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FOR IMMEDIATE RELEASE

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4,000 Children to Participate in CHI St. Joseph Children's Health's 2017 Brush Twice-A-Day Challenge in Lancaster

FREE Brush Twice-A-Day Challenge educational program promotes healthy habits

LANCASTER, Pa. – CHI St. Joseph Children's Health, a nonprofit organization dedicated to the health and well-being of children in Lancaster County, is proud to announce the **2017 Healthy Habits, Healthy Smiles! Brush Twice-A-Day Challenge** for Lancaster County Elementary Schools. The Brush Twice-A-Day Challenge is a free educational program designed to help kids start and stick to the healthy habit of brushing their teeth at least two times each day.

"Last year, we had 2,627 children participate in the Brush Twice-A-Day Challenge through their elementary schools, and we expect that number to increase to approximately 4,000 children this year," said Lori Albert McCracken, director of education at CHI St. Joseph Children's Health. "The program is a FREE county-wide effort to end children's tooth decay and improve overall health."

Any elementary school in Lancaster County may join the challenge from now through the end of February. Participating schools receive a FREE in-school assembly with Hank the Health Hero, an energetic and imaginative puppet; and tooth brushes, toothpaste and Smile Counters for each of their students to track brushing their teeth at home. Students who participate in the program are also rewarded with backpacks during special school prize days.

"It's an interactive program aimed at getting young students and schools excited about long-term healthy habits," said McCracken. "It's just one of the many ways CHI St. Joseph Children's Health supports the overall health and well-being of children in our community."

A part of Catholic Health Initiatives, CHI St. Joseph Children's Health was formed in 2000 as the nationwide Catholic healthcare system transitioned its local purpose from the provision of acute care (through the former St. Joseph Hospital) to development and implementation of community-based programs and services designed to improve the health of the Lancaster, Pennsylvania community. Since 2004, the nonprofit has focused its programming and resources on efforts to improve the health and wellbeing of children.



Schools interested in participating in the Brush Twice-A-Day Challenge should contact CHI St. Joseph Children's Health at 717-397-7625 or visit www.CHIstjosephchildrenshealth.org for more information.

Elementary Schools Participating in the Brush Twice-A-Day Challenge

Cocalico School District

Adamstown Elementary School
Denver Elementary School
Reamstown Elementary School

Manheim Township School District

Brecht Elementary School
Nitrauer Elementary School
Stiegel Elementary School

Pequea Valley School District

Paradise Elementary School
Salisbury Elementary School

School District of Lancaster

Lafayette Elementary School
Wharton Elementary School

Solanco School District

Bart Elementary School
Clermont Elementary School
Providence Elementary School
Quarryville Elementary School

About CHI St. Joseph Children's Health

A part of Catholic Health Initiatives, CHI St. Joseph Children's Health is a community-based organization dedicated to the health and wellbeing of children in Lancaster County. The organization works in collaboration with community partners to assure access to appropriate, quality health services for every child in the Lancaster community. This mission in children's health began with the development of Brush.Brush.Smile!®, a mobile dental clinic program, and now includes multiple efforts, programs and services committed to improving the health of children and expanding healthcare access for children and families throughout the Lancaster community. The CHI St. Joseph Children's Health Dental Center is located at 401 Locust Street in Columbia and serves as a dental home for children throughout Lancaster County. No insurance is required to receive service; however, CHIP, Medicaid and private insurance are accepted. CHI St. Joseph Children's Health will open a second Dental Center and a Behavioral Health Center in 2017. For more information about CHI St. Joseph Children's Health, visit www.CHIstjosephchildrenshealth.org.