



Pediatric Dental Initiative

Great smiles. Great futures.
Together, we make kids smile.™

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PDI welcomes Viveka Ågren Rydell as its new Executive Director

Viveka Ågren Rydell is the new Executive Director of PDI. Viveka graduated from UC Berkeley School of Law (Boalt Hall) in 1997, and received her B.A. *cum laude*, and with honors from UCLA in 1993. Before joining PDI, Viveka worked for eight years as a litigator in San Francisco. While in private practice, Viveka provided pro bono legal services to clients from low-income backgrounds. In 2001, the Lawyers' Committee for Civil Rights awarded Viveka the *Keta Taylor Colby Award* in recognition of her commitment to the community and concern for the underprivileged, which in addition to providing direct legal services, included working with non-profit organizations, donors, directors, staff and fellows to increase the number and depth of services available to underserved communities. Viveka is a former board member of the Swedish American Chamber of Commerce in San Francisco (SACC-SF), an advisor to the Scandinavian School in San Francisco, and is active in fundraising and coalition-building efforts with local schools. Viveka is also the mother of three young children who brush and floss.

About PDI. PDI is a non-profit, community-based organization founded by a group of child health advocates to address the unmet oral health needs of children from low-income backgrounds who need anesthesia for dental treatment. PDI's mission is to open a dental surgery center dedicated to serving the oral surgery needs of children in Northern California, regardless of a patients' insurance status or ability to pay. Through dental education and outreach efforts, working with parents and health care providers, PDI hopes to eliminate the pain, suffering and distractions that living with Baby Bottle tooth decay causes. Treatment and education helps build the confidence children need to excel in school and on the playground. For more information about PDI, please visit: www.pedidental.org.

About Baby Bottle Tooth Decay. Baby Bottle Tooth Decay (Early Childhood Caries – ECC) is a major health issue in America today, affecting an estimated 28% of children in California alone, most of whom are children from low-income families with little or no dental insurance. The prevalence of junk food, soda, and juice in children's diets is a major cause of tooth decay, as is poor dental hygiene. Reducing sugar intake, and brushing and flossing daily are important first steps toward healthy teeth. Please contact a dentist for advice.

brush. floss. thrive.™

Viveka Å. Rydell Executive Director

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