

# SMILE COACH



Helping you “polish up” on your NCDHM ideas!

Volume 1 – NCDHM 2011

## A Healthy Smile is Pretty as a Picture!

Welcome to National Children’s Dental Health Month 2011! You’ll ensure the success of your celebration by accessing the wealth of resources available through the Illinois State Dental Society and the American Dental Association.

Since 1949, the American Dental Association has observed National Children’s Dental Health Month each February. The popular ISDS Statewide Coloring Contest marks its 20th year in 2011. We encourage our local dental societies and individual members to get involved in their communities during Dental Health Month. Whether your observance is large or small, your NCDHM activities will have a big impact on your young patients.

For materials to help plan your NCDHM observance, check out the ADA’s Program Planning Guide at <http://www.ada.org/2934.aspx>. ISDS also inserts the two-sided official ADA poster and the ISDS coloring sheet in the January/February *Illinois Dental News*. Contact ISDS Communications Assistant Gloria Pitchford to reserve the Flossie costume or educational DVDs.

## Keep it simple

*Team Effort:* Enlist the help of fellow dentists, hygienists, assistants, students, spouses, teachers, community leaders and corporate sponsors to work on your NCDHM project

*Past Success=Future Success:* repeat previous programs or build upon past successes.

*Issues of Interest:* soft drink consumption (Got Rot), meth mouth, baby bottle caries, tobacco use, sports injuries, fluoridation, sealant education, access to care, young child dental care, etc.

*Combined Event:* consider piggybacking your NCDHM event with the 9th Annual Give Kids A Smile observance. Be sure and register your GKAS program with the ADA at <http://www.ada.org/3152.aspx>.

## Endless possibilities

- Participation in Give Kids a Smile
- Oral health screenings
- Promotion of Got Rot (ISDS soft drink campaign)
- School visits
- Dental office tours
- Health fairs and exhibits
- Local smile contests
- Mouthguard clinics for sports teams
- Toothbrush trade-in
- Distribution of ISDS Coloring Sheet at health fairs, mall displays, oral health screenings, libraries, schools, retail stores, restaurants, pediatricians
- Press releases to local newspapers and radio/TV stations
- Outreach to youth groups (scouts, YMCA, 4-H), parents (PTO meetings, childbirth classes), and other organizations (Head Start, shelters)
- Recruitment of future dentists and dental hygienists with career information
- Dental trivia contests
- Visits by the Tooth Fairy
- Reserve a DVD from the ISDS Film Library
- Rental of the Flossie (ISDS mascot) costume

## A winning event

Complete the online form at [www.isds.org/memberBenefits/PublicRelations/mcdhm.asp](http://www.isds.org/memberBenefits/PublicRelations/mcdhm.asp) after your event, and you’re automatically entered in the NCDHM Awards Competition! The ISDS Public Relations Committee judges all entries and bestows \$1,500 in cash awards on programs both large and small. In 2010, four awards were given.

### Illinois State Dental Society

[www.isds.org/memberBenefits/publicrelations/index.asp](http://www.isds.org/memberBenefits/publicrelations/index.asp)

**Gloria Pitchford, Communications Assistant:**

**800/475-4737 or [gpitchford@isds.org](mailto:gpitchford@isds.org)**

### American Dental Association

<http://www.ada.org/2934.aspx>

[www.ada.catalog.org](http://www.ada.catalog.org)

“It’s a Team Effort!”

