

## Oral Health and Overall Health for baby

Block	Visuals	Script	Time
02	<p>Oral Health intro graphic</p> <p>TEXT ON SCREEN:            "Did you know that caring for your baby's oral and overall health begins before your baby is born?"</p> <p>pictures of research            examples of medical journals</p> <p>"TDP provides a third cleaning at no additional charge"</p> <p>"immediately begin oral care after birth"</p> <p>picture mom wiping out baby gums with damp cloth</p>	<p>Did you know that caring for your baby's oral and overall health begins before they are born?</p> <p>Recent research shows a link between periodontal disease, otherwise known as gum disease, and low birth-weight and premature babies. Proper dental care and good oral hygiene before and during pregnancy are the primary tools to decrease your risk of periodontal disease.</p> <p>To further reduce the risk of periodontal disease, United Concordia dental plans provide all pregnant enrollees with an additional, third cleaning during a consecutive 12-month period.</p> <p>After your baby's birth, you should immediately begin oral care.</p> <p>After every feeding gently wipe your baby's gums with a clean damp cloth to reduce plaque buildup.</p>	
03	<p>Picture baby with a bottle</p> <p>"Do not put your baby to bed with a bottle"</p> <p>picture of baby in bed</p> <p>"avoid giving water at bedtime"</p>	<p>Another way to take care of your baby's oral health is to make sure you do not put baby to bed with a bottle. Sugary drinks, including milk and juices, can cause tooth decay.</p> <p>Furthermore, pediatricians recommend that you don't give your baby a bottle of water at bedtime. Avoiding a water bottle can reduce the chance of an ear infection for your baby.</p>	

04	<p>Picture mom with baby  Picture baby's first tooth    Picture baby in dentist office</p>	<p>Brushing should begin when your infant's first tooth erupts, and you should make baby's first visit to the dentist at this time or by baby's first birthday, whichever comes first.</p>	
05	<p>Picture baby smiling</p>	<p>Caring for your baby's teeth is an important part in setting a standard for them as they get older.</p>	
06	<p>"www.TRICAREdentalprogram.com"</p>	<p>Visit our website, TRICARE Dental Program dot com to find out more information on oral health care for your whole family.</p>	