Visit **MouthHealthy.org/SmileBuilders** for more activity sheets.

HEALTHY SMILE TIPS

Brush your teeth twice a day with a fluoride toothpaste.

Clean between your teeth daily.

Eat a healthy diet that limits sugary beverages and snacks.

See your dentist regularly for prevention and treatment of oral disease.

ADA American Dental Association®

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Visite **MouthHealthy.org/SmileBuilders** para ver más hojas de actividades.

CONSEJOS PARA SONRISAS SANAS

Cepilla tus dientes dos veces al día con pasta dental con fluoruro.

Limpia entre tus dientes a diario.

Lleva una dieta sana que limite bebidas azucaradas y picoteos.

Visita a tu dentista regularmente para prevenir y tratar enfermedades orales.

ADA American Dental Association®

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February is National Children's Dental Health Month!

The American Dental Association is pleased to provide you with the February 2019 National Children's Dental Health Month (NCDHM) Program Planning Guide. This month-long national health observance brings together thousands of dedicated dental professionals, health care providers and others to promote the benefits of good oral health to children and adults, caregivers, teachers and many others.

The NCDHM Program Planning Guide offers program coordinators resources to promote the benefits of good oral health to children. The guide includes easy-to-do activities, program planning timetable tips, a sample NCDHM proclamation and much, much more.

This year's NCDHM campaign slogan, "Brush and clean in between to build a healthy smile" is displayed in English on one side of the poster and in Spanish on the reverse side.

These versatile materials will help speakers, teachers, and others who want to address both age groups. To order the FREE posters and download materials, visit the NCDHM website at ADA.org/ncdhm.

National Children's Dental Health Month Fact Sheet

National Children's Dental Health observances began with a one-day event in Cleveland, Ohio and a one-week event in Akron, Ohio during February 1941.

Since then, the concept has grown from a two-city event into a nationwide program. The American Dental Association held the first national observance of Children's Dental Health Day on February 8, 1949. The single day observance became a weeklong event in 1955. And in 1981, the program was extended to a month-long celebration known today as National Children's Dental Health Month.

NCDHM messages reach millions of people in communities across the country and at numerous armed service bases. Local observances often include poster, coloring and essay contests, health fairs, free dental screenings, museum exhibits, classroom presentations and dental office tours.

Attitudes and habits established at an early age are critical in maintaining good oral health throughout life. By participating in the annual celebration of National Children's Dental Health Month, members of the dental team, parents, teachers and others can help keep children's smiles beautiful now and for years to come.

Proclamations for National Children's Dental Health Month

A proclamation officially launches National Children's Dental Health Month in an upbeat, newsworthy way. Proclamation signings usually take place in a city hall or civic center. Contact the elected official's press secretary well in advance to inquire about scheduling such an event. Once scheduled, invite other dignitaries and the media to witness the signing.

A state dental society often works with the governor's office to have a proclamation signed. Local dental societies can make similar arrangements for mayoral proclamations.

The official's office staff may prepare the proclamation using official stationery. Fill in the blanks below with appropriate information.

Sample Proclamation

WHEREAS, the future is, to a large measure, dependent on the good health of our families;

WHEREAS, good health can be achieved in part through good dental habits learned early and reinforced throughout life;

BE IT RESOLVED, that I_____(Governor/Mayor) of

_____thereby proclaim the month of February as Children's Dental Health Month and urge that all citizens and community organizations join in this observance.

IN W ITNESS W HEREOF, I hereunto set my hand and cause the seal of (City/State) to be affixed this_____day of February, (Year).

_____

(Signature of Official)

Program Planning Timetable Tips

October

- Invite volunteers to a planning meeting to create increased oral health awareness in your community with special promotional activities or events.
- Consider inviting educators, health professionals, and religious and political leaders.
- Identify the community's oral health needs
    - Access to care?
    - Early childhood caries (cavities)?
    - Sealant education?
    - Tooth decay?
    - Tobacco use?
    - Sports injuries?
    - Junk food?
    - School vending machines?
    - Methamphetamine use?
- Determine how you might address those needs.
- Decide whether to provide information, preventive or restorative treatment, or all three.
- Define campaign goals and select spokespersons, mascot and/or tooth fairy.
- Determine a budget (if necessary); appoint subcommittees and select activities for February.
- Contact possible co-sponsors (schools, hospitals, libraries, etc.). Consider conducting a coloring, poster or essay contest. See Ideas for Easy-to-Do Activities for additional information.

November

- Order the free NCDHM Posters online.
- Send confirmation letters to participating organizations.
- Contact the local mayor's office about signing a proclamation officially launching National Children's Dental Health Month in February.
- Develop a list of media contacts and prepare press releases about dental health issues and local events.
- Follow up on arrangements for displays, health fairs and school presentations.

December

- Distribute press releases about dental health issues and special events and activities.

Sample press releases available online

January

- Make final confirmations with speakers, facilities and your tooth fairy (Students studying acting often are willing to get a costume together and help you with this). Distribute posters to schools, clinics, libraries, etc.

February

- Follow up press releases with phone calls inviting local newspaper, radio and TV reporters to cover your dental health events.

March

- Distribute thank-you letters and certificates of appreciation (see the activity sheets in the back of the program planning guide for reproducible certificates of appreciation). Prepare a summary report of activities, expenses and any other meaningful data for future campaigns.

Ideas for Easy-to-Do Activities

1. Sponsor a coloring contest. This planning guide contains coloring and activity sheets that may be duplicated for a contest. Contact administrators of local childcare centers and elementary schools to encourage school participation. In the past, some dental societies have offered contest winners a savings bond, gift certificate or tickets to sporting events, concerts or the movies.

2. Sponsor a dental health poster contest. Select a poster slogan and choose a grade level to target. Determine where to display the posters, who will judge them and what you'll provide as the award. You may wish to use the NCDHM theme: "GET A GOLD MEDAL SMILE." Contact local schools and prepare and distribute poster guidelines. Consider reproducing the winning poster art on a free bookmark made available at libraries.

3. Sponsor a dental health essay contest. Essay contests encourage originality and are challenging for older children. To conduct a school contest, contact the school nurse, health or physical education instructor or the school administrator. Invite children or teens to write a persuasive essay on a dental topic, such as diet and soft drinks, or cleaning teeth, etc. Encourage children to visit ADA.org or Mouth Healthy.org to research their topic. Define contest rules (such as age/grade, number of words or paragraphs, deadline, prizes, and where to submit the entry). Take a photo of the winner(s) and, with their permission, send it to local papers with an announcement.

4. Offer school presentations. A classroom visit is the cornerstone of many NCDHM programs. Choose your target audience: preschool, elementary or high school. Contact the school nurse, health or physical education instructor or the school administrator to make arrangements. You may wish to solicit corporate donations of toothbrushes, toothpaste or dental floss. For presentation ideas, see: ADA.org/ncdhm

5. Sponsor a display or exhibit at the local library or museum. Dental societies often display NCDHM posters, simple dental messages, photos of children receiving oral health exams, dental equipment, dental care products and models or charts of the mouth in educational displays. Contact the library or museum administrator several months in advance.

6. Create an oral health bulletin board. A simple bulletin board with brochures, tips, health messages and a list of resources or referrals is a simple way to promote oral health at schools, libraries, clinics and community centers.

7. Conduct a dental health screening. Schools, clinics, churches and community centers are good places to hold dental health screenings. Once the details are confirmed (who, what, when and where), announce the screening in a press release to local newspapers, radio and television stations. Provide children with oral health "report cards" that they can take home.

8. Participate in a health fair. Your local mall, community centers, hospitals, schools, park districts,

clinics and banks are good locations for small health fairs. Approach a local business, hospital or clinic to co-sponsor a community health fair. Dental health exhibits can feature posters, mouth models, literature and hands-on demonstrations. Show a dental health video for children. Offer a toothbrush trade-in or provide visits with the tooth fairy or local dental society mascot if you have one.

9. Give a talk at a community center. Some shopping malls and banks have space set aside for community use. Contact the management office to make arrangements and to publicize the presentation. Talks can be geared to children or adults. Some groups use DVDs or videotapes, hand puppets, tooth costumes and mouth models for presentations. Distribute brochures or activity sheets that promote children's oral health. This Program Planning Guide contains activity sheets that can be duplicated and used as hand-outs.

10. Work with community and civic groups. Offer presentations about children's oral health to local groups like the Rotary, Kiwanis, Lions' Clubs, women's clubs, and local businesses (supermarkets, pharmacies, etc.).

11. Reach out to youth groups with dental career information. The Scouts, YMCA, 4-H, Future Farmers of America, and other groups have young members who can distribute dental health materials, benefit from programs and screenings, and assist in various phases of implementing your NCDHM activities. Information on dental career resources may be found in this kit. Also check the ADA's web site ADA.org

12. Reach out to parents. Reach parents by speaking at childbirth classes and parent- teacher organization meetings. Provide new parents with dental health packets (literature, bib and gauze) for newborns. Distribute pamphlets and posters to obstetricians and pediatricians for use in reception areas. This is a good way to reach parents and enlist support from other health-care professionals

13. Work with the local chapter of the American Cancer Society. Conduct tobacco cessation presentations; create a display for high school students. Contact the American Cancer Society (ACS) at 1-800-ACS-2345 or visit the ACS web site for more information or to find a local ACS chapter.

14. Ask dentists and pediatricians to promote NCDHM. NCDHM messages on recall notices, statements and answering machines are just a few of the ways that health professionals can give oral health pointers to patients. Ask them to hang up NCDHM posters in their waiting and exam rooms.

15. Contact hospitals, public service organizations and businesses. These organizations may use oral health messages, announcements and events in their newsletters, bulletin boards, web sites, electronic signs or mailings.

16. Get in the news. NCDHM Programs can send out press releases to local newspapers, radio and television stations. Contact the local PTA or PTO and offer to submit an article about children's dental health for their newsletter. Do this before and after events. If you have photos of health fairs, school presentations, screenings, sealant applications, etc., you can send them with a press release or a simple note to the editor for additional coverage. Visit the NCDHM website for sample press releases and articles.

Publicity

There are many ways to publicize your oral health messages, events and activities. Here are ideas that will help you get your messages placed:

Develop a list of the local newspapers, radio and television stations. Many libraries have media directories (such as Bacon's), which include addresses, phone numbers, names of editors or producers, and circulation or broadcast information.

The local phone directory is a good resource for locating news outlets. Don't forget community news or "free" papers, which often feature community events.

Press releases are bulletins that provide general information about a specific topic (sealants, mouth guards, early childhood caries, etc.) or an upcoming event, such as a dental health screening. The enclosed sample press releases can be tailored to your group's needs. News articles should be typed, double-spaced on organization letterhead or sent by email.

Good outlets for news releases include:

- daily and weekly newspapers
- Sunday newspaper supplements
- newsprint shopping guides
- hospital
- newsletters
- library bulletin boards
- health club newsletters
- church bulletins
- chamber of commerce newsletters

Visit the NCDHM website at ADA.org/ncdhm for sample press releases and articles.

ADA Catalog Resources

The ADA sells a wide variety of educational materials, including pamphlets, posters, teaching packets and audiovisuals. Discounts are available for large orders.

To purchase materials, call 800.947.4746. Also visit ADA catalog.org for product information.

Sample Newspaper Articles

The sample articles **may be published as a public service to the community by the ADA's state or local dental societies, chapters of the Alliance to the American Dental Association, departments of health or the armed forces' dental clinics. All others entities seeking permission to publish the articles must do so in writing via email to National Children's Dental Health Month** ncdhm@ada.org**.** You may wish to add quotes from your spokesperson and expand on the contents in the samples.

Send a brief letter or email to community affairs editors informing them that February is National Children's Dental Health Month. Explain that the newspaper articles were prepared as a public service to the community. Follow up with a call to the editor to determine if and when the articles might be placed, or whether more information is desired.

Placing the organization's name and the spokesperson's name in the copy will customize the enclosed samples. The articles may be useful when promoting your society's events. For example, an article on sealants can help publicize an upcoming presentation or screening.

While an organization may be credited as the source for these articles, it is inappropriate for an individual to have the articles published under his or her name, implying authorship. Such an insinuation violates an advisory opinion, developed by the ADA Council on Bylaws and Judicial Affairs (Section 5A of the ADA Principles of Ethics and Code of Professional Conduct).

Are you prepared for a dental emergency?

Thousands of dental emergencies—from injuries to a painful, abscessed tooth—take place every day. Would you know what to do if your child broke a tooth or had a tooth knocked out while playing outdoors? What if you had a bad toothache in the middle of the night and couldn't get to the dentist until the next day? Knowing what to do can lessen the pain and save a tooth that might otherwise be lost.

Keep your dental office phone number and an emergency number where the dentist can be reached after hours with other emergency numbers, such as your family doctor, and fire and police departments. Some families post these numbers on the refrigerator or inside a kitchen cabinet door near the phone. Call the dentist immediately for instructions on how to handle a dental emergency.

Toothache: Rinse the mouth with warm water to clean it out. Gently use dental floss or an interdental cleaner to remove any food or other debris that may be caught between the teeth. Never put aspirin or any other painkiller against the gums near the aching tooth. This could burn gum tissue. If the toothache persists, try to see the dentist. Don't rely on painkillers. They may temporarily relieve pain but your dentist should evaluate the condition.

Knocked-out (avulsed) tooth: Try to find the tooth! This may not be as easy as you think if the injury took place on a playground, basketball court or while skateboarding, so try to stay calm. Hold the tooth by the crown and rinse the root in water if the tooth is dirty. Don't scrub it or remove any attached tissue fragments. If it's possible, gently insert and hold the tooth in its socket while you head to the dentist. If that's not possible, put the tooth in a cup of milk and bring it to the dentist. Time is critical for successful reimplantation, so try to get to your dentist immediately.

Broken tooth: Rinse your mouth with warm water to clean the area. Use cold compresses on the outside of the cheek to help reduce the swelling.

Tongue or lip bites or wounds: Clean the area gently with a clean cloth and apply cold compresses to reduce any swelling. If the bleeding can't be controlled, go to a hospital emergency room or clinic. You may able to reduce bleeding from the tongue by pulling it forward and using gauze to put pressure on the wound.

Objects caught between teeth: Try to gently remove the object with dental floss. Never use a sharp instrument to remove any object that is stuck between your teeth. If you can't dislodge the object with floss, contact your dentist.

Possible broken jaw: Apply cold compresses to control swelling. Get to the hospital emergency room immediately.

Sipping, Snacking and Tooth Decay

Many parents across the country will issue a common refrain at dinnertime tonight: —You'd better eat that--it's good for you!ll There's another old favorite in the parental arsenal of dietary admonitions: —Don't eat that—it'll rot your teeth!ll Now more than ever, kids are faced with a bewildering array of food choices -- from fresh produce to sugar-laden processed convenience meals and snack foods. What children eat and when they eat it may affect not only their general health but also their oral health.

Americans are consuming foods and drinks high in sugar and starches more often and in larger portions than ever before. It's clear that junk foods and drinks gradually have replaced nutritious beverages and foods for many people. For example, in the U.S., on average, individuals consume approximately 50 gallons of sugary beverages per year! Alarmingly, a steady diet of sugary foods and drinks can ruin teeth, especially among those who snack throughout the day. Common activities may contribute to the tendency toward tooth decay. These include — grazing habitually on foods with minimal nutritional value, and frequently sipping on sugary drinks. Consuming too much sugar can also affect your overall health, such as becoming overweight/obese, or getting heart disease or type 2 diabetes.

When sugar is consumed over and over again in large, often hidden amounts, the harmful effect on teeth can be dramatic. Sugar on teeth provides food for bacteria, which produce acid. The acid in turn can eat away the enamel on teeth.

Almost all foods have some type of sugar that cannot and should not be eliminated from our diets. Many of these foods contain important nutrients and add enjoyment to eating. But there is a risk for tooth decay from a diet high in sugars and starches. Starches can be found in everything from bread to pretzels to salad dressing, so read labels and plan carefully for a balanced, nutritious diet for you and your kids.

Reduce your children's risk of tooth decay:

- Sugary foods and drinks should be consumed with meals. Saliva production increases during meals and helps neutralize acid production and rinse food particles from the mouth.
- Limit between-meal snacks. If kids crave a snack, offer them nutritious foods.
- If your kids chew gum, make it sugarless – Chewing sugarless gum after eating can increase saliva flow and help wash out food and decay-producing acid.
- Monitor beverage consumption – Children should make healthy beverage choices such water and low-fat milk.
- Help your children develop good brushing and flossing habits.
- Schedule regular dental visits.

Mouth guards: Sports equipment that protects the smile

It's easy to take some things for granted until they're suddenly gone. Have you ever thought about how it would feel if you lost one or two of your front teeth? You'd probably avoid smiling. It would be uncomfortable talking with someone face-to-face. It wouldn't be easy pronouncing certain words. And how about eating an apple? Until your teeth are gone, you might not miss them.

Each year, thousands of teens get hurt on the playing field, the basketball court, or while skateboarding, biking or during other activities. Blows to the face in nearly every sport can injure your teeth, lips, cheeks and tongue.

A properly fitted mouth guard, or mouth protector, is an important piece of athletic gear that can protect your teeth and smile. You may have seen them used in contact sports, such as football, boxing, and ice hockey.

However, you don't have to be on the football field to benefit from a mouth guard. New findings in sports dentistry show that even in non-contact sports such as gymnastics, rollerblading, and field hockey, mouth guards help protect teeth. Many experts recommend that a mouth guard be worn for any recreational activity that poses a risk of injury to the mouth.

There are three types of mouth guards: The ready-made, or stock, mouth guard; the mouth-formed —boil and bitell mouth guard; and the custom-made mouth guard made by your dentist. All three mouth guards provide protection but vary in comfort and cost.

The most effective mouth guard should have several features: It should be resilient, tear-resistant and comfortable. It should fit properly, be durable and easy to clean, and not restrict your speech or breathing.

Generally, a mouth guard covers only the upper teeth, but in some cases the dentist will instead make a mouth guard for the lower teeth. Your dentist can suggest the right mouth guard for you.

Here are some suggestions for taking good care of your mouth guard:

Before and after each use, rinse it with cold water or with an antiseptic mouth rinse. You can clean it with toothpaste and a toothbrush, too.

When it's not used, place your mouth guard in a firm, perforated container. This permits air circulation and helps prevent damage.

Avoid high temperatures, such as hot water, hot surfaces or direct sunlight, which can distort the mouth guard.

Check it for tears, holes and poor fit. A mouth guard that's torn or in bad shape can irritate your mouth and lessen the amount of protection it provides.

Have regular dental checkups and bring your mouth guard along so the dentist can make sure it's still in good condition.

Don't take your teeth for granted. Protect your smile with a mouth guard.

Oral Piercing: Not as safe as you think

Piercing, like tattooing, is just one of today's popular forms of —body art and self-expression. Piercing may seem daring, cool and totally safe because some celebrities use piercing to flaunt their particular style or attitude. But piercing the tongue, lips, cheeks or uvula (the tiny tissue that hangs at the back of the throat) is not as safe as some would have you believe. That's because the mouth's moist environment—home to huge amounts of breeding bacteria—is an ideal place for infection.

An oral piercing can interfere with speech, chewing or swallowing. That may seem like a mere inconvenience until you consider that it may also cause:

- Excessive drooling (something you won't see in hip fashion magazines!)
- Infection, pain and swelling
- Chipped or cracked teeth
- Injuries to the gums
- Damage to fillings
- Increased saliva flow
- Hypersensitivity to metals
- Scar tissue
- Nerve damage

These harmful effects can happen during the piercing, soon after, or even long after the procedure.

An infection can quickly become life threatening if it's not treated promptly. For example, oral piercing carries a potential risk of endocarditis, an inflammation of the heart valves or tissues. Bacteria can enter the bloodstream through the piercing site in the mouth and travel to the heart, where it can colonize on heart abnormalities. This is a risk for people with heart conditions and, in the worst of cases, results in death.

After a piercing the tongue may swell. There have been reports of swelling serious enough to block the airway. And it's very possible to puncture a nerve during a tongue piercing. If this happens, you may experience a —numbll tongue—nerve damage that is sometimes temporary, but can be permanent. The injured nerve may affect your sense of taste, or how you move your mouth. And damage to the tongue's blood vessels can cause serious blood loss.

In addition, piercing jewelry can sometimes cause allergic responses to the pierced site. The jewelry can even get in the way of dental care by blocking x-rays.

Don't pierce on a whim. The piercing will be an added responsibility to your life, requiring constant attention and upkeep. Talk to your dentist for more information.

Quitting Tobacco: You can do it!

Do you smoke or use chewing tobacco? Rarely a day goes by without a magazine, newspaper, or TV news report carrying a message about tobacco-related medical problems — the dangers of lung disease, cancer, heart problems and low-birth weight babies. Perhaps you even tune out those messages because you don't want to quit just yet—or you think you can't.

Tobacco is harmful to your mouth, not to mention your social life. Here are just a few reasons why: Smelly breath, stained teeth, loss of teeth and jawbone, loss of taste, gum recession, outrageous cost, oral cancer, mouth sores and wrinkles!

Tobacco's negative effects on the body, particularly the mouth, are well documented. Smoking impairs the body's defense mechanisms and makes users more susceptible to infections like gum disease. Smoking also interferes with healing, a particular problem for patients who need treatment for periodontal disease. Once the ingredients in tobacco get into the bloodstream, they reduce the delivery of oxygen and nutrients to mouth tissues.

Chewing (spit) tobacco is not a safe substitute for smoking. It can cause oral cancer and lead to addiction. The bloodstream quickly absorbs the extremely addictive nicotine. Chewing tobacco users have similar or even higher levels of nicotine than the smoker who uses a pack or more a day. Chewing tobacco users are more susceptible to tooth decay due to the product's higher sugar content. And, chewing tobacco contains at least 28 known cancer-causing chemicals.

It's no secret that tobacco use is difficult to stop—it takes willpower and determination. Tobacco use is not just a habit; it's an addiction. You have to be ready to face this challenge before you commit to quit.

Remind yourself of the benefits of quitting. You'll reduce the risk of cancer. You'll taste and enjoy food again. You'll feel more relaxed without the jitters of nicotine. You won't be plagued by —smoker's breath. Your sense of smell will be sharper. Your family and friends will thank you.

Here are some tips to get you started:

Get help from loved ones, friends and co-workers when going through the quitting process. Ask another smoker to quit with you. Call organizations such as the American Cancer Society for support groups in your area. Get ready by setting a date to quit. Get help by talking to your dentist or physician about nicotine cessation aids.

For more tips on quitting, check the American Cancer Society's website.

Sippy Cups and Your Child's Teeth

As soon as teeth appear in the mouth, decay can occur. One of the risk factors for early childhood caries (sometimes called baby bottle tooth decay or nursing mouth syndrome) is frequent and prolonged exposure of a baby's teeth to liquids, such as fruit juice, milk or formula, which all contain sugar.

Tooth decay can occur when a baby is put to bed with a bottle. Infants should finish their naptime or bedtime bottle before going to bed. Because decay can destroy the teeth of an infant or young child, you should encourage your children to drink from a cup by their first birthdays.

Many training cups, also called sippy or tippy cups, are available in stores. Many are —no spill‖ cups, which are essentially baby bottles in disguise. —No spill cups include a valve beneath the spout to stop spills. However, cups with valves do not allow your child to sip. Instead the child gets liquid by sucking on the cup, much like a baby bottle. This practice defeats the purpose of using a training cup, as it prevents the child from learning to sip.

Don't let your child carry the training cup around. Toddlers are often unsteady on their feet. They take an unnecessary risk if they try to walk and drink at the same time. Falling while drinking from a cup has the potential to injure the mouth.

A training cup should be used temporarily. Once your child has learned how to sip, the training cup has achieved its purpose. It can and should be set aside when no longer needed.

Tips

For sipping success, carefully choose and use a training cup. As the first birthday approaches, encourage your child to drink from a cup. As this changeover from baby bottle to training cup takes place, be very careful:

- what kind of training cup you choose
- what goes into the cup
- how frequently your child sips from it
- that your child does not carry the cup around

Talk to your dentist for more information. If your child has not had a dental examination, schedule a —well baby checkup‖ for his or her teeth. The American Dental Association says that it is beneficial for the first dental visit to occur before the child's first birthday.

Creating Your Own Press Release

A press release should always include the five W's: Who, What, When, Where and Why. The spokesperson or contact's name and phone number should appear in the upper right corner of the release. Date the release and include the city and state to indicate when and where the release was issued.

Press releases should be typed and double-spaced. At the bottom of each page indicate if the release continues onto another page (-more-) or if the release has ended (# # #).

Check the local newspaper websites. Many papers accept e-mails or faxes announcing local community events. They generally prefer at least three weeks notice before the event.

Sample Press Release – modify as needed

FOR IMMEDIATE RELEASE
(Date)

FOR INFORMATION CONTACT:
(Your Spokesperson's name)
(Program/Event name
(Phone)

The _____ (Organization Name) Presents "(Event/Program Name)"

(City, State) – February is National Children's Dental Health Month. If you have a baby or toddler, you may have questions about thumb sucking, your child's first dental visit or how and when to clean your child's teeth. If so, the _____ (Program/Event Name) invites you to attend a free program that will be held on ___(date)_____ from _____(to) _____ at the ___(location)_____ .

During the program, parents will learn about when children should have their first dental visit, ways to prevent early childhood caries, when to expect changes from primary to permanent teeth, proper brushing and flossing techniques, thumbsucking, dental sealants, choosing the right mouth protector for active children and adolescents, and teaching their children to say no to tobacco. Parents will also learn about the importance of regular dental examinations.

"Children's teeth are meant to last a lifetime, and a healthy smile is important to a child's self-esteem. With proper care, a balanced diet and regular dental visits, their teeth can remain healthy and strong," said (Dr.'s name).

To register for the program, call _____ at _____.

# # #

Broadcasting

Local radio and TV programs often have talk shows, call-in segments or special features, such as consumer interest spots. Contact the show's producer, program director and/or the host regarding your dental topics and to offer a spokesperson.

Many programs participate in "ask the dentist" programs on local radio stations. Begin contacting the media in December to make arrangements.

Announcer-Read Copy

Sample scripts below can be use by local radio stations. Please feel free to edit has you see fit. Type the scripts on organization stationery, inserting the organization name (and spokesperson if there is one). Send the scripts to public service directors at local radio stations. **Public service announcements are broadcast without charge. Consequently, stations schedule them at their own discretion.** Following up with a letter or call to the station may give you an idea of the broadcast date.

Sample 15-Second Public Service Announcements for Radio Broadcast

Date

Contact: Contact Person
Organization/Program/Event Name
Address
City, State Zip
Telephone Number
Email Address

Public Service Announcements

To Air: Through February 2018

: 15 Seconds

February is National Children's Dental Health Month. The _

1) *(organization/program/event name)* reminds parents that their children can avoid cavities. Brushing your teeth twice a day with a fluoride toothpaste, cleaning between your teeth daily, eating a healthy diet that limits sugary beverage and snacks, and seeing your dentist regularly for prevention and treatment of oral disease are the keys to a lifetime of healthy teeth and gums.

: 15 Seconds

February is National Children's Dental Health Month. The _ *(program/event name)*

invites parents to bring their children ages_____to_____for a free dental screening from_____to _____at the_____located at_____. For more information call the _____*(organization/program/event name)* at_____.

: 15 Seconds

February is National Children's Dental Health Month. Dental sealants can help protect your child's teeth and save money. Sealants form a protective barrier that helps prevent bacteria from causing tooth decay. Ask your dentist about sealants. A message from the _____ *(organization/program/event name).*

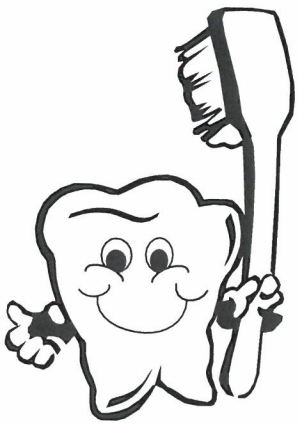
: 15 Seconds

February is National Children's Dental Health Month. The _____ *(organization/program/event name)* says that mouth guards are an important piece of protective face gear. They cushion blows that might otherwise cause broken teeth, injuries to the lips and face and sometimes jaw fractures. Ask your dentist about a mouth guard to protect your child's smile.

Brush and floss your teeth at least twice a day and after snacks.

Cepíllate y limpia tus dientes con seda dental al menos dos veces al día y después de tomar golosinas.

	Morning Mañana	Snack Golosina	Night Noche	
Monday Lunes				
Tuesday Martes				
Wednesday Miércoles				
Thursday Jueves				
Friday Viernes				
Saturday Sábado				
Sunday Domingo				

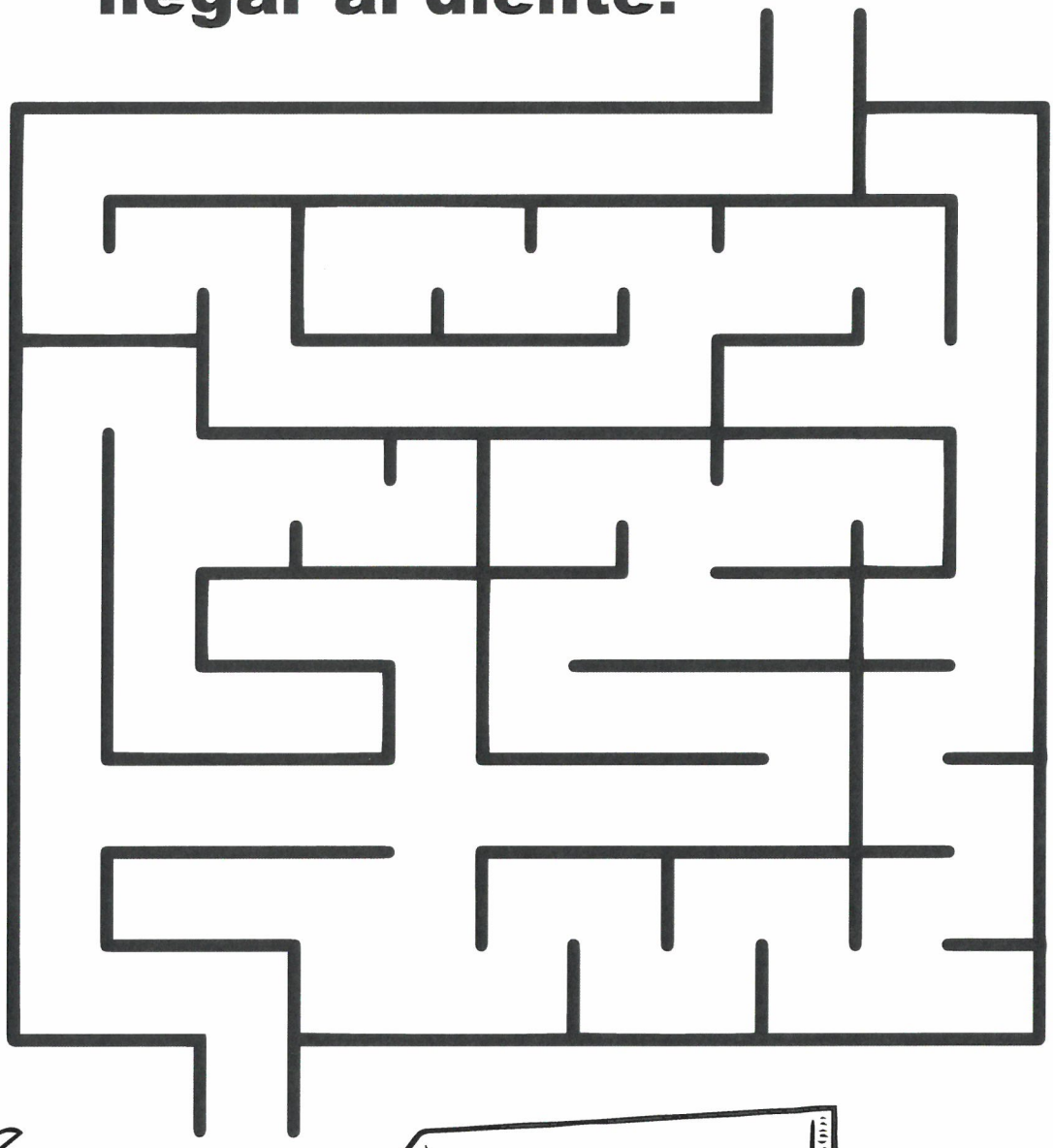


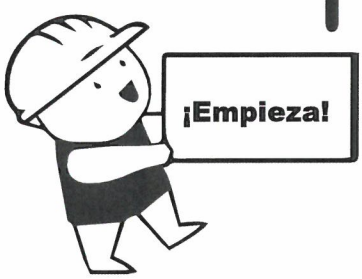
Draw an X on the chart every time you brush.

Dibuja una X en la tabla cada vez que te cepilles.

¡Ayuda a la pasta dental a llegar al diente!

Fin





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CONSEJOS PARA SONRISAS SANAS

Cepilla tus dientes dos veces al día con pasta dental con fluoruro.

Limpia entre tus dientes a diario.

Lleva una dieta sana que limite bebidas azucaradas y picoteos.

Visita a tu dentista regularmente para prevenir y tratar enfermedades orales.

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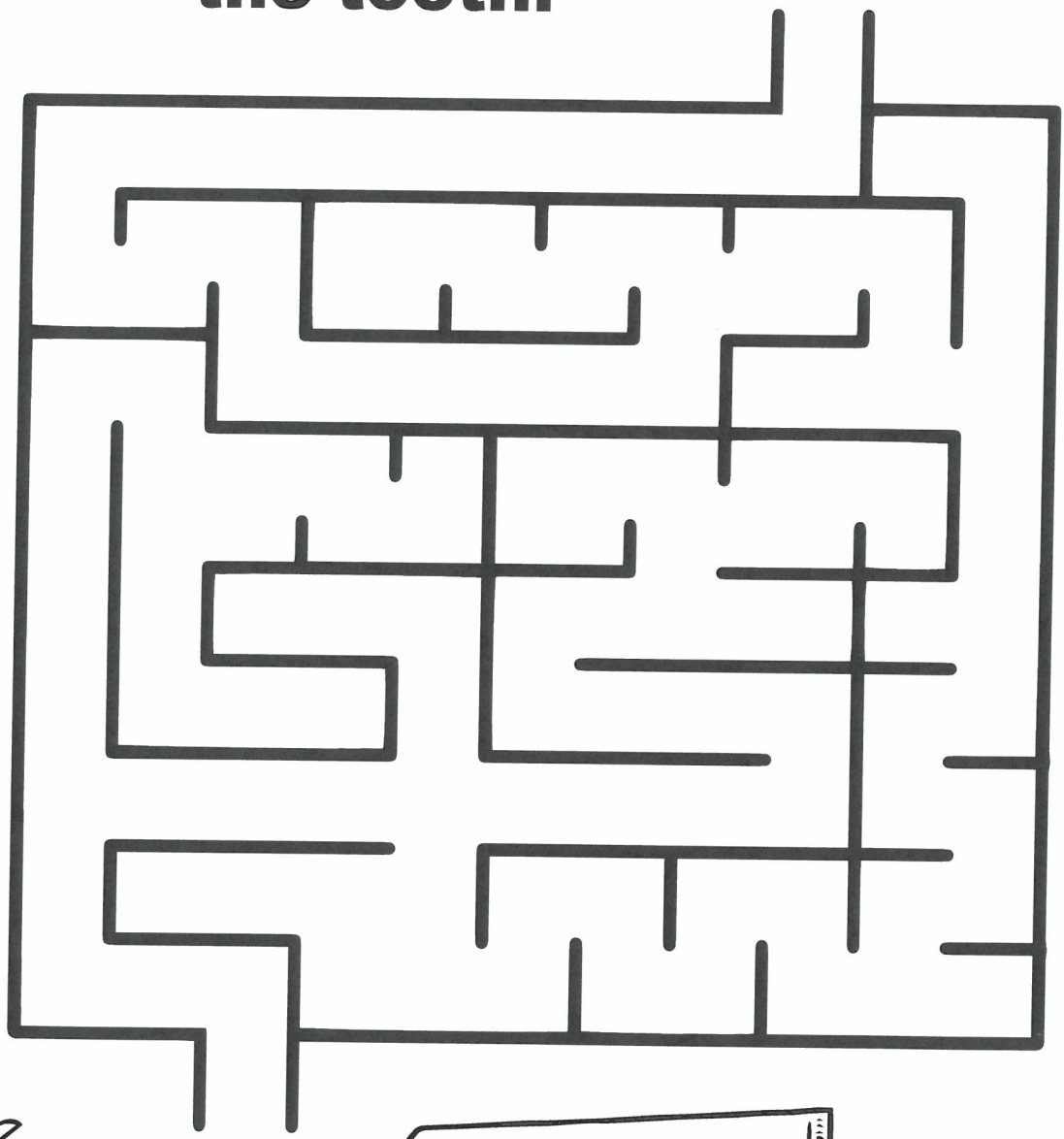
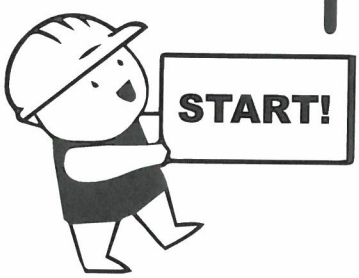
Help get the toothpaste to the tooth!

END





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HEALTHY SMILE TIPS

Brush your teeth twice a day with a fluoride toothpaste.

Clean between your teeth daily.

Eat a healthy diet that limits sugary beverages and snacks.

See your dentist regularly for prevention and treatment of oral disease.

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CRUCIGRAMA

BANCO DE PALABRAS

Bacterias	Fluoruro
Caries	Gérmenes
Dentista	Espejo
Esmalte	Placa
Seda dental	Saliva

HORIZONTAL

3. Usa pasta dental con fluoruro para prevenir la _____.
5. Un dentista usa un _____ bucal para poder ver todos tus dientes.
6. Bacterias es otro nombre para _____
9. Limpia entre tus dientes.
10. Una capa pegajosa que si se deja en tus dientes puede causar caries.

VERTICAL

1. Quita comida y partículas de tus dientes y encías.
2. _____ en la placa fabrican ácido cuando comes azúcar, lo que lleva a tener caries.
4. La capa exterior dura de un diente.
7. Es importante que visites a tu _____ regularmente.
8. Ayuda a proteger tus dientes de la caries.

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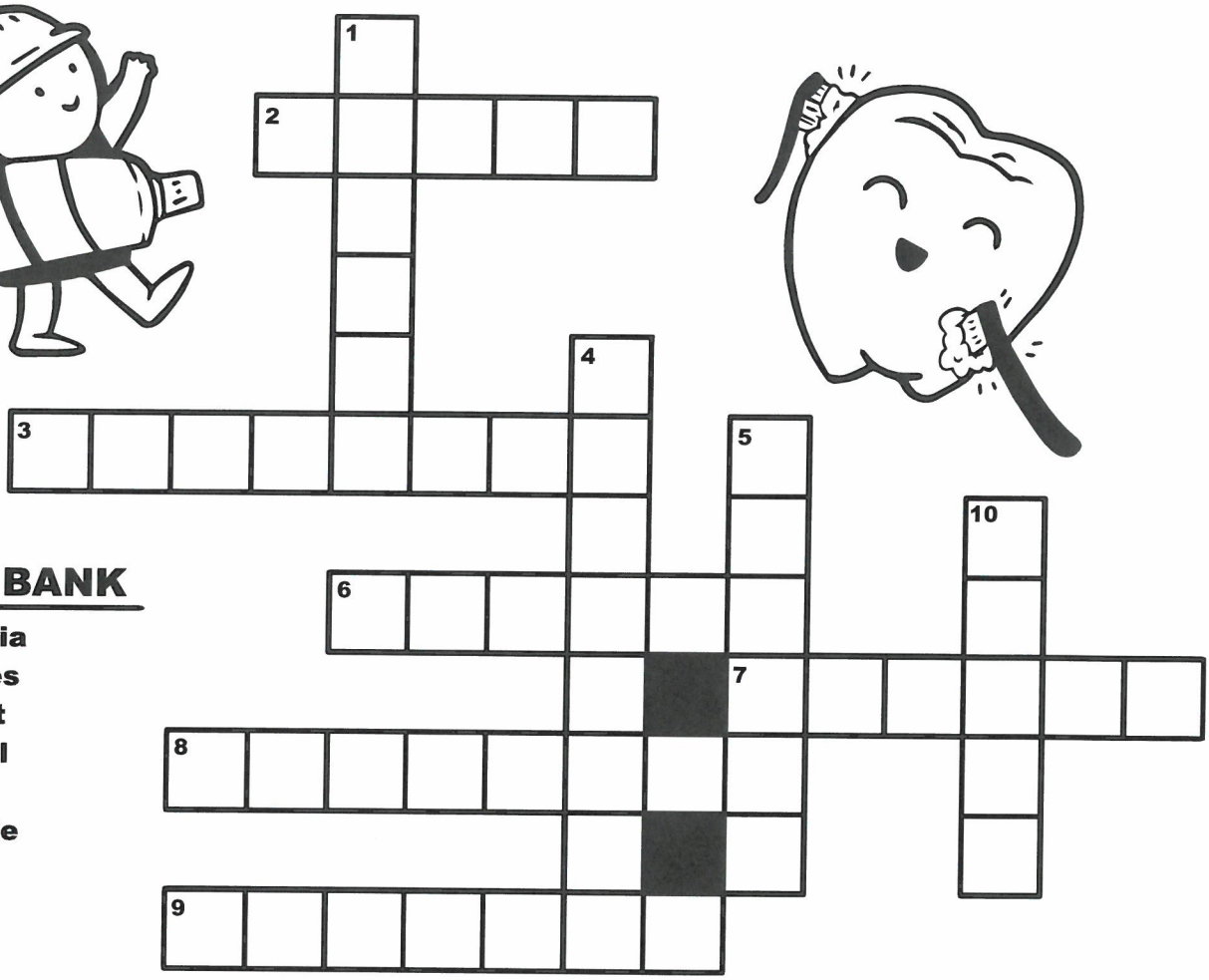
CROSSWORD



WORD BANK

Bacteria
Cavities
Dentist
Enamel
Floss
Fluoride
Germs
Mirror
Plaque
Saliva

ACROSS

2. Cleans between your teeth.
3. _____in plaque produce acid when you eat sugar which leads to cavities.
6. Washes away food and particles from your teeth and gums.
7. A dentist uses a mouth _____ to help him to see all of your teeth.
8. Helps protect your teeth from cavities.
9. It is important to visit your _____, regularly.

DOWN

1. A sticky film that if left on your teeth can lead to cavities.
4. Use toothpaste with fluoride to help prevent _____.
5. The hard outer layer of a tooth.
10. Bacteria is another name for _____.

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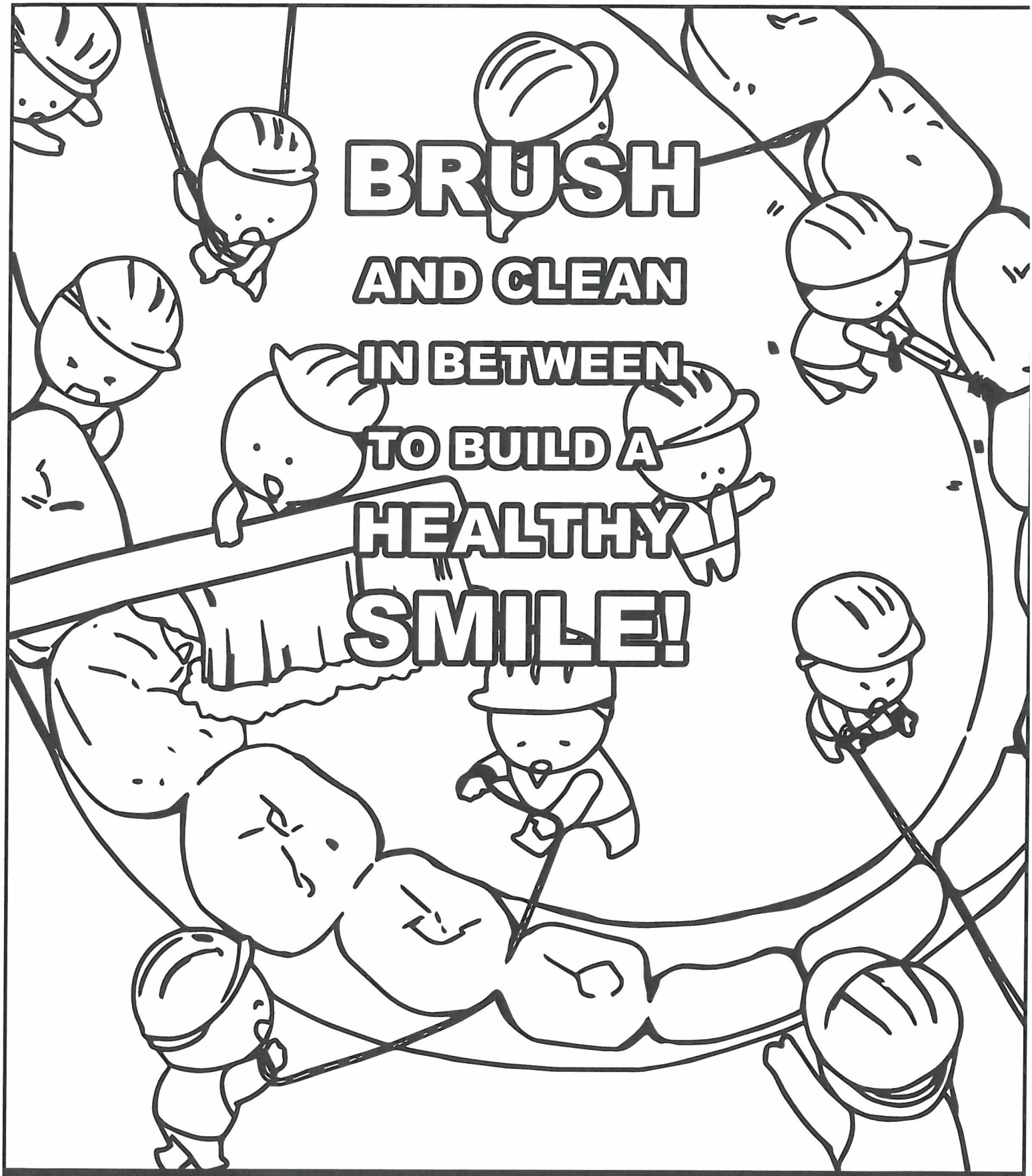

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¡Me cepillé dos veces hoy!

Cuadro de Cepillado de _____

	Primera Semana		Segunda Semana		Tercera Semana		Cuarta Semana	
LUNES								
MARTES								
MIÉRCOLES								
JUEVES								
VIERNES								
SÁBADO								
DOMINGO								

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I Brushed Two Times Today!

_____'s

Brushing Chart	WEEK 1		WEEK 2		WEEK 3		WEEK 4	
MONDAY								
TUESDAY								
WEDNESDAY								
THURSDAY								
FRIDAY								
SATURDAY								
SUNDAY								

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