

Tongue 'n' Cheek... and Teeth, too!



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'Dose of Reality' campaign launched: Emphasizes dangers of misused Rx drugs

More than 70 percent of people who abuse prescription pain medications get them through friends or relatives.

In Wisconsin, drug overdose is now the number one cause of accidental death, even more deadly than motor vehicle crashes.

Misusing opioid pain medications play a role in more deaths than heroin, cocaine and all other drugs combined.

To combat this growing epidemic, the state Department of Justice and Attorney General Brad Schimel launched the "Dose of Reality" prevention campaign in September 2015.

"This is a message of hope and prevention. We can win this battle and make our state safer and healthier," Attorney General Schimel said.

The "Dose of Reality" campaign, which includes TV and radio ads, is solely about awareness and prevention of prescription drug abuse.

A growing epidemic

According to the National Institute on Drug Abuse, opioids are medications that relieve pain. They reduce the intensity of pain signals reaching the brain and affect those areas controlling emotion.

Physicians and dentists of

ten prescribe them, in pill form, to help patients with severe or chronic pain.



Taken as prescribed, opioids can be used to manage pain safely and effectively.

However, when abused, even a single large dose can cause serious health problems and potentially lead to death.

"Narcotic pain medications are an important tool used to help our patients manage acute pain. Unfortunately, our communities are having significant and ongoing problems with narcotic abuse and overdose. Leftover narcotic pain medications are contributing to this problem. It is important for all health care professionals to help educate the public on the dangers of inappropriate use of narcotic pain

medications and the highly addictive nature of these drugs.

Through patient and peer education, dentists in Wisconsin can help to stem the tide of narcotic pain medication abuse," Dr. Joseph Best, an oral and maxillofacial surgeon in Waukesha, said.

Opiate abuse is primarily affecting people between the ages of 12 and 25 in Wisconsin with the rate of overdoses increasing by 260 percent.

"We've seen dramatic increases in overdose deaths in that age range. These are young people with really promising futures," Dr. Best said.

The Wisconsin Dental Association is one of the many health care organizations supporting this campaign.

Storing Rx drugs safely

Attorney General Schimel said it's important to store all prescriptions safely and securely.

More than 70 percent of people who abuse prescription pain medications get them through friends or relatives.

Continued on page 2...



Safeguarding prescription drugs

Do you store your prescription painkillers and other medications in the medicine cabinet in your bathroom?

You're not alone – it's a common practice, but storing your medications in an easily accessible place means they may end up in the wrong hands.

Here are a few tips to properly safeguard prescription drugs:

Keep them out of sight

Keeping your prescription medications secure and out of sight can prevent them from falling into the hands of someone who wants to abuse them. It can also prevent someone in your house from accidentally taking the wrong medication.

And, when there are children and teens in the house, it's best to keep them out of sight and out of reach.

Lock them up

Locking up prescription medications in a cabinet, drawer or medicine safe is one of

the most effective ways to prevent abuse or accidental use.

Remember to keep them in their original container - the label on the bottle provides important information.

Dispose of them safely

Unused medications are a disaster waiting to be found. That's why it's vital to safely dispose of unneeded and expired prescriptions.

Prescription drugs should never be flushed down the toilet or poured down the drain, as these substances can contribute to contamination of our water supply if not disposed of properly.

Whenever possible, take unused prescription drugs to a collection program or event - the DOJ sponsors Drug Take Back events each spring and fall.

Contact your police department to find out if they will accept unused prescription medications.

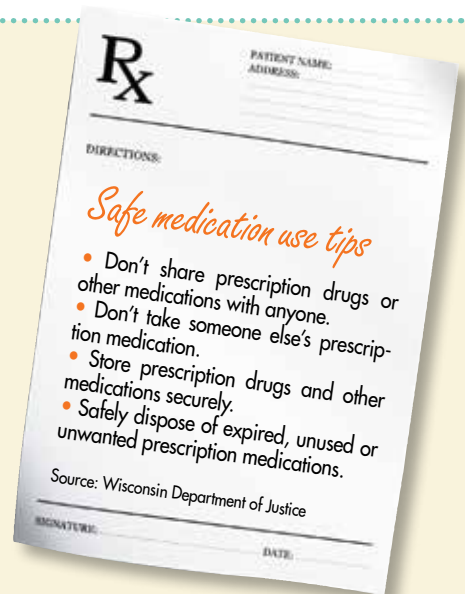
Learn more at <http://doseofrealitywi.gov/drug-takeback>.

Source: Wisconsin Department of Justice

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The DOJ recommends safely disposing of unused medications. See tips on safeguarding prescription drugs above.

"Dentists can play a key role in helping to alleviate the narcotic pain medication abuse problem in Wisconsin. Our profession is at risk for significant sanctions and regulations if we fail to play a positive role in helping law enforcement and community government tackle this pervasive societal problem. The problem of prescription narcotic abuse is real, and we can help make a difference in preventing leftover narcotic pain medications getting into the wrong hands. Through sound prescribing approaches and patient education we can all make a difference," Dr. Best, who also has a Ph.D. in pharmacology, said.



Visit <http://doseofrealitywi.gov/> for more information.

Dental FAQ

Who 'owns' a patient's dental records?

The dentist owns the records, but the patient owns the information contained in the records.

Wisconsin law grants a patient the right to a copy of their dental record after making a request to the dentist.

Wisconsin Statute 146.83, Patient Access to Health Care Records provides a patient (or person authorized by the patient) the right to inspect his or her own dental records during regular business hours, if he or she gives reasonable notice to the dentist and submits a signed statement of "informed consent" stating: the purpose of the inspection; the type of information sought; the name of any person authorized to inspect or receive the information; and, the date.

The dental record includes, but is not limited to, the following: treatment notes, evaluations, diagnoses, X-rays, photographs, lab reports, drug prescriptions, insurance claim forms, billing records and other technical information used in assessing a patient's condition.

Wisconsin law states that the dentist is the legal owner of the original record and must retain that record. In fact, the law requires the dentist to maintain a patient's complete treatment record for no less than a period of 10 years from the date of the patient's last office visit.

A dentist in Wisconsin also has the legal right to charge the patient (in accordance with statute copying fees) for the reasonable cost of copying and providing the records to the patient, although some dentists do decide to waive that right in certain circumstances. Also under Wisconsin law, a dentist cannot refuse to provide a copy of a patient's record to a patient because of past due balance, or equate the cost of copying and providing the records to the cost of any past due balance.

If you should ever need to switch dentists, complete and accurate records contain enough information to allow your new dentist to treat you in a safe and effective manner.

Today, many dentists are making use of computerized systems to maintain patient dental records. Electronic records have great quality and patient-safety benefits.

If you have a question about dental records, ask your dentist.

Acid reflux: Stealth enemy of tooth enamel

GERD is one of many systemic diseases that can impact long-term oral health and may be detected during a professional, preventive dental exam.

Acid reflux, otherwise known as gastroesophageal reflux disease or GERD, affects an estimated seven million people of all ages in the United States. From infants to the elderly, no one is immune from the occasional bout of common heartburn - that burning sensation below the breast bone that occurs after eating or at night.

However, chronic regurgitation of gastric stomach acids can result in more than mild physical discomfort or a lost night's sleep.

It can lead to erosion and permanent loss of tooth enamel. It may also contribute to tooth decay, gum disease, extensive loss of tooth tissue with teeth grinding and even esophageal cancer.

Oral erosion symptoms

- Mouth pain or irritation
- Tooth sensitivity to certain foods and drinks (e.g., hot, cold, sweet)
- Sharp tooth edges
- Thinning or shortened teeth
- Darkening teeth

No heartburn symptoms?

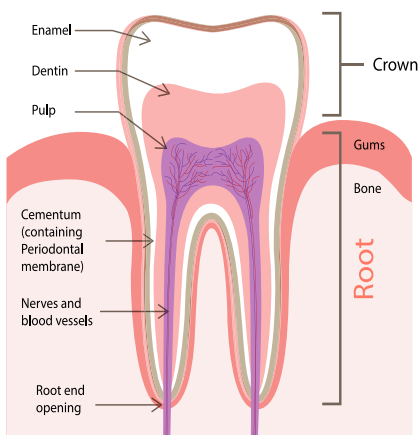
Your dentist may be the first to notice erosion of enamel on your molars or the backside (tongue side) of your teeth. GERD is one of many systemic diseases that can impact long-term oral health and may be detected during a professional, preventive dental exam. If your dentist does find results of acid reflux, he/she will refer you to your physician or a specialist for treatment.

Help your dentist help you have a lifetime of good oral health. Be prepared to update your medical history at every dental appointment, and tell your dentist about all existing or any new medical conditions.

#OwnYourSmile!

Anatomy of a tooth

Tooth Anatomy



Teeth are the hardest substances in the human body. Besides being essential for chewing, they play an important role in speech.

Every tooth is made up of two major parts - the crown and the root.

- **Crown** - Top part of the tooth, and usually only part visible. Its shape determines the tooth's function.
- **Root** - Part of the tooth that is normally embedded in the bone. The root makes up about two-thirds of the tooth and holds it in place.

Most of the time, a tooth has one to three roots, depending on its size and the amount of chewing pressure it has to endure. It is possible for a tooth to have four or even five roots.

Within each tooth, four different tissues are found and serve different functions.

- These include:
- **Enamel** - Hardest, white outer part of the tooth that covers the crown. It is made of

calcium phosphate, a rock-hard mineral, but can still be damaged by decay.

- **Dentin** - Layer under the enamel that makes up the majority of the inner surface of the tooth. It contains small tubules that connect the root canal space to the outside of the dentin and can sometimes be seen on X-rays. It is present in both the crown and the root of the tooth.

- **Pulp** - Contains the nerves and blood vessels of the tooth. It is in the center of the tooth and is in both the crown and the root of the tooth. It is responsible for the proper development of the tooth, and prevents bacteria from growing inside of the tooth. If it is damaged, the tooth can develop an infection called an abscess.

- **Cementum** - A thin layer of connective tissue that covers the roots of the tooth and binds them firmly to the ligament that holds the tooth into the bone. Cementum is usually covered by the gum tissue, but it is vulnerable to decay if the gum line recedes enough to expose it. It is much softer than enamel.

Download a free WDA and WIAAP brush and floss chart



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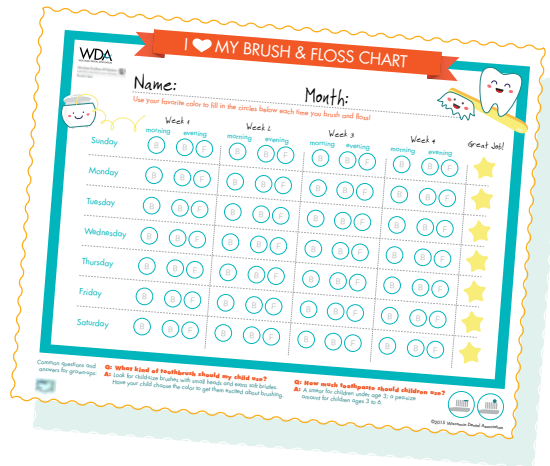
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Tooth decay is the single most chronic childhood disease in the United States. So, it shouldn't be a surprise that 75 percent of parents report their children "sometimes or frequently forget to brush their teeth," according to a 2014 national survey released by the Ad Council.

To help families track their oral health efforts, the Wisconsin Dental Association and the Wisconsin Chapter of the American Academy of Pediatrics are making available a free brush and floss chart.

"Brushing your teeth for two minutes, twice a day and flossing every day removes plaque, a film of bacteria that clings to the teeth. Starting these two habits at a young age can help keep teeth and gums healthy for a lifetime," WDA President Dr. Ryan Braden, a general dentist in Lake Geneva, said.



Helpful brushing tips:

- Use a soft-bristled brush - the size and shape should fit your child's mouth and make it easy to reach all areas
- Place toothbrush at 45-degree angle where teeth and gums meet
- Gently move brush back and forth in short (tooth-wide) strokes
- Brush the outer, inner and chewing surfaces of teeth
- Tilt the brush vertically and make several up-and-down strokes to clean inside surfaces of front teeth
- Remove bacteria and keep breath fresh by brushing the tongue

A smear (about size of grain of rice) of fluoride toothpaste should be used for children younger than 3. A pea-sized dab can be used for youngsters ages 3 to 6.

Brushing for at least two minutes each time ensures all key areas are covered. An easy way to make sure brushing is thorough is to divide the mouth into four areas and spend 30 seconds on the upper right, upper left, lower right and lower left.

Parents and children can visit 2min2x.org to watch entertaining videos - all two minutes in length - while brushing their teeth.

A complete dental care routine also includes flossing daily, eating a balanced diet and visiting your WDA dentist regularly for professional cleanings and exams.

WIAAP and WDA, along with the American Academy of Pediatrics, American Dental Association and the American Academy of Pediatric Dentistry recommend children be examined by a dentist no later than age 1 in a dental home setting.

Check out www.wda.org/your-oral-health/own-your-smile/brushing-and-flossing-basics for clever ways to encourage children to brush and floss.

Tongue 'n' Cheek... and Teeth, too!

The Wisconsin Dental Association is pleased to make *Tongue 'n' Cheek... and Teeth, too!* available to our member dentists and their patients as a way of communicating oral health information and promoting quality care.

Information in this publication is provided as patient education only and cannot substitute for the judgment your dentist brings to individual clinical situations. Nothing contained herein is intended as professional dental or medical advice or to be used for diagnosis or treatment. Be sure to consult your dentist with questions about any dental condition.

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We welcome your comments and suggestions regarding this publication.

WDA celebrates 145th anniversary



In 1870, a group of dentists gathered in Milwaukee to form the Wisconsin State Dental Society (WSDS) with a stated purpose to "... contribute to the diffusion of true science and the advancement of professional skill in the various branches of dental art." WSDS formally incorporated and was chartered a year later.

Issues facing the dental society in its early years included preventive dentistry (e.g., diet, hygiene and pregnancy),

"dental school" diploma mills (i.e., diplomas for sale) and, most notably, dental licensure.

WSDS has evolved significantly through the past 145 years, including a name change to the Wisconsin Dental Association.

Today, the WDA's mission is to advance the interests of our 3,000 members and the dental profession by promoting professional excellence and quality oral health care for the public.

Learn more at WDA.org and visit our Pinterest board for fun photos celebrating our 145th anniversary.



WDA.org

