

# 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](https://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](http://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](http://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](http://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](http://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](http://BrushingForTwo.com)

A baby with a joyful expression is wearing a white long-sleeved onesie. The onesie features a graphic of a smile with radiating lines above the word 'SMILE' in purple, and the words 'I GET MY' above and 'FROM MY MAMA' below in teal. The baby is positioned against a blue textured background.

I GET MY  
SMILE  
FROM MY MAMA



# Protect tiny teeth

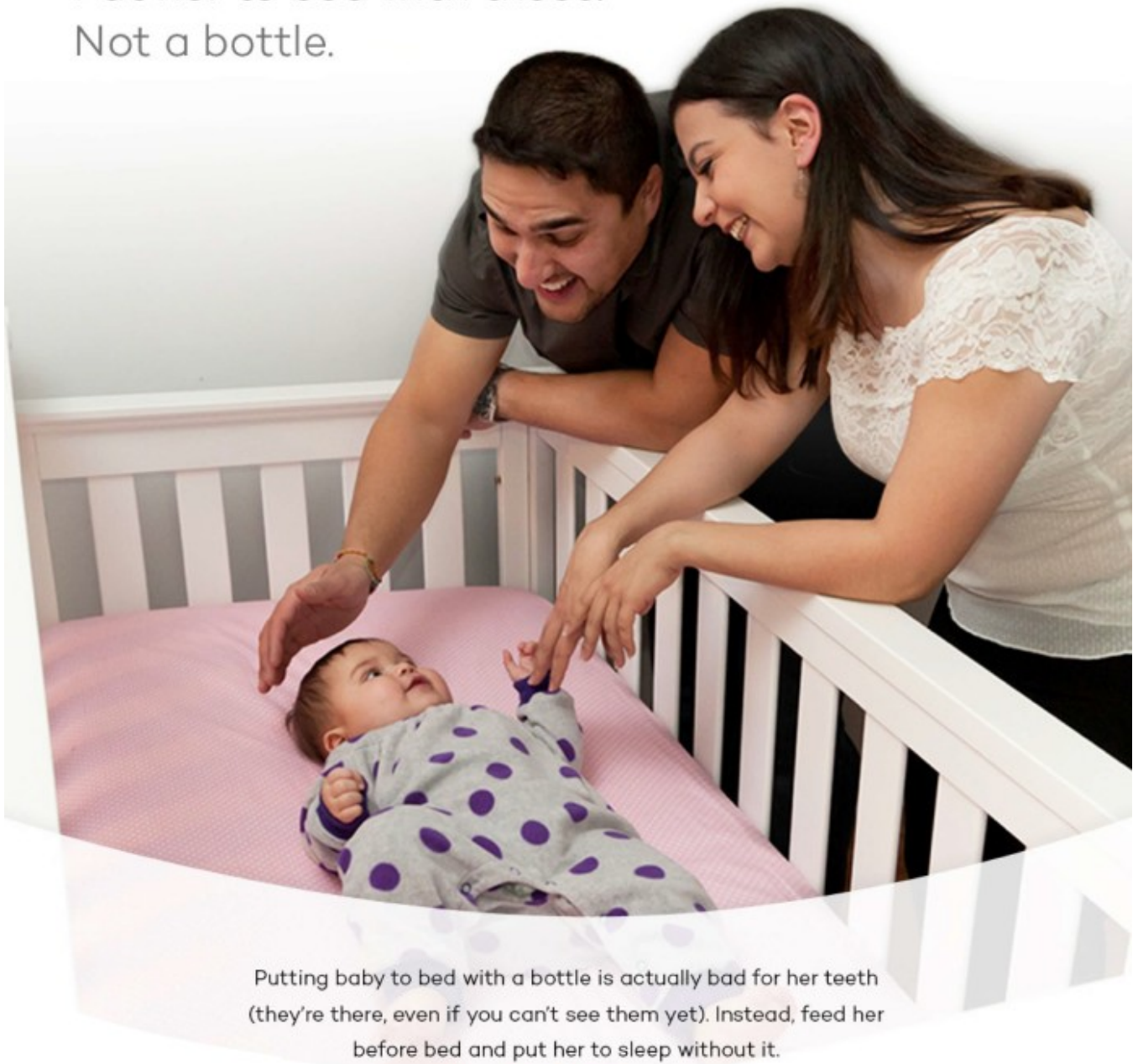
You may not see your baby's front teeth yet, but they're there - hiding beneath his gums.

- 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](http://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](http://KeepBabySmiling.com)



Happy  
Mother's  
Day.

Thanks for  
brushing  
my teeth.

