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For Immediate Release

Under 18, sore tooth and no dental plan? We can help!

The Regional Municipality of York launches awareness campaign regarding recent expansion of the Children in Need of Treatment (CINOT) dental program

NEWMARKET – The Regional Municipality of York is launching an awareness campaign to announce the recent expansion of the Children in Need of Treatment (CINOT) dental program.

For more than 20 years, the CINOT program has been providing financial assistance to eligible children (up to age 14) who require preventive, urgent and essential dental treatment.

Expansion of the program is increasing access to dental services for eligible youth up to 18 years old.

The campaign will help raise awareness among youth who may be suffering from urgent oral health issues and who will directly benefit from the urgent dental care that is available.

The campaign also targets increasing awareness among adults who are in direct contact with youth, and informing those who may be in need of urgent dental care, about the expanded program. These groups include parent/guardians, teachers, coaches and other adults.

As part of the campaign, large print advertisements are being displayed throughout York Region using a series of mediums, including newspaper and public transit bus and shelter advertising.

Oral health is an important component of overall health. According to Health Canada, dental issues have been associated with nutrition, behaviour and sleep problems. School performance has also been linked to oral health status. If left untreated, dental problems can lead to pain, infection and tooth loss and more serious health problems.

The program expansion is a result of a \$1.38-million funding allocation from the Ministry of Health Promotion. Investing in oral health of lower income families is part of the province's Poverty Reduction Strategy.

The \$1.38 million is York Region's allocation of the \$28.3-million commitment from the Ministry of Health Promotion to support the CINOT program across the province over the next three years.

Students and their parents/guardians are encouraged to contact York Region Community and Health Services directly to find out about available services. To find out more about the program, visit www.york.ca/teeth or call **York Region Health Connection at 1-800-361-5653; TTY 1-866-252-9933.**

For more information on the Regional Municipality of York, please visit www.york.ca

A yellow rectangular advertisement. At the top, it says "Urgent dental care is available." in bold black text. Below that, it says "Call 1-800-361-5653 or go to york.ca/teeth" in blue text. At the bottom, there are logos for "CINOT" and "York Region". In the foreground, a smartphone is shown with a blue screen displaying a checklist: "Under 18" with a checked box, "Sore Tooth" with a checked box, and "Dental Plan" with an unchecked box.