

Brush for Better Health

National Smile Month is a charity campaign about championing the benefits of having good oral health and promoting the value of a healthy smile.

Between **15 May** and **15 June 2023**, we'll be running National Smile Month under the campaign theme of 'Brush for better health'.

Brushing our teeth with a fluoride toothpaste is the single most important thing we can do for a healthy mouth. By getting more people brushing twice a day we can reduce dental disease.



We'll also be encouraging the other simple steps people can take to improve their oral health. For example, chewing sugar free gum, cleaning in between our teeth and using mouthwash daily.



A Charity campaign by the Oral Health Foundation.



Why Your Support is Needed

Maintaining a healthy smile can be simple but for so many this can be very difficult.

Despite the many improvements in oral health over the last 40 years, inequalities continue to be a burden for countless individuals.

By supporting National Smile Month, you will be able to help us reach groups where oral disease is far too common.

National Smile Month is your chance to reach people in the heart of your community. Help others achieve better oral health by sharing important oral health messages.

Key Messages

Brush your teeth for two minutes twice a day with a fluoride toothpaste.

Have less sugary foods and drinks.

Use mouthwash and clean between your teeth every day.

Visit your dentist regularly.

Visit www.smilemonth to download resources and tools to share with your patients and local community.

Campaign Theme & Calendar

This year, National Smile Month will be running under the theme of 'Brush for better health'.

We'll be focussing on tackling inequalities and doing what we can to give all people information, education, tools and support so they can achieve the smile they deserve.

Each week during the campaign, our team will be tackling key issues...

Week 1: The Mouth

Why brushing is good for the teeth, gums and tongue and what happens to them when we skip too often.

Week 2: The Daily Routine

What a daily oral health routine should look like. What people can do alongside tooth brushing.

Week 3: Systemic Diseases

Oral health is linked to a range of conditions around the body and mind. Meanwhile, physical and mental disease can create challenges in self care.

Week 4: The Environment

How oral health products are made, transported and recycled. How does our oral health impact on the environment and what changes can we make for a better planet?

Week 5: Technology

How technology for electric toothbrushes, mobile apps and education has improved oral health.

Taking Part in National Smile Month

You have received this guide because you play an important role in oral health promotion your local community. We're calling on people just like you, who share our values and passion for oral health education, to join thousands of others to take part in the campaign.

By organising fun and engaging events, you can easily get more people actively involved in learning why a healthy smile is so important to their quality of life. Here are some ideas to get you going!

In the practice

Make patients smile with creative campaign displays, setup a toothbrush amnesty or arrange an open day. There are so many things you can do for National Smile Month in the practice for patients and staff.

Smileys

Get your hands on some campaign Smileys.

They are 100% guaranteed to get everyone smiling and are a great tool for starting a conversation with someone about their oral health. Gather your friends, family and colleagues, and post your pictures on social media using **#mysmileselfie** and we'll enter you into a draw to win some fantastic prizes. You can pick up a pack of ten for just £2.50.

Every pack sold helps to support people in need.

In the community

National Smile Month is the perfect time to visit local schools, care homes, workplaces and community groups, to engage people about the importance of a healthy smile.

Fundraising

By choosing to fundraise for the Oral Health Foundation during National Smile Month, your donations will go towards some truly important causes while the awareness you raise can help change lives for the better.

Online

You can reach people by sharing key messages online. Go to the campaign website to download social media posts, graphics and information for your website, and sample email communications.

Learn about organising more events and activities for National Smile Month by visiting www.smilemonth.org



Campaign products

Whether you are heading out into the local community to run an event, or doing an activity in the practice, we have a wonderful collection of oral health resources that can help educate and motivate patients towards a healthier mouth.

By purchasing your oral health resources from the Oral Health Foundation, you'll also help fund our charitable work.

Visit www.dentalhealthshop.org or call **01788 539793**.



National Smile Month Mini-Checklist

- ✓ Get inspired and visit www.smilemonth.org.
- ✓ Sign up to support the campaign to receive free resources and materials.
- ✓ Organise an event or activity in the dental practice.
- ✓ Organise an event or activity in the local community.
- ✓ Purchase resources for your event from www.dentalhealthshop.org.
- ✓ Post about National Smile Month on social media **#smilemonth**

For more information and resources please visit www.smilemonth.org

Follow us & upload your smiley selfies using **#MySmileySelfie**

 NationalSmileMonth

  oralhealthfoundation

 @smilemonth