



# Oral Health Messaging for Children's Dental Health Month

DHL Quarterly Webinar  
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# Objectives

- Identify four oral health messages Head Start programs can use to celebrate National Children's Dental Health Month (NCDHM)
- For each message, learn about strategies and resources to promote children's oral health in Head Start programs during NCDHM
- Describe the Final Rule on Mitigating the Spread of COVID-19 in Head Start Programs





# National Children's Dental Health Month

**ADA**  
American Dental Association®





# ADA Resources

- Free
- Available in English and Spanish
- Shipping may exceed 15 business days
- [www.ada.org/resources/community-initiatives/national-childrens-dental-health-month](http://www.ada.org/resources/community-initiatives/national-childrens-dental-health-month)





# Key Oral Health Messages

- Limit foods and drinks with added sugar
- Drink water throughout the day
- Brush with fluoride toothpaste twice a day
- Get a dental visit by age 1

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## Suggested Activities for DHLs

- Offer ideas for celebrating NCDHM with programs before January 31

## Suggested Activities for Head Start Program Staff

- Plan at least one oral health activity for each week in February
- Include oral health message in family newsletter(s) and social media outlets





# Ideas for Weekly Activities

## Message: Limit Sugar to Prevent Tooth Decay

### ■ Engaging Staff

- Serve healthy foods and drinks at events
- Have staff participate in “limiting sugar” activity
- Share [Brush Up on Oral Health, Understanding How Sugar Contributes to Tooth Decay](#) tip sheet

### ■ Engaging Parents

- Encourage parents to use [Cook’s Corner: Recipes for Healthy Snacks](#)
- Share guidelines on [fruit juice](#)
- Offer examples of non-food-related rewards (hugs, kind words, stickers, special activities)
- Show [Sesame Street in Communities, Tooth-Friendly Foods](#) video



# Video



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[https://www.youtube.com/watch?v=w927OI\\_4olc](https://www.youtube.com/watch?v=w927OI_4olc)



# Ideas for Weekly Activities

## Message: Drink Water Throughout the Day

### ■ Engaging Staff

- Read the book or show the video, [\*Potter the Otter: A Tale About Water\*](#)
- Set up a water station in the classroom
- Be a good role model and drink water instead of beverages with natural or added sugar

### ■ Engaging Parents

- Share [\*Healthy Habits for Happy Smiles, Encouraging Your Child to Drink Water\*](#) tip sheet
- Encourage parents to serve children drinks from fruit-infused [water recipes](#) instead of beverages with added sugar



# Video



[www.youtube.com/watch?v=S0kqHHNtvLM](https://www.youtube.com/watch?v=S0kqHHNtvLM)





# Ideas for Weekly Activities

## Message: Brush with Fluoride Toothpaste Twice a Day

### ■ Engaging Staff

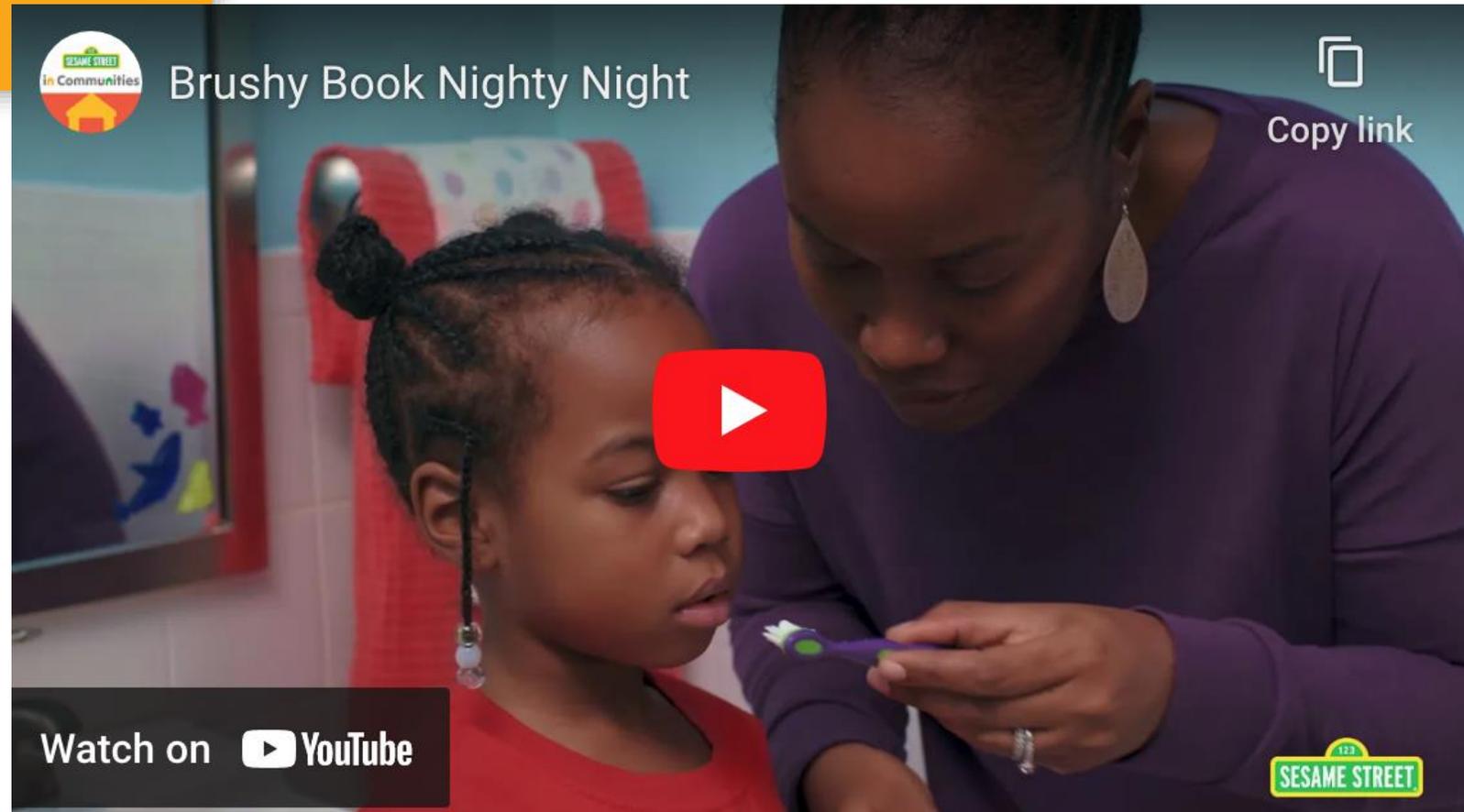
- Show [Steps for Toothbrushing at the Table](#) video
- Create a social media campaign using the [oral health social media toolkit](#)
- Use the [Checklist for Child Care Staff: Best Practices for Good Oral Health](#) to set goals to improve oral health related program practices

### ■ Engaging Parents

- Promote the [Brush, Book, Bed](#) program to help parents structure a nighttime routine that includes toothbrushing
- Remind parents to brush their child's teeth with fluoride toothpaste
- Encourage parents to model good oral hygiene practices
- Show [Sesame Street in Communities](#), [Brushy Book Nighty Night](#) video



# Video



<https://youtu.be/exBfbf165C4>



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# Final Rule on Mitigating the Spread of COVID-19 in Head Start Programs

- Final Rule effective January 6, 2023
- Removes requirement of universal masking for all individuals ages 2 and older
- Requires Head Start programs to develop an evidence-based COVID-19 mitigation policy developed in consultation with Health Services Advisory Committee by March 7, 2023
- The policy can be scaled up or down based on the impacts on or risks of COVID-19 in the community
- “Mitigating the Spread of COVID-19 in Head Start Programs” webpage on ECLKC

The screenshot shows the ECLKC website page for the final rule. The header includes the U.S. Department of Health & Human Services and Administration for Children & Families logos, along with contact information and a language selector for Spanish. The main navigation includes 'About', 'Topics', and 'Policy & Regulations'. The page title is 'Mitigating the Spread of COVID-19 in Head Start Programs'. The content area features a 'Coronavirus' section with links to 'OHS COVID-19 Updates', 'Vaccinating the Head Start Community', and 'Mitigating the Spread of COVID-19 in Head Start Programs'. The main article text states: 'The U.S. Department of Health and Human Services published a final rule in January 2023 that removes the requirement for universal masking for all individuals ages 2 and older. This Final Rule requires that Head Start programs have an evidence-based COVID-19 mitigation policy developed in consultation with their Health Services Advisory Committee (HSAC). The vaccination and testing requirements at 45 CFR §§1302.93 and 1302.94 are still under review and remain in effect. Check out the resources below to learn more about the requirement that Head Start programs have an evidence-based COVID-19 mitigation policy.' There is also a 'Federal Register Notice on Mitigating the Spread of COVID-19 in Head Start Programs' link and a 'Preamble to the Final Rule on Mitigating the Spread of COVID-19 in Head Start Programs' PDF link. A 'Give us feedback' button is located at the bottom right of the page.



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# Implications for Toothbrushing in Head Start Programs During COVID-19 Pandemic

- *Toothbrushing in Head Start Program During the COVID-19 Pandemic* handout
- *Steps for Toothbrushing at the Table: Growing Healthy Smiles in Early Care and Education Programs* video





# Ideas for Weekly Activities

## Message: Get a Dental Visit by Age 1

### ■ Engaging Staff

- Create and share a list of dental offices and clinics in your community that provide care to children enrolled in Medicaid

### ■ Engaging Parents

- Share a list of dental offices and clinics in your community that accept Medicaid
- Share the following Healthy Habits for Happy Smiles handouts
  - ◆ [Finding a Dental Clinic for Your Child](#)
  - ◆ [Getting Oral Health Treatment Is Important](#)
- Share [Coronavirus Disease and Oral Health: Information for Parents about Visiting the Dental Office](#) handout to reassure parents that dental visits are safe
- Show [Sesame Street in Communities](#), [Starting Early](#) video



# Video

Starting Early

Copy link

Watch on  YouTube

SESAME STREET

<https://youtu.be/bQ7ZzI1NDJY>



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# Happiness Begins with a Smile: Key Oral Health Messages to Share with Families

## ■ Presenters

Maria del Rocio Galarza  
Sesame Street in Communities

Francisco Ramos-Gomez  
University of California Los Angeles  
School of Dentistry

- To register go to [https://us06web.zoom.us/webinar/register/WN\\_tRt9\\_VYRSNiv8by8yQopSA](https://us06web.zoom.us/webinar/register/WN_tRt9_VYRSNiv8by8yQopSA)



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# Questions?



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# Thank You!

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