

From Morning to Midnight: How Arizona Families Keep Smiling



Start the day right

Families start their day with healthy routines, such as brushing and flossing, which support lifelong wellbeing.

62%

of adults in Arizona brush 2x per day

49%

of parents in Arizona struggle to get their children to brush their teeth regularly

Balancing busy lives

Life is busy for adults, but dental insurance and regular checkups make it easier to stay on top of their overall health.

- ✓ 90% of adults visited the dentist for preventive care in the past year
- ✓ 87% say dental insurance encourages better oral health habits
- ✓ Preventive visits increased from 83% in 2023 to 90% in 2024
- ✓ 87% say it reduces worry when dental issues arise

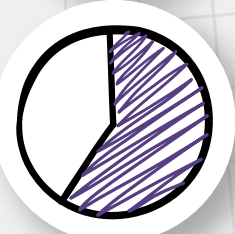


Care for all ages

Making time to care for family members—like seniors with chronic conditions or pregnant individuals—helps protect everyone’s oral health through regular visits and awareness of health risks.



68% of boomers have a chronic illness



64% of adults with chronic illnesses say cost is the main reason they put off dental care



39% of pregnant people know gum disease may be linked to pre-term birth or low birth weight



62% of pregnant people visited the dentist in the past year

Wind down and reflect



End the day with a smile!

Brushing at night gives families a quiet moment to reflect on how healthy habits support confidence, mental health and strong smiles.

92%

of adults agree caring for teeth makes them more confident

96%

say protecting oral health enables a healthier lifestyle

65%

of adults believe regular checkups lower the risk of serious problems

77%

say oral health is important to their mental health