

Attachment C: Materials For Testing

Magazine Advertisements

Oral Health for Expecting Mothers

**Caring for your
mouth keeps
your baby
healthy.**

That's why most state
Medicaid programs
cover dental for
moms-to-be.



Make your prenatal dental appointment now:

Dentaquest.com/find-a-dentist-gov



Now you're brushing for two

Find out why brushing during pregnancy is important for your baby's health.

SmilingForTwo.com

BABY PREP



Diapers



Car Seat



Floss *(yes, really)*

Caring for mom's mouth—it's part of the prep.
Ask your doctor why mom's oral health matters for baby.



— This is prenatal care.

HealthyMouthHealthyBaby.com

Your mouth matters more than ever.

Pregnant women are at higher risk for a number of oral health issues. If untreated, they affect the health of your baby. Ask your doctor what steps to take.



YourMouthMatters.com



Hubby

I'm Pregnant!!



Really?! OMG!!



I know! I have to call
my dentist!!



???



More moms are learning that dental care while pregnant is not only safe, it's necessary. That's why most state Medicaid programs cover dental for moms-to-be. Ask your doctor why caring for mom's mouth keeps baby healthy.



Magazine Advertisements

Oral Health for New Mothers



**Protect his
two front
teeth.**

You may not see...

your baby's teeth yet, but they're there – hiding beneath his gums. Putting him to bed with a bottle actually hurts those teeth. Instead, feed him before bed and put him to sleep without it. Protect those tiny teeth.

BabyTeethMatter.com



First dental checkup by first birthday

That's why most state Medicaid programs cover dental for your little one.

Ask your doctor about finding a dentist.

Brushing for you and her.

Cavity causing bacteria from your mouth will spread to hers – even before she has teeth. Keeping your mouth healthy keeps your baby's mouth healthy.

BrushingForTwo.com



I GET MY
SMILE
FROM MY MAMA



Protect tiny teeth

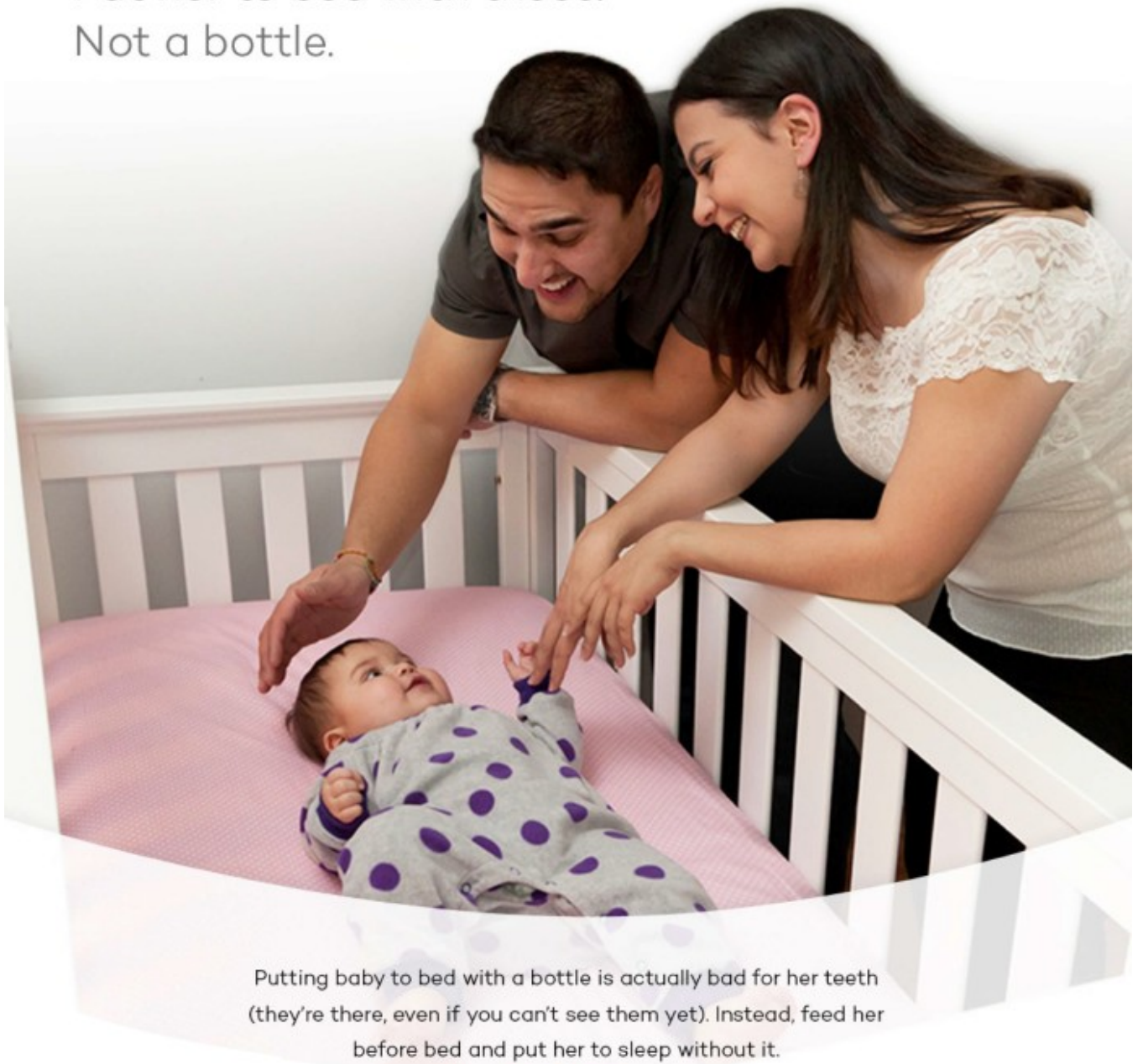
You may not see your baby's front teeth yet, but they're there - hiding beneath his gums.

- 1** Wipe his gums after breast or bottle feeding — especially before bed. Always put him to bed without a bottle.
- 2** Start brushing his teeth with fluoridated toothpaste as soon they come in.
- 3** Keep your mouth healthy. Bacteria from your mouth will spread to his.

ProtectTinyTeeth.com

Kisses. Hugs. Snuggles.

Put her to bed with these.
Not a bottle.



Putting baby to bed with a bottle is actually bad for her teeth (they're there, even if you can't see them yet). Instead, feed her before bed and put her to sleep without it.

KeepBabySmiling.com



Happy
Mother's
Day.

Thanks for
brushing
my teeth.

