Project: BRUSH

The Project: BRUSH initiative targeting children in grades Kindergarten and/or grade 1 addresses the importance of good oral hygiene practices.

Project: BRUSH began in 2012 and is implemented in one school in each of the twenty-one counties of the State. It addresses the importance of good oral hygiene practices, regular dental check-ups, and healthy food choices.

Students participate in an age-appropriate oral health education program, receive an oral health care kit which includes a toothbrush, toothbrushing timer, sticker and education materials for parents. Students also participate in the “Ask a Dental Hygienist” activity whereby they email oral health related questions to the regional oral health program staff and receive a response to their question.

The Project: BRUSH participating schools receive a series of scripted oral health announcements that are announced by school administrative staff via the school public address system throughout the year. In addition, the school receives Project: BRUSH posters for school display that helps to engage the entire school community in oral health dialogue about good oral health practices.

Costs per student to implement Project: BRUSH are as follows:

- Toothbrush $0.15
- Toothbrushing timer $0.25
- Sticker $0.05
- Parent Letter/flyer $.14
- Label for kit $0.03
- Baggie to hold kit contents $0.05

**Total cost per student/per kit $0.67**

**Lessons Learned:**

- Secure school participation early in the school year
- Emphasize that when a school participates, each aspect of the Project must be conducted.
- Completion of Project: BRUSH activities by the school is verified through the completion and return of the BRUSH report form.
Contact Person(s) for Inquiries:

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