

# MOUTHGUARD MEDIA SUMMARY



## Got Game? Only if your teeth are protected

NEWS CANADA MAY 1, 2013

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Research shows that orofacial injury in sports is prevalent but preventable. Hockey, soccer, football, rugby, martial arts, lacrosse, basketball, baseball, BMX, skateboarding, skiing and snowboarding - all high-risk sports. Dental hygienists see first-hand the impact of injuries to the teeth, gums and jaws as a result of participation in sports, and they support the use of mouthguards in all appropriate situations.

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Read FAQs, tips and more about mouthguards. Find out how a mouthguard can protect your mouth. See how a mouthguard can protect your mouth.



Colin Carrie @ColinCarrie

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Thanks to the Cdn Dental Hygienists for raising the importance of wearing mouth guards for Kids/Canadians who love sport! #Oshawa

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## Northumberland View.ca "A View Like No Other"



### Dental Hygienists Prompt Athletes to Wear Protective Mouthguards

OTTAWA, April 25, 2013 /CNW/ - Today, the Canadian Dental Hygienists Association (CDHA) is officially launching a public awareness campaign to encourage the use of sports mouthguards. The CDHA Board of Directors recently endorsed the 2012 position statement — *Putting More Bite into Injury Prevention*.

Research shows that orofacial injury in sport is prevalent and carries significant medical, financial, cognitive, psychological and social costs. Research also confirms that mouthguards can prevent orofacial injuries.<sup>1,2</sup>

[2] "CDHA strongly believes that dental hygienists play an integral role in the prevention of orofacial injury in sports," said Sandy Lawlor, CDHA President. "Dental hygienists remain committed to promoting properly fitted mouthguards as an essential piece of protective equipment in sports that present a risk of orofacial injury at the recreational and competitive level, in both practices and games."

A sports mouthguard is a removable dental appliance that fits over the upper teeth and gums. It acts as a shock absorber so that the force is distributed and absorbed throughout the appliance if you experience a direct blow to the jaw or teeth<sup>2</sup>. More specifically, sports mouthguards:

1. Protect the teeth, gums and jaws in sports related injuries resulting from a blow to the face;
2. Prevent the loss or fracture of teeth in sports such as baseball, where equipment can come in contact with a player's mouth and teeth; and
3. Protect top and bottom teeth from severe clenching which may cause fractures, excessive wear or injury.

According to a 2007 study that evaluated the effectiveness of sports mouthguards, the overall injury risk was found to be 1.5 to 2 times greater when a sports mouthguard was not worn during athletic activity<sup>1</sup>.

It has been estimated that the cost of this preventable injury is between \$22-25 million per year. A 2005 report estimated the cost to treat a lost front tooth over a lifetime was between \$5,000 and \$20,000<sup>1</sup>.

"Wearing a sports mouthguard is indeed a cost effective investment in protection," added Lawlor. "The average cost of a custom fitted sports mouthguard can be as low as \$50. The cost of hockey skates and other sports equipment can far exceed that."

CDHA is committed to working together with decision makers, sports organizations and other key stakeholders across the country to promote and include the use of properly fitted mouthguards during practices and competition in all sports where orofacial injury is a risk.

"We know that oral health is essential for overall wellness and is an integral part of physical, social, and mental wellbeing," concluded Lawlor. "Including mouthguards as part of health promotion and injury prevention programs is vital to protecting the overall health and safety of all Canadians".

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Research shows that preventable. Hockey, boxing, basketball, baseball, snowboarding - all high impact of injuries to the teeth in sports, and they support sports at competitive level.

Studies evaluating the overall risk of injury, a mouthguard is not worth the cost-effective investment in protection. The estimated cost to treat a lost front tooth over a lifetime average cost of a custom-fitted sports mouthguard can be as low as \$100 or less. The cost can far exceed that.

## CBCnews | Politics

## Inside Politics Blog

Also running the press gallery gauntlet this morning:

- Representatives from the Canadian Dental Hygienists Association kick off a new public awareness campaign to "encourage the use of sports mouthguards at the recreational and competitive level, in both practices and games."
- Former parliamentary budget officer Kevin Page reminisces about his

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## EDMONTON JOURNAL

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Colin Carrie @ColinCarrie  
With Sandy Lawlor, president of the Canadian Dental Hygienists Association in Ottawa #Oshawa pic.twitter.com/TI57hYDWE



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Read FAQs, tips and other important information at www.cdha.ca/mouthguards.

Find out if your sports organization requires mandatory mouthguard protection.

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## Abbotsford • Mission **times**

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Parachute Canada @parachutecanada

Canadian dental hygienists launch campaign to promote sports mouthguards to prevent orofacial injury. [ow.ly/ks9Fi](http://ow.ly/ks9Fi)

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26 Apr



# FAMILY MATTER

## Sports mouthguards

(NC)— Research shows that orofacial injury in sports is prevalent but preventable. Hockey, soccer, football, rugby, martial arts, lacrosse, boxing, basketball, baseball, BMX, skateboarding, skiing and snowboarding... ALL high risk sports. Dental hygienists see first-hand the impact of injuries to the teeth, gums and jaws as a result of participation in sports and support the use of mouthguards in all appropriate sports at competitive and recreational levels.

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# Protect your teeth when playing sports

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# The Gazette

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## L'Association des hygiénistes dentaires veut le protecteur buccal obligatoire

CP | Par La Presse Canadienne  
Publication: 25/04/2013 13:27 EDT | Mis à jour: 25/04/2013 13:34 EDT

**LA PRESSE CANADIENNE** MONTRÉAL - L'Association canadienne des hygiénistes dentaires milite pour une utilisation largement répandue du protecteur buccal dans tous les types de sports.

Qu'ils soient avec ou sans contacts, l'hygiéniste Nathalie Feldberg soutient que le protecteur joue un rôle de premier plan dans la prévention des accidents.

Le baseball, où il est toujours possible d'être atteint par une balle, le soccer où les coups de coudes accidentels peuvent survenir ou même l'haltérophilie, où les athlètes serrent les dents au moment de faire leurs levées, sont autant de sports risqués pour les dents.

L'utilisation du protecteur buccal est encouragée tant pour les athlètes professionnels que pour ceux qui pratiquent les sports de façon amateur.

Mme Feldberg fait observer que les coûts reliés à une dent perdue, qu'elle soit avantagée ou non, dépassent de loin ceux d'un protecteur buccal.

Elle croit qu'il faut changer la perception des gens et recommander le protecteur buccal.

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RT @thecdha Press Conference has commenced. @theCDHA Dental Hygienists Prompt Athletes to Wear Protective Mouthguards [bit.ly/Y6CBYv](http://bit.ly/Y6CBYv)

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25 Apr

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