WHAT A DIFFERENCE A SMILE MAKES!

NATIONAL SMILE MONTH CAMPAIGN GUIDE 2019
National Smile Month is our chance to help people realise the true worth of their smile.

Between 13 May and 13 June 2019, this charity campaign has one simple task – to communicate the importance of good oral health.

The reason we are doing this is clear.

By improving oral health, we can also achieve good physical and mental wellbeing. It means that if we are successful, we will have played a part in creating a healthier and happier population.

Please help us to achieve these goals.
Welcome to your guide to National Smile Month – a charity campaign which is dedicated to improving oral health and promoting the importance of a healthy mouth.

If you’re passionate about health and wellbeing, keen to raise awareness of important health issues, and ready to help us make a positive difference to people’s oral health, then National Smile Month is for you.

Whether you’re a dental or health professional, teacher, pharmacist, community group leader, working in HR, we’re calling on you to help us educate, motivate and communicate the importance of good oral health to patients, children, local communities and the workforce everywhere.

National Smile Month shares three key messages. They are:

» Brush your teeth last thing at night and at one other time during the day with a fluoride toothpaste.

» Cut down how much and how often you have sugary foods and drinks.

» Visit your dentist regularly, as often as they recommend.
Why oral health matters

Good oral health is not a privilege. It is a right.

Sadly, oral health inequalities still exist. This leaves many vulnerable individuals and groups at risk of a range of oral and systemic diseases.

At the Oral Health Foundation, we are determined to improve oral health and the quality of life for as many people as we can.

During National Smile Month, we want your help to engage all kinds of people about their oral health. This is why it is so important....

A healthier life

The mouth is the window to the body. Having good oral health can lower the risk of heart disease, strokes, diabetes, dementia and problems during pregnancy.

A longer life

The longer we can keep our natural teeth, the longer we will live. Those who have a full set of teeth at 74-years-old are significantly more likely to reach 100.

A happier life

A healthy mouth doesn’t only have physical benefits. It also improves our outlook on life. Good oral health positively influences our confidence, relationships and careers.
The need for change

With your support, National Smile Month reaches in excess of 50 million people each year and is the biggest and most effective annual reminder of the importance of good oral health. But there is still more work to do.

1 in 4
5-year-olds have tooth decay

2 million
Brits travelling 40 miles to access dental care

3.5 million people with regular oral pain

39% of adults not attending a dentist regularly

We consume nearly 3 times the recommended daily intake of sugar

An average of 3 school days missed due to dental problems

25% of adults don’t brush twice a day, including a 33% of men

74% of all adults have had a tooth extracted

1 in 3 have never flossed or interdentally cleaned

Tooth Decay: the most common reason for hospital admissions in children

7,926 admissions
£35m cost to the NHS

1 in every 7 adults who had ever been to a dentist suffers from extreme dental anxiety.

84% of adults have at least one or more fillings

8,302 new cases of mouth cancer every year

1 in 3 adults who had ever been to a dentist suffers from extreme dental anxiety.

6 million smokers
3 million drink 20+ units of alcohol a week

www.smilemonth.org
National Smile Month is not only a great chance to share positive messages and education about oral health. It’s also about having lots of fun while we’re doing it!

For National Smile Month 2019 our Smiley is back!

More than 750,000 of them have been used so far. We have seen them in workplaces, schools, hospitals, dental practices, toddler groups – in fact just about anywhere you can think of – to teach more people about the value of a healthy smile.

How to use the Smiley

Buy
Visit [www.smilemonth.org](http://www.smilemonth.org) and purchase a pack of Smileys for as little as £1.75. Please remember that all proceeds go towards helping us achieve our charitable goals and objectives.

Share
Hand out your Smileys to friends, patients, pupils and colleagues. The more people we can give a Smiley to, the further our oral health messages go.

Smile
Take a Smiley selfie or a photo of your group using them. How many Smiley photos can you collect over the course of the campaign?

Post
Posting your Smiley Selfies and other National Smile Month activities online through social media can really help increase the impact of this charity campaign.

#mysmileyselfie

@smilemonth

@oralhealthfoundation

NationalSmileMonth
How you can get involved

We are looking for people who can take our values and passion of oral health education and spread the word among their community.

That’s why we are continuing to create many more opportunities for supporters, organisations, schools and workplaces to help share the message of how to achieve great oral health.

By organising and hosting events, you have the chance to get more people actively involved in oral health. By making National Smile Month fun, engaging and interesting, we can help others learn more about why a healthy smile is so important.

On www.smilemonth.org, we have a full range of ideas for National Smile Month events and advice on how to go about organising them. We also have lots of downloadable materials too.

In the meantime, here are a few ideas to get you started...

If you would like to be involved in National Smile Month but are unsure how, we would love to hear from you.

Get in touch:
- via the website at www.smilemonth.org
- email pr@dentalhealth.org
- or call us on 01788 539 792

www.smilemonth.org

National Smile Month
13th May - 13th June 2019
Get involved

Brushathon and the two-minute challenge

Don’t forget your toothbrush! A sponsored Brushathon and other tooth brushing challenges are a fun way to follow a healthy dental routine. National Smile Month encourages everyone to brush their teeth for the recommended two minutes, twice a day.

Smileathons

Grab some of our Smileys and take as many pictures as you can of people using them. Whether it’s a selfie, or a photo with family, friends or colleagues – show us as many smileys as you can muster.

Engage with local schools

Education is vital. We are urging you to develop links with local teachers and schedule visits to your local schools and colleges. Many schools include oral health in the curriculum and sessions scheduled for just before half-term are an ideal time for fun and interactive talks to children and students.

Our support

To support your activities there is a wide range of National Smile Month products to help you communicate, motivate and educate.
**Hit the high street**
Some of the best National Smile Month events take place out in the community. High streets and shopping centres are an excellent way to raise awareness of oral health to as many people as possible, especially those who may not visit the dentist regularly!

**Dazzling displays**
National Smile Month posters are a bright, eye-catching and informative way of brightening your dental practice. They are also an effective means of promoting the campaign in hospitals, schools, pharmacies, colleges and community centres.

**Care in the community**
Many people rely upon advice and guidance from carers for their oral health, especially those who find it more difficult to access services. Contact local care homes, community groups and carer networks. You’ll make a huge difference to keeping oral health high on their agenda.

**Food for thought**
Use National Smile Month to promote healthier eating and address the impact of having too much sugar too often. Make suggestions on what makes a healthy school lunch box; promote healthy tuck shops, or work with businesses to have a healthy canteen for a week.

We cater for all budgets, and you can choose from campaign products including event and campaign packs, our massively popular Smiley and more to make promoting your activities as easy as possible.

Visit our online shop at [www.dentalhealthshop.org](http://www.dentalhealthshop.org)

[www.smilemonth.org](http://www.smilemonth.org)
Organising fundraising events for National Smile Month can be a great way to involve an array of different people. From family and friends, to patients, pupils and colleagues. The whole community.

It can be a really fun and positive way to raise awareness about the importance of good oral health. It also gives you the chance to raise money for a good cause.

On our website, you’ll find lots of great fundraising ideas, but for now, here are just a few of our favourites:

**Cycling**
Cycling for charity is extremely popular. There are plenty of big fundraising rides out there, but many more individuals and teams are taking the plunge and organising their very own. Build a route that is perfect for you.

**Walks and runs**
Get fit and see some of the UK’s most stunning sights. Walks and runs are a wonderful way to involve lots of people either at work or in your community and really gets them thinking about their oral health.

**Extreme challenges**
If you fancy yourself as a risk taker, there are plenty of extreme challenges you could do. Bungee-jumping, obstacle course, treks, white-water rafting and even skydiving can give you a thrill while raising money for oral health.

**Out of the box**
How about waxing or a head shave? An easy way for a willing man or woman to raise money! Colleagues and friends are always willing to donate to see these spectacles!
Your next steps

Create your fundraising page
Once you’ve decided on your fundraising event, head over to the National Smile Month website. Here you can create your very own fundraising page and select which cause you want to raise money for. This means your supporters can send their donations directly to us.

Shout about it
Whether it’s a solo challenge or something more competitive as part of a group, it’s important that you tell as many people as possible. Share your newly-created online fundraising page on social media. It’s a great way to get others involved and encourage more donations.

Collect sponsorship
For those that can’t donate online, you can also collect money via a sponsorship form you can download from our website. It will show you how you can help get sponsored and how to pay in the money you raise.

#mysmileyselfie
@smilemonth
NationalSmileMonth
@oralhealthfoundation
Nominate a smile

Does someone you know always have a smile on their face? Do they light up a room every time they walk into it?

As part of National Smile Month 2019 we are giving you the opportunity to nominate someone who always raises a smile to receive the recognition they deserve.

It can be someone who has done something amazing in the community, gone above and beyond for a patient or a member of the public who brings smiles to everyone around them.

We want to hear about members of your team, the public, family members, someone from the community and patients – anybody who you want to nominate who always brightens up your day.

We will be selecting a winner each week. All winners will receive a special prize from us to help put a smile on their face.

How to nominate

- Send a picture of your nominee alongside a brief description of why your nominee deserves to be one of the faces of National Smile Month 2019.

- We want to see a natural smile (no Smileys please). Send your entries to us at pr@dentalhealth.org

- Or share your smile with us on Twitter and Facebook using #NominateASmile
Visit www.smilemonth.org and get inspired
Choose your goals. Who do you want to reach and why?
Pick which campaign activities you want to do
Select a date and venue for your activities
Decide on your budget
Make a commitment to do some fundraising
Create an online fundraising page on our website
Recruit support by promoting your event
Purchase promotional and educational items that suit your event
Download materials and resources from the campaign website
Contact the press about your event
Take photos of your activities
Donate any money you have collected
Post about National Smile Month on social media
Purchase a pack of Smileys
Take a Smiley selfie
Post your photos online using #smilemonth and #mysmileyselfie
Enter a loved one for Nominate A Smile

Remember, if you need any help, advice or inspiration, our team is always on hand to guide you along the way.
The power of the press

Every year, thousands of you support National Smile Month by organising a series of oral health events and activities.

These have a wonderful impact on the local community and inspire others to learn about their oral health.

They also get lots of attention from the local press and media.

Local newsletters, daily papers, radio stations and television in your area are always keen on covering events for a good cause.

By promoting your National Smile Month event to the press, you can increase your audience and standing within the local community. It’s great PR for your organisation and also encourages more participation.

Press release templates and advice about writing to the media can be found on our campaign website at www.smilemonth.org.

You can also get in touch with our press team who will be on hand to help you achieve coverage for National Smile Month.

#mysmileyselfie
NationalSmileMonth
@smilemonth
@oralhealthfoundation
Sharing your stories on social media

Social media is an easy and effective way for you to raise awareness of oral health.

Just think about the number of people following you at the moment. Think about the number of people following them. And the people following them.

Your posts have the potential to reach huge audiences and engage them in good oral health. Social media is your opportunity to get others involved in National Smile Month by communicating positive messages about a healthy mouth.

Post oral health advice, signpost them to useful information and share details about your National Smile Month activities.

We have sample posts and images you can use on www.smilemonth.org. They can also inspire you to create your own social media content.

www.smilemonth.org
Our partners

Platinum Sponsor

Philips Oral Healthcare has become the Platinum sponsor of National Smile Month for the first time and is activating a #habitsforlife campaign in partnership with mydentist, GSK and Superdrug.

The focus for the campaign aims to drive healthy living messaging in practice and through retail outlets to show how good oral health habits lead to a healthier, happier life:

» Visit your dentist – visiting your dentist helps prevent wider issues for your health.

» Brush and clean between your teeth – taking good care of your oral hygiene ensures a healthier mouth and body.

» Healthy nutrition (reducing sugar reduces obesity/diabetes). Introducing Sugar Swaps – a healthy diet leads to a healthier life.

www.dentalhealth.org/habitsforlife

Our other terrific sponsors

Thank you to our campaign sponsors. Due to their generous and charitable support we are able to achieve great results and make a positive impact on improving oral health.

Read more about our work with our partners online at www.smilemonth.org

#mysmileyselfie

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@smilemonth

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