

# Dental Public Health Activity Descriptive Summary

---

**Practice Number:** 33004  
**Submitted By:** New Jersey Department of Health, Children's Oral Health Education Program  
**Submission Date:** May 2017  
**Last Reviewed:** May 2017  
**Last Updated:** May 2017

## **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:**

**Beverly Kupiec-Sce, Ph.D, Program Director, New Jersey Department of Health, Children's Oral Health Education Program, P.O. Box 364, Trenton, New Jersey 08625-0364, Phone: 609-943-5749 , Fax: 609- 292-3580, Email: [Beverly.kupiec@doh.nj.gov](mailto:Beverly.kupiec@doh.nj.gov)**