

HARRISBURG, Pa., Sept. 14, 2018 – Halloween is a scary time for dentists. To reduce the negative effects of heavy candy consumption, United Concordia Dental once again is encouraging dentists to participate in its Toys for TreatsSM program, which invites trick-or-treaters to trade in their Halloween candy for Target gift cards and toothbrushes.

The first 75 participating dentists who take part in the program will each receive 20, \$10 Target gift cards to reward patients 12 years old and under who turn in approximately one pound of their Halloween candy. This year, United Concordia will also supply toothbrushes to distribute with the gift cards.

Dentists who participate in the program also will receive a Toys for Treats flyer they can display in their offices during October, along with feedback cards for themselves and their participating patients.

“Halloween is a lot of fun, and no one wants to take away the pleasure kids get from trick-or-treating,” says United Concordia’s James Shade, senior vice president, Professional Affairs and Dental Network Operations. “But we all agree that it’s best to limit snacks that coat your teeth in sugar and wear down tooth enamel. With this program, we’re hoping to reinforce good habits and reward patients for making healthier choices.”

Consuming too much sugar isn’t only bad for your teeth, Shade notes. It also can contribute to other health issues, including obesity and diabetes.

This is the third year United Concordia is offering the Toys for Treats program. Dental offices have been encouraged by its success. “We loved seeing the kids bring in candy,” said Steven Wood, DDS, whose office in Weatherford, Texas took part in Toys for Treats last year. “We sent the candy we collected to troops in Kuwait and Afghanistan.”

United Concordia will sign up dentists through Sept. 28, or until 75 offices have registered.

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<https://news.unitedconcordia.com/united-concordia-program-encourages-kids-to-swap-candy-for-gift-cards>