

# Children's Oral Health Campaign 2022 Partner Toolkit



## INSTRUCTIONS FOR USE

This Communications Toolkit includes a variety of tools to help you and your organizations share important information about dental hygiene for young children.

Our hope is that you will share this information with your families, partners and stakeholders to help educate parents and caregivers about the importance of healthy dental habits!

## IMPORTANT TOPICS

- Tooth decay is the number one childhood disease.
- Children should visit the dentist *before their first birthday*, even if they do not have any baby teeth yet.
- Healthy smiles start with healthy baby teeth.
- Baby teeth help children chew and speak correctly.
- [www.SmileSBC.org](http://www.SmileSBC.org) has free resources for parents and caregivers, including tools to help them find local dentists and how to get help with enrollment or transportation.

## TOOLKIT CONTENTS

- ✓ Article to share on Children Dental Health
- ✓ Social media posts and graphics (English and Spanish)
- ✓ Video

## **SAMPLE ARTICLE/NEWSLETTER/WEB COPY**

### **'Little Teeth, Big Responsibility' Campaign Focuses on Young Children Dental Hygiene**

Here's something that might surprise you: Tooth decay is the number one chronic disease among children.

[Smile San Bernardino County](#) (Smile SBC) in the Department of Public Health and [First 5 San Bernardino](#) have teamed up to relay the message about the importance of early dental visits with their "Little Teeth, Big Responsibility" campaign. The campaign includes billboards and online advertising in San Bernardino County, as well as a new website, social media posts and publicity.

According to Christine Hoang, DDS, a dentist with San Bernardino County Department of Public Health, "Three out of four third graders are experiencing tooth decay in San Bernardino County."

The county is urging parents and caregivers to make their child's oral health a priority, and this starts by taking a child to the dentist by their first birthday – even if they don't have any baby teeth yet. Other important care tips include:

- Wipe gums twice a day. Use a soft, clean cloth to help wipe away cavity-causing sugars.
- Once baby teeth come in, brush twice a day with a small-bristled toothbrush.
- Limit sugary drinks.

"We want to encourage parents to put their children's oral health at the top of their lists," said Karen Scott, executive director of First 5 San Bernardino. "It is important to get children to the dentist early so they can become comfortable with the dentist and caregivers can learn how best to prevent cavities." Parents are also encouraged to visit [SmileSBC.org](http://SmileSBC.org) to find links to San Bernardino County dental offices in Ontario, San Bernardino and Hesperia as well as tools to search for other nearby dentists. The website also has information about how to get help with enrollment or transportation, as well as other dental health resources.

## SAMPLE SOCIAL MEDIA POSTS (ENGLISH)

### Post #1

Your child's teeth matter! Healthy baby teeth help your child chew correctly and speak better, paving the way for a lifetime of healthy smiles. Schedule an appointment today. [SmileSBC.org](https://SmileSBC.org) #First5SB #SmileSBC



[Download Post #1 graphic](#)

### Post #2

Did you know tooth decay is the #1 childhood disease in the US? Simple care like gum wipes, a soft bristle toothbrush and just a little fluoride toothpaste is all you need to keep those smiles healthy. [SmileSBC.org](https://SmileSBC.org) #First5SB #SmileSBC



[Download Post #2 graphic](#)

### Post #3

It's the moment of tooth! Your baby's teeth are your responsibility and babies need to see a dentist before they turn 1. When baby teeth are healthy, their grown-up teeth will be too! Schedule an appointment today. [SmileSBC.org](https://SmileSBC.org) #First5SB #SmileSBC



[Download Post #3 graphic](#)

#### Post #4

Parents, it's up to you. Tooth decay can start when baby's first teeth appear. Help keep your child's teeth healthy and strong by limiting sugary drinks and visiting the dentist regularly. Schedule an appointment today! [SmileSBC.org](http://SmileSBC.org) #First5SB #SmileSBC



[Download Post #4 graphic](#)

#### Post #5

Our "flossophy" is simple. With little teeth, come great responsibility. Protect your child's smile by brushing, flossing and visiting the dentist two times a year. Schedule today! [SmileSBC.org](http://SmileSBC.org) #First5SB #SmileSBC



[Download Post #5 graphic](#)

## SAMPLE SOCIAL MEDIA POSTS (SPANISH)

### Post #1

¡Los dientes de su bebé importan! Sanos dientes de infantiles ayudan a su hijo a masticar correctamente y hablar con claridad, allanando el camino para una vida de sonrisas sanos. Haga una cita hoy.

[SmileSBC.org](http://SmileSBC.org)



[Download Spanish version of Post #1 graphic](#)

### Post #2

¿Sabías que la caries dental es la enfermedad infantil número 1 en los Estados Unidos? Para mantener una sonrisa sana, todo lo que se necesita son medidas de cuidado como toallitas para las encías, un cepillo de dientes de cerdas suaves con un poco de pasta dental que contenga fluoruro. [SmileSBC.org](http://SmileSBC.org)



[Download Spanish version of Post #2 graphic](#)

### Post #3

¡Los dientes de su bebé son su responsabilidad! Los bebés necesitan visitar a un dentista antes de cumplir 1 año. ¡Cuando los dientes infantiles estén sanos, los dientes de adultos también lo estarán! Haga una cita hoy. [SmileSBC.org](http://SmileSBC.org)



[Download Spanish version of Post #3 graphic](#)

#### Post #4

Padres, esto depende de ustedes. La caries dental puede empezar cuando aparecen los primeros dientes del bebé. Limite las bebidas azucaradas y visite al dentista para mantener los dientes de su hijo sanos y fuertes. [SmileSBC.org](http://SmileSBC.org)



[Download Spanish version of Post #4 graphic](#)

#### Post #5

Nuestra filosofía es simple. Con dientes pequeños, viene una gran responsabilidad. Cepillarse los dientes, usar hilo dental y visitar al dentista dos veces al año ayuda a proteger la sonrisa de su bebé. ¡Haga una cita hoy! [SmileSBC.org](http://SmileSBC.org)



[Download Spanish version of Post #5 graphic](#)

## SAMPLE VIDEO POST

### Post #1

Did you know that SmileSBC can help you find a dentist for your kids and secure transportation to their appointment? Schedule today! [SmileSBC.org](https://SmileSBC.org)



[Download the "Importance of Oral Health" video](#)