

# New Milestones Campaign promotes oral health

**A** AOMS is launching the Milestones Campaign, a new public health initiative to educate and guide parents and guardians on prioritizing oral health at key ages. AAOMS collaborated on the campaign with the American Academy of Pediatric Dentistry (AAPD) and the American Association of Orthodontists (AAO). All three associations aim to raise awareness about the importance of visiting dental specialists at foundational oral health milestones at ages 1, 7 and 15.



“The Milestones Campaign’s message is simple yet direct: Milestones Met. Healthy Teeth Set: Visit Specialists at Ages 1, 7, 15,” said AAOMS President J. David Morrison, DMD. “By associating these appointments with integral parts of childhood and adolescent milestones – such as when a teen begins learning to drive – AAOMS and its partners aim to make these visits easy for parents to remember and prioritize.”

The cornerstone of the campaign is a television and radio public service announcement (PSA) that was distributed

nationally this winter. The PSA highlights the importance of recognizing oral health milestones at the key ages of 1, 7 and 15 through connections to familiar life milestones:

- **Age 1** – AAPD recommends a child first see a pediatric dentist by the age of 1. A toddler takes his first steps and then has his first dental checkup to help the child (and parents) establish good oral health habits.
- **Age 7** – AAO advises children be seen by an orthodontist at age 7. A child celebrates her seventh birthday and then visits an orthodontist for a consultation to ensure her bite, teeth and jaws are developing properly.
- **Age 15** – AAOMS encourages parents to have their teen seen by an OMS around age 15. The teen grabs the car keys for a supervised drive with her mom and then visits an OMS to determine if her wisdom teeth need to be removed or monitored.

View the PSA at [AAOMS.org/InfoCampaign](http://AAOMS.org/InfoCampaign).

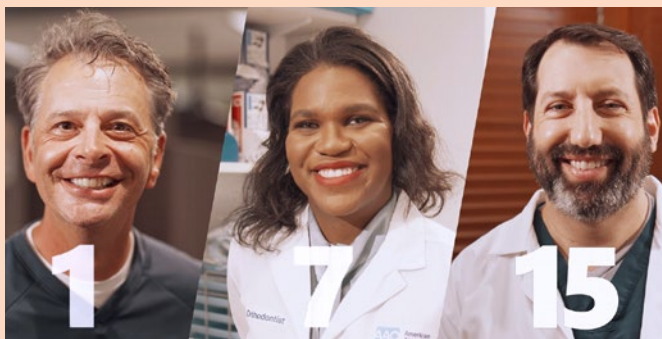
The TV and radio PSAs encourage viewers and listeners to visit [MilestonesMet.org](http://MilestonesMet.org), where parents can learn more about the vital role of oral health in a child’s overall well-being as well as find local dental specialists. An additional resource page provides information and complimentary materials to pediatricians and family physicians.

The PSA was sent to 1,900 television stations and 9,000 radio stations. Past AAOMS PSAs have been broadcast on television across 43 states and on radio in 44 states, reaching a total broadcast audience of 62 billion with an equivalent ad dollar value of \$40 million (if AAOMS had bought the airtime). Previous AAOMS PSAs have focused on dental implants, facial protection, oral cancer, OSA and wisdom teeth.

The AAOMS Committee on Professional and Public Communications (CPPC) – tasked with overseeing the tactics of AAOMS’s Informational Campaign – developed the idea for the Milestones PSA in 2022 and then worked on the storyboard script while seeking involvement from AAPD and AAO before brainstorming and reviewing the Milestones logo and website as well as the final video in time for early 2025 distribution.

“Never before have three dental specialties worked together to promote a national children’s oral health initiative. With the reach of this public service

The PSA features a specialist from each partner association:



**David Jones, DDS**  
AAPD member

**Lauren Pass, DDS, MS**  
AAO member and Board member

**Joshua Foxson, DDS, MS**  
AAOMS fellow



# visits at ages 1, 7, 15

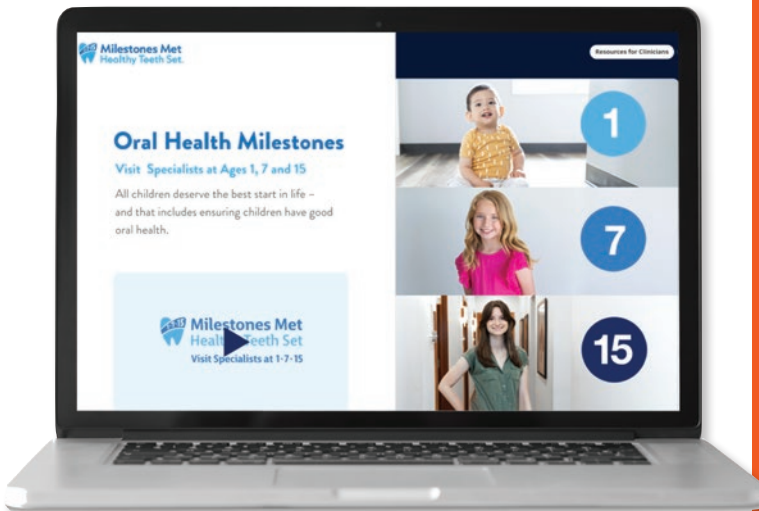
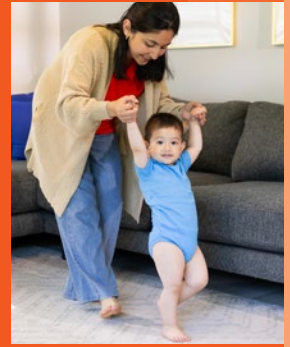
announcement, AAOMS – along with AAPD and AAO – have a meaningful opportunity to build awareness that can make a difference in the oral health of all children,” said CPPC Chair Jasjit Dillon, DDS, FDSRCS, FACS.

Dr. Morrison said he and the Board of Trustees are pleased with how well the campaign supports the Association’s Strategic Plan and the membership. “Innovative and important work like this from the CPPC is how we continue to shine as an Association and serve our patients – both current and future,” he said.

## Upcoming toolkit, ambassador program

To extend the reach of the campaign, the CPPC next is developing a comprehensive toolkit for members to introduce the Milestones Campaign to their local communities. Resources will include PowerPoint presentations for civic clubs and schools, social media graphics, infographics, patient communication materials and other promotional materials for referral marketing and outreach efforts.

AAOMS also will be launching a Milestones Ambassadors program for members who want to volunteer with the campaign to spearhead local efforts by contacting pediatricians, family physicians, public health departments, schools, referring dentists and dental students. Ambassadors will contribute ideas and carry out various campaign-related activities. To receive information about this program, email [marketing@aaoms.org](mailto:marketing@aaoms.org). ■



*A new public service announcement for the Milestones Campaign aligns vital pediatric oral healthcare visits with familiar life milestones.*