A call to improve oral health (and overall health) for older adults by adding a dental care benefit to Medicare

Three out of four Americans favor adding a dental benefit to Medicare. Most of us under age 65 don’t even realize it’s not covered now.

This is not just a health problem. It’s a financial one.

A Medicare dental benefit would not only prevent suffering, it would reduce health care costs by leaving the elderly less susceptible to disease. It might actually save the government money.

Here’s the problem: The issue is not getting attention it needs in Congress.

At least, not yet.
What We’re Doing
Demand Medicare Dental is an effort by Oral Health America and others to help Americans 55+ share the truth:

This is not the 1960s. Most American over 65 do have teeth and need Medicare dental coverage.

The campaign is an attempt to transform the cause from a low-awareness, low-resonance issue to a touchstone topic that lawmakers appease. In 2018, our goals are pretty simple:

- **We want to create a very public discussion** around the need for Medicare dental in three heavily watched states — Iowa, Michigan and Tennessee; and
- **We want candidates in the high-profile Congressional races** in those states — incumbents and challengers alike — to make the issue part of their 2018 campaigns.

We will run ads on social media, make appearances before senior groups, and stage events urging voters 55 and older to:

- **Send Congressional candidates toothbrushes** to remind them older voters have teeth; or
- **Call lawmakers and candidates** to let them know that Medicare dental is a common-sense benefit older Americans have earned.

How You Can Help
We are seeking partners who can help us reach both voters and Congressional candidates (including incumbents) in the summer and fall of 2018.

Partners can team up with us on events in Iowa, southern Michigan and eastern Tennessee or run their own outreach effort — with or without our materials.

*The bottom line is to make this a 2018 election issue so it can be a legislative issue in the years to come.*

To join us, contact Bianca Rogers, Public Affairs Manager for Oral Health America, at bianca.rogers@oha-chi.org or 312.836.9900