

**And the winner of the NBDS “Your Sweet Tooth has a Cavity / Qui dit sucreries, dit caries” video contest is...**

*Earlier this year, The New Brunswick Dental Society challenged New Brunswick high school students to create 30 second PSA videos outlining the effects sugar has on the health of adolescents.*

**FREDERICTON, NB** – March 20, 2017 – Due to the popularity of pop and energy drinks, sugar consumption is at an all-time high among high school students. The New Brunswick Dental Society, representing the province’s experts in oral health, held a contest earlier this year asking high school students to create 30 second videos highlighting the health risks of consuming too much sugar.

“The Society was faced with the challenge of engaging and educating high school students about the adverse effects of sugar consumption, and creating a 30 second video that would reach them directly,” says Dr. Kelly Manning, Chair of NBDS Public Education Committee. “Then we thought – why not have students create the videos themselves?”

The winning Anglophone video “Stop the Rot” was created by Martha Tait, a grade 10 student at Kennebecasis Valley High School in Quispamsis. Grade 11 student Samantha Trites from Fredericton’s École Sainte-Anne’s video titled « L’abus de sucre » (the Abuse of Sugar).

“Both the students and their school each win a cash prize,” continues Dr. Manning, “and we hope they learned something that will inspire the general public as well.”

The winning videos will be aired on CTV evening news and ICI Radio-Canada Télé during Oral Health Month (April 1-30).

Second prize winners are grade 11 student Elizabeth Petersen from École Ste-Anne, Fredericton and François Poirier, a grade 12 student at l’École Louis-J.-Robichaud in Shediac.

**About NBDS**

The New Brunswick Dental Society exists to promote professional growth, high ethical standards and quality care giving through communication, education, and regulation of dentistry in New Brunswick.

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