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Dental Office Uses Social Media To Help Families In Need

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HEATH, Ohio—The smile may be one of the first things you notice about a person. A study just released by the Pew Center reports that \$17 million children go without dental care each year.

Hopewell Dental Care in Heath is hoping to take their work online with the Share A Smile program.

They've partnered with the Society of St. Vincent de Paul to make it happen.

"We donate \$1 worth of services to families in need that are local for every new Facebook fan and Twitter follower," said Dr. Brian Howe.

Users can also send the group a smiling photo of themselves via email and the group will donate the cash.

Howe said his office sees a lot of Central Ohio families in need—adults and children alike.

"Some of the girls go out to a lot of preschools and things and do dental screenings. There is a surprising number of cavities in youngsters," Howe said.

The incentive for patients and new online fans is that when they help a family in need, they have a chance to win a smile makeover that includes teeth whitening and other treatments.

The group doesn't have a lot of fans or followers yet—only 185 on Twitter and 39 on Facebook.

The group hopes the reach of tweets and more will help families in need.

To join the group, search for Hopewell Dental care on Facebook or Twitter.

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