



www.wda.org
6737 W. Washington St., Suite 2360, West Allis, WI 53214

May 10, 2006

Dear Editor:

The Wisconsin Dental Association (WDA) and its 2,900 dentist members commend the William J. Clinton Foundation, American Heart Association, American Beverage Association, Cadbury Schweppes PLC, Coca-Cola Co. and PepsiCo Inc. for their efforts to significantly restrict the availability of soft drinks to public school children of all ages across our nation by 2010.

While this latest soda ban was prompted by national concern over childhood obesity, it also holds great promise for helping improve young people's oral health.

Since 2003, the WDA and its members have invested more than \$1.7 million in a "Sip All Day, Get Decay" integrated public awareness campaign. Print materials such as brochures and stickers, television and radio spots, press releases and public presentations by dentists and dental team members throughout Wisconsin have helped educate parents, teens and young adults about the negative oral health implications of constantly drinking acidic, sugary beverages.

Our "Sip All Day, Get Decay" message was heard loud and clear. Between fall 2002 and October 2005, the Wisconsin Trends Survey recorded an increase, from 62 to 74.3 percent, in the number of adults (18 and older) ranking soda as the food/beverage most harmful to teeth.

Congratulations to soda manufacturers and distributors for helping make our public schools places where our youth are encouraged to make healthy choices.

Sincerely,
WISCONSIN DENTAL ASSOCIATION, INC.

A handwritten signature in black ink, appearing to read 'Constantine Stamatelakys, DDS'. The signature is written in a cursive, flowing style.

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