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AGD Launches National Public Awareness Campaign on Acid Erosion

CHICAGO (Dec. 7, 2015)—The Academy of General Dentistry (AGD) announces the launch of a national public awareness campaign on acid erosion to help consumers better understand the causes, symptoms, and effects of acid erosion, as well as how erosion can impact their overall health.

The campaign—conducted in partnership with GlaxoSmithKline Consumer Healthcare—addressed the dietary choices that can affect erosion, as well as the ways to protect tooth enamel. A key goal of the campaign was to explain the significant connection between oral health and overall health, ultimately striving to teach and encourage patients to practice better oral care.

The campaign consisted of broadcast, print, and online media endeavors, as well as the development of several patient education resources.

In August 2015, the AGD, in partnership with GlaxoSmithKline Consumer Healthcare, sent a survey to its membership to determine how they identify acid erosion and treat patients who suffer from it. Their responses reflect varying levels of knowledge and management of the condition of acid erosion:

- Respondents were asked about their level of knowledge of acid erosion/acid wear and its management. Among all respondents, 66 percent say they are knowledgeable about acid erosion, but not an expert, one quarter are somewhat knowledgeable, and very few (2 percent) are not very knowledgeable.
- Three-quarters of all respondents say that drinking highly acidic, carbonated beverages is the most prominent reason for acid erosion among young people (patients younger than 25 years old).
- Two-thirds of respondents (67 percent) indicate that acid reflux is the leading cause of acid erosion among senior patients (those older than 65).
- Almost all respondents (93 percent) report bulimia nervosa as a possible cause of dental erosion in women, followed by morning sickness (79 percent), pregnancy (41 percent), dysmenorrhea (10 percent), and hysterectomy (4 percent).
- Respondents were asked whether they believe specific statements to be true or false, and almost all (98 percent) consider the statement “Dental erosion lesions can be caused by various etiologies” to be true.
- When asked about treatment, 53 percent of respondents answered that they do not have established protocols in their practices to address acid erosion and acid wear.
- And 85 percent of those surveyed said that they would use an acid erosion risk assessment (similar to a caries risk assessment) with their patients if it were standardized and available.

For materials on educating patients about acid erosion, visit <http://www.agd.org/aciderosion>.

About the Academy of General Dentistry

The Academy of General Dentistry (AGD) is a professional association of 39,000 general dentists dedicated to providing quality dental care and oral health education to the public. AGD members stay up-to-date in their profession through a commitment to continuing education. Founded in 1952, the AGD is the second largest dental association in the United States, and it is the only association that exclusively serves the needs and represents the interests of general dentists. A general dentist is the primary care provider for patients of all ages and is responsible for the diagnosis, treatment, management, and overall coordination of services related to patients' oral health needs. For more information about the AGD, visit www.agd.org.

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