



# GBAS UPDATE

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## Raising Awareness of AACD's Fight Against Domestic Violence During October

A variety of dental publications will run Give Back A Smile (GBAS) ads pro-bono along with positive editorial. The GBAS Public Service Announcement (PSA) will air on radio stations throughout the United States. And, volunteer dentist Mark Sayeg, DDS and his GBAS patient will prepare for a nationwide radio media tour. Why? Because October marks Domestic Violence Awareness Month and media outlets across the nation are more interested in stories about domestic violence this month than any other time of the year.

Your Academy continually works with dental trade publications on compelling stories throughout the year. These positive relationships reflect why AACD dental trade publication partners said "yes" when we asked them to place a GBAS ad in their October issue pro-bono. In addition, some offered to run editorial about the GBAS program. Look for GBAS ads in numerous dental publications in October, with the goal to increase volunteer dental professionals.

Radio stations are required to play a specific number of PSAs according to FCC standards. During October, the official GBAS PSA, along with background information about the program, will be

distributed to a variety of radio stations across the United States.

This year's Radio Media Tour (RMT) will feature Mark Sayeg, DDS and his GBAS patient. Like in previous years, the RMT will consist of multiple live radio interviews conducted over the telephone with radio stations across the nation.

The AACD Public Relations department, as well as AACD's public relations partners will heavily pitch the GBAS program to a variety of broadcast and print media outlets leading up to and during Domestic Violence Awareness Month. AACD will cast a wide net – from fashion and beauty editors to television producers and every media representative in between in order to generate awareness. An official press release announcing that, since 1999, GBAS volunteers have donated over \$4.5 million in services to help survivors of domestic violence will also be published on the US Newswire, which provides direct communication between the news sources and the news media that cover them.

A variety of marketing materials are available in the AACD Member Marketing Kit ([www.aacd.com/professional/mediakit.aspx](http://www.aacd.com/professional/mediakit.aspx)) to help you increase awareness of the GBAS program in your community. The GBAS program

is a perfect way for you and your GBAS patient to shine in the media spotlight, as survivors and volunteers alike have compelling stories to tell.

Watch for media coverage throughout the months ahead that will raise awareness of the GBAS program and the dramatic effects of cosmetic dentistry on peoples' lives. If you have questions about GBAS or want to get involved, e-mail [givebackasmile@aacd.com](mailto:givebackasmile@aacd.com). ♦

*Thank you*

to **SS White** for donating a burr kit to every Give Back A Smile volunteer who completes a GBAS case. The AACDCF greatly appreciates the generosity of compassionate contributors and volunteers like SS White.



### A Survivor's Story

*I had been abused since I was a young child. So, when my fiancé knocked my front tooth out in 1997, there were no red flags to keep me from marrying him. I stopped smiling because I was embarrassed. It even affected how other people saw me. I contacted the Give Back A Smile program, and within 6 months, I was on my way to my first dental appointment. At the initial consultation, no matter how hard I tried, I could not even force a smile - it was totally gone. Two months later, my teeth and my self-esteem were restored. The dental team was caring and compassionate. They went*

*above and beyond my greatest hopes to give me back my smile. Thanks to the Give Back A Smile program, my confidence is restored and people see me in a whole new light!*

~ Gracious GBAS Recipient

*"I actually think I look pretty."*

*They say a picture is worth a thousand words and these pictures are a true reflection of what the Give Back A Smile program means to a patient. You can see it in her eyes, as well as her beautiful smile. When our GBAS recipient saw her before and after pictures, she said, "I actually think I look pretty." She is so appreciative of what*

*has been given to her. She couldn't stop hugging me as she left our office with her before and after pictures. We are so thankful for the opportunity to participate in this life-changing experience for her and for us.*

~ GBAS Volunteer Dr. Joseph Theisen ♦

