

SURVIVAL OF THE SMARTEST

Reduce injury in sport, wear a custom-fitted mouthguard.



www.mouthguardawareness.info

Save Face and Money by Wearing a Mouthguard, Say Dentists

The Australian Dental Association (ADA) is again calling on parents, schools and sporting clubs to make the wearing of custom-fitted mouthguards compulsory for anyone participating in sports where contact to the head and face may occur.

For more information about Mouthguard Awareness or to speak with an ADA spokesperson, please contact Porter Novelli Melbourne:

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In Victoria alone, at least 2,000 dental injuries were treated in emergency departments between 2000 and 2002, with people under 25 at most risk¹.

An elbow to the face, collision or a hard fall can knock out a tooth, leave you with a chipped or broken tooth, concussion or, in serious cases, a broken jaw. Wearing a mouthguard while training and playing sport can prevent or reduce the severity of many of these injuries. A custom-fitted mouthguard helps cushion a blow to the face that otherwise might result in an injury to the mouth or jaw.

A report from the Australian Bureau of Statistics found that Australian children between 5 and 14 years who reported being injured were most commonly participating in sport or games at the time of injury².

President of the ADA, Dr Neil Hewson, says that the cost of treatment and repair to a damaged tooth can be significant.

"Dependent on the nature of the injury, treatment can be of thousands of dollars. This is a cost many families simply cannot afford," says Dr Hewson.

The US National Youth Sports Foundation for the Prevention of Athletic Injury Inc., calculates that a tooth knocked out during sport has the potential for lifetime costs of up to \$15,000 per tooth³.

"Compare that to the cost of a custom-fitted mouthguard, and the protection against injury is a worthy investment," Dr Hewson adds.

The ADA recommends wearing a custom-fitted mouthguard while training and playing sports where contact is part of the game, like football and rugby, and also collision sports where contact often happens but is not expected. These include basketball, hockey, netball, baseball, soccer, BMX bike riding and skateboarding among others.

"The ADA strongly recommends that everyone wear the proper protection while playing sport. We encourage all parents, schools and clubs to make mouthguards mandatory for anyone participating in a sport where the mouth or face can be injured," says Dr Hewson.

For more information on mouthguards and protecting teeth, visit:

www.mouthguardawareness.info

¹ Victorian Injury Surveillance Unit, Accident Research Centre, Monash University.

² Australian Bureau of Statistics, 1301.0 - Year Book Australia, 2006, Children's Injuries.

³ National Youth Sports Foundation for the Prevention of Athletic Injury Inc. Dental Injury Fact Sheet. Needham: Mass, 1992.