition, this section defines ways and means of giving to the cause, such as creating events and 'Adopt the Care of a Child' programme.

The *Affiliate Network* section tells how to become a member, the locations of affiliates and what the benefits are gained by becoming an affiliate. It also defines the models for affiliate clinics and networks. The link for *Professionals* is targeted towards dentists, dental hygienists and associations. There are active links here about such programmes as 'America's Toothfairy Dental Home', Tomorrow's SMILES, the Dental Office Tooth fairy Campaign and the Dental Hygienists' Tooth fairy Campaign. All these programmes are geared up for development and participation by dental professionals.

The *Parents Corner* section is the portion of the website that provides links to fun activities for children and their parents. Some of these include colouring pictures and activity sheets with questions about dental health. The *News* section includes press releases and videos. The last section, *Events*, gives an overview of the types of events that are held to support and gain funds for the NCOHF. Most of the page enables the viewer to contact the foundation directly through a clickable link to begin to create their own event/fundraiser.

This website is easily navigable and provides many suggestions for supporting this worthy cause. Dental professionals can provide much needed services through the volunteer efforts coordinated through this organization.

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