



# Helpful tools and tips to run a successful Smile Drive.



**Enclosed you'll find everything you need to get started. Your Smile Drive can be as simple or as creative as you want, but here are additional ways to make it great:**



## Get Creative!

Participate in one of the fun contests listed on our website or design your own to get your fellow students, colleagues, and local businesses involved. Partner with a local retailer that sells oral care products and hold a collection day at their location. Ask your dentist to help. The Most Creative Smile Drive will win \$100 at the end of this year's campaign!



## Promote!

Visit **SmileDrive.org** to download  
Additional Resources:

- more flyer and poster layouts
- donation box decorations
- graphics to share on social media
- press releases to inform your local newspaper, TV or radio station



## Text-to-Give!

Every dollar donated = 3 toothbrushes! Email [programs@ncohf.org](mailto:programs@ncohf.org) to get your unique code to share.



## Say Cheeeeeese!

We love to see Smile Drives in action! Follow us on social media and share your photos and videos with the hashtag #ATSmileDrive.

@NCOHFAmericasToothfairy

@AmerToothFairy

americastoothfairy



## Don't Forget to Report!

Deliver your donations to a local community organization that serves kids or teens. Then visit **SmileDrive.org** to report your results. (You *must* submit a report to enter contests.)

# SOME KIDS DON'T HAVE THEIR OWN TOOTHBRUSH

- Across America and even in our own community, there are homes that
- lack the basic tools needed for healthy mouths. **Help us change that!**

**DONATE A NEW TOOTHBRUSH, TOOTHPASTE,  
FLOSS OR RINSE FOR LOCAL CHILDREN IN NEED.**

**WHEN:**

**HOSTED BY:**

**WHERE:**

**DONATIONS WILL BENEFIT:**

America's ToothFairy

**SMILE  
DRIVE**

benefitting kids in need

Since 2014 more than **2 million** oral care products have been donated to help children in need **all across America.**

**For more information visit [SmileDrive.org](http://SmileDrive.org).**

A PROGRAM OF AMERICA'S TOOTHFAIRY

**BECAUSE EVERY CHILD DESERVES A HEALTHY SMILE.®**

America's ToothFairy

SMILE  
DRIVE



benefitting kids in need

**DONATE HERE!**

**Every child deserves a healthy smile,  
yet some don't own a simple toothbrush.**

Thank you for donating new toothbrushes, toothpaste, dental floss or rinse so every child in our community and across America can have the basic tools needed for daily oral health!

**For more information visit [SmileDrive.org](https://SmileDrive.org).**

A PROGRAM OF AMERICA'S TOOTHFAIRY

## Tips from the ToothFairy:

- All children should visit the dentist before the age of one. Children with special needs may need earlier and more frequent visits.
- Get a new toothbrush every 3 months and after each illness to avoid lingering bacteria and germs.
- Eat plenty of tooth-friendly snacks such as fruit, vegetables, cheese and yogurt. Avoid starchy and sticky snacks that can cling to teeth and cause decay.
- Ask your dentist or doctor if fluoride rinses, toothpaste, varnish, and supplements are recommended for your child.
- Clean orthodontic appliances daily with a denture-cleansing bath and thoroughly rinse before inserting into the mouth.
- Brush and floss twice every day and visit your dentist every 6 months!

[Visit AmericasToothfairy.org](http://AmericasToothfairy.org) for more resources.

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## Facts About Tooth Decay

- Tooth decay is the #1 chronic childhood illness in America. It can lead to health consequences that extend beyond the dental chair.
- 1 in 5 U.S. children go without dental care.
- Many children don't own a toothbrush or share a toothbrush with a family member.
- Toothbrushes should be replaced every 3-4 months or after an illness.
- More than 40% of children have cavities by the time they reach kindergarten.
- Children with poor oral health are 3X more likely to miss school because of dental pain.
- Emergency department care for dental complaints cost up to \$1.6 billion in 2012.
- Dental care is the most prevalent unmet health care need for special needs children.

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