

National Children's Dental Health Month

February 2019

—
A social media toolkit for partners
reaching providers and mothers





Let's celebrate

National Children's Dental Health Month **together.**

As partners, we work hard to equip you with resources that meet your existing needs — and when it comes to health messaging, we know most of us can't wait for an opportunity to engage. So this February, the American Academy of Pediatrics (AAP) and Centers for Disease Control and Prevention partnered to celebrate National Children's Dental Health Month by making it easier for you to help your audiences, so they can better help moms.

In the following pages, you'll find ready-made social media posts with tailored graphics built for your primary audiences — health care providers, as well as new and expecting mothers.

The content works to support providers by connecting them with the AAP's free oral health toolkit — complete with infographics, a brochure, waiting room posters and more resources that help providers integrate oral health care into their practice. And for moms, we keep it simple with easy-to-digest tips that can help answer their questions about oral health and how to give their babies the best possible start.

How To Use This Toolkit:

- ▶ Navigate to each audience section for posts related to that segment.
- ▶ Use the suggested post copy and tailor as needed on Twitter, Facebook or Instagram.
 - Note: Current copy abides by Twitter's 280 character rule; if tailoring the copy for Twitter, consider how to keep the character limit below 280.
- ▶ Where appropriate, consider tagging the AAP and other partners using the @ symbol followed by the account username.
- ▶ Use the hashtags #NCDHM and #TinyTeeth to contribute your posts to the National Children's Dental Health Month conversation and increase the reach of your content.
- ▶ Download the suggested graphics and video files here <https://spaces.hightail.com/space/kOmrzvRwcR> and consider including a visual in all of your posts. Posts with visuals like graphics or videos perform better than those without.



For Providers

Social Media Content

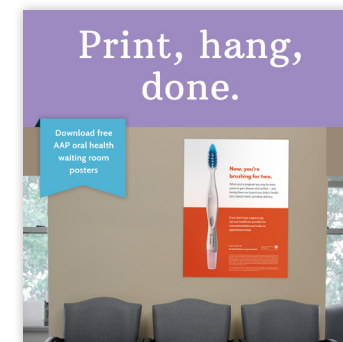
Post One (full toolkit):

Moms want to know how to keep themselves and their babies happy and healthy — that's why they come to you for guidance. This National Children's Dental Health Month, it's never been easier to connect moms to the oral health answers they need. #NCDHM <http://bit.ly/2HoTHVV>



Post Two (waiting room poster):

National Children's Dental Health Month deserves to be celebrated — decorations included. Help set the tone this month with print-ready waiting room posters made specifically for you. #TinyTeeth #NCDHM <http://bit.ly/2HoTHVV>



Post Three (brochure):

Moms trust you to answer the tough questions. This National Children's Dental Health Month, we're helping the @AmerAcadPeds to make that easier. Find tested language for commonly asked questions in the AAP oral health toolkit. #NCDHM <http://bit.ly/2HoTHVV>



Post Four (full toolkit, NCDHM):

Moms want to know how to keep themselves and their babies happy and healthy. This National Children's Dental Health Month, we're making it easier to connect moms to the oral health answers they need with the @AmerAcadPeds oral health provider toolkit. #NCDHM <http://bit.ly/2HoTHVV>



Content for Email Blasts, Listserve Posts and Newsletters

Blurb One

Celebrate National Children's Dental Health Month by Protecting Tiny Teeth

Protecting tiny teeth from dental disease starts before birth. To celebrate National Children's Dental Health Month, the American Academy of Pediatrics, Centers for Disease Control and Prevention, and supporting organizations (the American Academy of Pediatric Dentistry, the American College of Obstetricians and Gynecologists, the American Dental Association, and the American Dental Hygienists' Association) are raising awareness about the importance of oral health and pregnancy through a new oral health toolkit. Access free materials in English and Spanish (and more languages coming soon) to use in your office by visiting aap.org/tinyteeth.

90 words, not including title.

Blurb Two

New Short Videos About Oral Health and Pregnancy

Looking for some fresh content for your social media account or your practice website? To celebrate National Children's Dental Health Month, two new videos (both in English and in Spanish) are available to help you educate pregnant and new moms about oral health. These materials are proudly supported by the American Academy of Pediatrics, the Centers for Disease Control and Prevention, and supporting organizations (the American Academy of Pediatric Dentistry, the American College of Obstetricians and Gynecologists, the American Dental Association, and the American Dental Hygienists' Association). Take a look at aap.org/tinyteeth.

93 words, not including title.

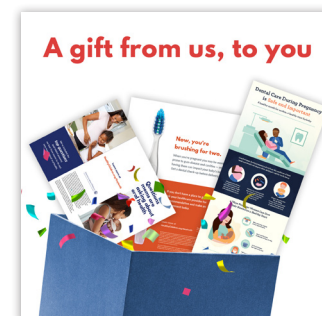
Blurb Three

Raising Awareness and Healthy Babies: Working Together to Promote Oral Health and Pregnancy

The American Academy of Pediatrics, Centers for Disease Control and Prevention, and supporting organizations (the American Academy of Pediatric Dentistry, the American College of Obstetricians and Gynecologists, the American Dental Association, and the American Dental Hygienists' Association) are celebrating National Children's Dental Health Month by bringing you a new resource to help you raise awareness around the important of oral health during pregnancy and in infancy. Raising babies with healthy smiles begins before birth and the AAP wants to help you explain why! For access to free materials in English and Spanish (with more languages coming soon) that can be used in your office, visit aap.org/tinyteeth.

106 words, not including title.

Pair your emails with any of these graphics to increase the impact of your message.



Blurb Four

New Resources About Oral Health and Pregnancy

February is National Children's Dental Health Month. The American Academy of Pediatrics (AAP) and partners want to raise awareness of this important issue from the start: during pregnancy. A new oral health toolkit is available, providing tools and resources to medical and dental providers who care for pregnant women. These materials help raise awareness about the importance of oral health as part of prenatal care, and support clinicians in talking with pregnant women about their oral health and the future oral health of their baby.

Visit aap.org/tinyteeth to download posters for the office, infographics, videos, and a Q&A handout about oral health during pregnancy and for infants. Additional materials are coming soon that will assist the provider in practice, including a referral form, workflow example, patient intake form and conversation guide.

For patient-centered content about oral health and pregnancy, go to Healthychildren.org/tinyteeth, the AAP trusted parent web site. For more information, email oralhealth@aap.org.

153 words, not including title.

Blurb Five

Promoting the Importance of Pregnancy and Oral Health During February

February is National Children's Dental Health Month. The American Academy of Pediatrics (AAP) wants to raise awareness of this important issue from the start: during pregnancy. In collaboration with the Centers for Disease Control and Prevention, the AAP created a new oral health toolkit that targets medical and dental providers who care for pregnant women. The idea is for pregnant women to understand the importance of their own oral health and the impact it can have on their baby. As pregnant women are more prone to get cavities and gum disease, it is important for medical and dental providers to counsel them about oral health and help them to get regular dental care. Many pregnant women and new parents also don't understand good oral health practices for babies, or that they could pass along to their babies the bacteria that contributes to tooth decay.

Starting in February, the AAP along with its supporting organizations (the American Academy of Pediatric Dentistry, the American College of Obstetricians and Gynecologists, the American Dental Association, and the American Dental Hygienists' Association) will be promoting the availability of several new tools. The toolkit currently includes materials to help raise awareness about the importance of oral health as part of prenatal care, and support clinicians in talking with pregnant women about their oral health and the future oral health of their baby. Additional materials are coming soon that will assist the provider in practice, including a referral form, workflow example, patient intake form and conversation guide.

Visit aap.org/tinyteeth to download free in English and Spanish (with more languages to come), posters for the office, infographics, videos, and a Q&A handout about oral health during pregnancy and for infants. On this site, organizations can also submit a request to get the materials with their own logo as well.

For patient-centered content about oral health and pregnancy, go to Healthychildren.org/tinyteeth, the AAP trusted parent web site. For more information, email oralhealth@aap.org.

323 words, not including title.



For Moms

Social Media Content

Post One (new moms):

You may not see them yet, but your baby's teeth are hiding right beneath the gums. This February, you can celebrate National Children's Dental Health Month by learning how to care for them from the start. #NCDHM #TinyTeeth



Post Two (expecting moms):

Did you know that when you're pregnant you may be more prone to gum diseases and cavities, and having them can impact your baby's health? This February, celebrate National Children's Dental Health Month by scheduling a dental check-up before your due date. #NCDHM #TinyTeeth



Post Three (video for new moms):

You don't have to wait for baby's first tooth to set them up for a lifetime of good oral health. Learn more about simple steps you can take to protect their #TinyTeeth at <http://bit.ly/2Hcf10C> #NCDHM



Post Four (video for expecting moms):

Not only is dental care during pregnancy safe, it's important for the health of mom and baby. Celebrate National Children's Dental Health Month this February by sharing this with a mom you know. Learn more at: <http://bit.ly/2Hcf10C> #NCDHM #TinyTeeth



Content for Email Blasts, Listserve Posts and Newsletters

Blurb One

February is National Children's Dental Health Month! Are You Protecting Those Tiny Teeth?

An easy way to give your baby a healthy start is to take care of your dental health while you are pregnant. Did you know that pregnant women are more prone to get cavities and gum disease? Or that you can pass the bacteria that contribute to tooth decay along to your baby? To learn more about why oral health is so important to you and your baby, visit Healthychildren.org/tinyteeth.

70 words, not including title.

Blurb Two

February is National Children's Dental Health Month! What's Hiding Beneath Those Gums?

Don't you love seeing a baby's adorable, gummy smile? Believe it or not, those tiny teeth are already there, and you need to be thinking about how to keep them healthy. The first step is to take care of your own teeth while you're pregnant. Make sure you care for your oral health and see a dental provider for a check-up before you deliver. Once the baby is here, take care to wipe her gums after feedings, to not put her down to sleep with a bottle, and begin brushing her teeth once one appears! For more information about oral health during pregnancy and for your infant, visit Healthychildren.org/tinyteeth.

109 words, not including title.

Blurb Three

Pregnant? It's Time to Schedule Your Dental Check-Up

Seeing a dental provider while you are pregnant is not only safe, it's necessary. To give your baby a healthy start, you need to also take care of your oral health. Make time to brush your teeth twice a day, floss once a day, and choose healthy drinks and foods that are nutritious and low in sugar. So, while you are making your prenatal appointments, add a dental appointment to the list. Your baby's tiny teeth will thank you. Learn more about why oral health during pregnancy is important by visiting Healthychildren.org/tinyteeth.

92 words, not including title.

Pair your emails with any of these graphics to increase the impact of your message.



Blurb Four

Congratulations, you're pregnant! Have you seen the dentist?

Seen who? Although dental care may not be the first thing on your mind when you find out about your new bundle of joy, taking care of your oral health is an easy way to give your baby a healthy start. And, you can start by making a dental appointment to get your teeth checked before you deliver. Other ways to keep your mouth healthy are to brush your teeth twice a day, floss once a day, and choose healthy foods and drinks that are low in sugar. If you are having trouble finding a dentist or buying a toothbrush and toothpaste, talk to your doctor about getting help. But wait, why are you doing all of this?

Pregnant women are more prone to cavities and gum disease because of changes in your body and your lifestyle. Maybe sometimes, you are too exhausted to brush your teeth before bed or you had some extra snacks to quiet a queasy stomach. Although these things are totally normal during pregnancy, it is important to stay connected with your doctor and dentist about your oral health—for your own health and your baby's health. If you have mouth pain, it is important to discuss with a health care professional. Also, you can pass along to your baby the “bad bacteria” that contributes to tooth decay. That's why it is important to keep your mouth healthy and not to share utensils or clean pacifiers with your mouth.

Once your baby is here, remember to wipe their gums with a soft cloth after feedings, avoid putting him or her down to bed with a bottle, and to see a dental provider by age 1. Doing all of these things while pregnant and continuing good habits after your baby is born will give them the best chance for a lifetime of good oral health. For more information about oral health during pregnancy and infancy, visit [healthychildren.org/tinyteeth](https://www.healthychildren.org/tinyteeth).

320 words, not including title

**Brought to you by the American Academy of Pediatrics (AAP) and
Centers for Disease Control and Prevention.**

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