

PHILIPS

Oral and overall health



On average in West Virginia...

89% of babies are born at full term

90% are a healthy weight

For HAPI participants who brushed more than 13 times a week...

93% had babies at full term*

94% at a healthy weight*

Regular brushing with a power toothbrush may be linked to improved birth outcomes

Philips Sonicare products were used in the HAPI program

Helping Appalachian Parents and Infants (HAPI) is a public health initiative conducted by the West Virginia University Healthy Start organization, serving Medicaid-eligible women.

The program enrolled pregnant Appalachian women at increased risk of adverse pregnancy outcomes and provided professional dental care services as part of a number of perinatal health care services. The oral health component included provision of a Philips Sonicare power toothbrush.

The results? The data showed fewer pre-term births and fewer low birthweight babies in pregnant women who, among undertaking other health treatments in parallel, brushed 13x more a week with (in this case) a Philips Sonicare power toothbrush.*

Regular brushing may be associated with improved outcomes for babies and mothers

Fewer pre-term births

Fewer low birthweight babies



* Wiener RC, Waters C. Personal Oral Infection Control, Low Birthweight, and Preterm Births in Appalachia West Virginia: A Cross-Sectional Study. Adv Prev Med. 2018 Aug 7;2018:9618507. doi: 10.1155/2018/9618507. PMID: 3