

Building A Healthy Legacy:

Our Prescription for the Future

Inter-Professional Patient Care – The Rx for Healthier Communities

**Glenda Newell-Harris, M.D.
National President
The Links, Incorporated
September 14, 2016**



Linked in Friendship, Connected in Service

The Links, Incorporated

- Premier service organization of professional women of color
- Committed to enriching, sustaining and ensuring the cultural and economic survival of African Americans and other persons of African descent
- Established November 9, 1946
- 15,000 Members



The Links Foundation, Incorporated



- Philanthropic arm established in 1979
- More than \$25 million in charitable contributions
- Established to promote and engage in educational, civic and intercultural activities

Connected in Service



Five Program Areas (Facets):

- Services to Youth
- The Arts
- National Trends and Services
- International Trends and Services
- **Health and Human Services**



HEALTH AND HUMAN SERVICES

Goal: Promote and facilitate programs that support good health and help reduce chronic health disparities in communities of color

Partners in Health



Oral Health Initiatives



- **National Dental Association**
- **Colgate Bright Smiles, Bright Future**

Why Oral Health?

- The number one **childhood** disease is tooth decay, 5x more common than asthma and occurs 4x more often than early-childhood obesity*
- Approximately 25% of **adults** over 60 in the U.S. have lost all their teeth; half of those lost their teeth as a result of dental caries and periodontal disease like gingivitis

**Source: American Academy of Pediatric Dentistry*

Two Ways to Make An Oral Health Difference!

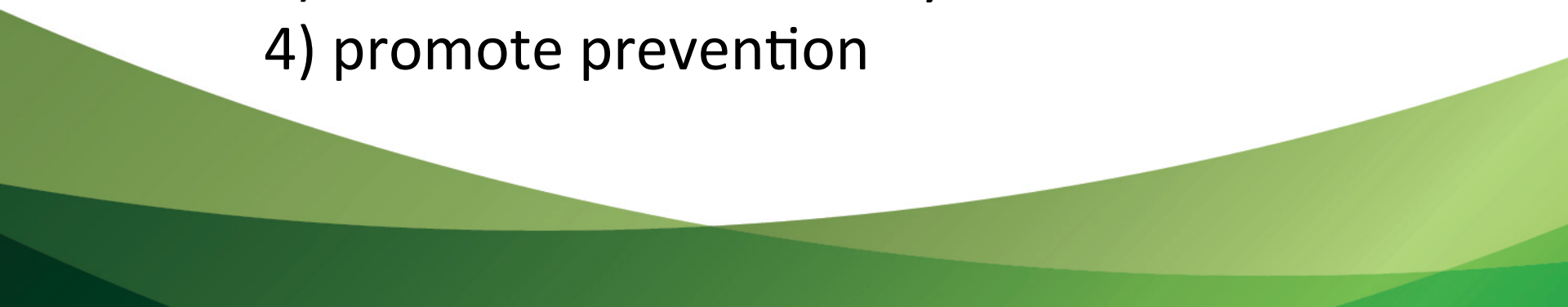
For Adults & Children 12+

- Partner with the **National Dental Association**
- Provide educational workshops

For Children up to 12

- Partner with **Colgate-Palmolive**
- Provide dental screenings via Colgate's Bright Smiles, Bright Futures Dental Van
- Share educational materials via Colgate's On-line Education Curriculum

National Dental Association

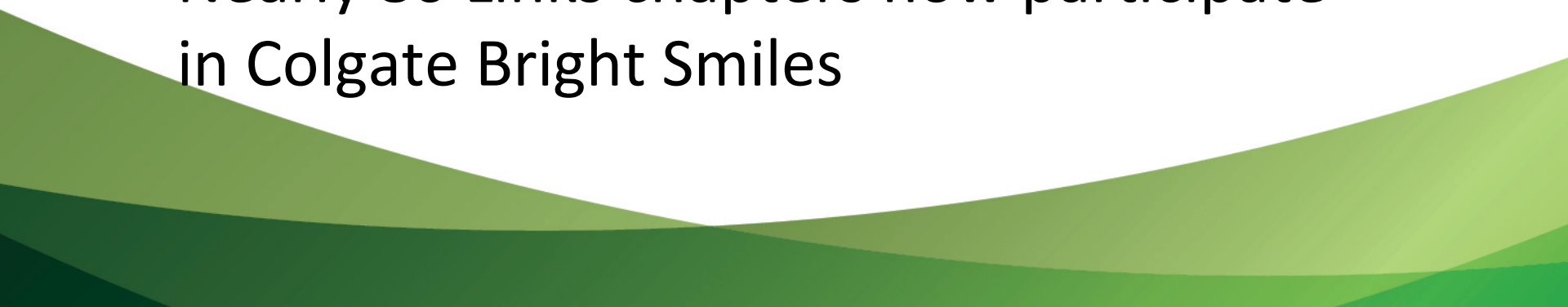
- The Links, Incorporated and the NDA have a longstanding partnership to reach underserved communities
 - Partnership includes mutual goals to:
 - 1) increase health care access
 - 2) eliminate disparities
 - 3) increase health literacy
 - 4) promote prevention
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Colgate Bright Smiles, Bright Futures®

Goal: To improve the oral health of underserved children 1-12 years old in urban and rural areas in the U.S.



Links to Oral Health/Healthy Smiles

- Initiative formally launched at the Eastern Area conference in 2009
 - It expanded to Links chapters in the Central, Southern and Western areas
 - Became an official national initiative in May 2014
 - Nearly 80 Links chapters now participate in Colgate Bright Smiles
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Other National Health Initiatives:

Prescription for the Future

- Breast Health
- Childhood Obesity
- Heart Links to Heart Health
- HIV/AIDS and Hepatitis C
- Linkages to Life
- Mental Health
- Walk for Healthy Living

THANK YOU!



**The Links,
Incorporated**

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