



BRIGHT SMILES, BRIGHT FUTURES BACKGROUND

In 1991, Colgate introduced Bright Smiles, Bright Futures (BSBF), an oral health education and prevention program designed to improve the oral health of under-served children. In the U.S., BSBF exposes ten million children and their families annually to positive oral health education messages and/or provide free dental screenings to children, ages 1-12. The primary BSBF goal is to teach children and their families how to maintain their overall health and wellbeing. Three major elements are at the core of the BSBF program, they are:

- **School Program/Curriculum** – BSBF provides Head Start programs and Kindergarten classes throughout the country with free, fun and engaging educational kits containing tools to teach children healthy practices for good oral health care and disease prevention. The BSBF website, www.colgatebsbf.com, contains intra-sites for parents, teachers and kids. Many valuable educational tools can be easily downloaded.
- **BSBF Mobile Van Program** – “A dental office on wheels” - works with schools, community-based organizations, churches and others to provide free dental screenings, education and treatment referral for children up to 12 years old.
 - BSBF Mobile Virtual Van Visit-working with schools, community-based organizations, churches and others to provide live synchronous education.
- **Community Awareness Programs** - BSBF vans and staff participate in community events with a focus on raising awareness on good oral health care and disease prevention.

NATIONAL CALL

Tooth decay is the single most common, chronic disease afflicting children. More than 51 million school hours are lost each year due to children’s oral health-related problems. National awareness of the importance of oral health has been brought to the forefront with the U.S. Surgeon General’s report on health disparities, which cited “epidemic” levels among poor, rural and minority children.

The Maternal and Child Health Bureau, states that dental care in children with special needs, sometimes can take a backseat to other medical issues. Those children are almost twice as likely to have unmet dental problems as compared to children without special needs.

SET-UP DIMENSIONS

- BSBF Mobile Van - 34 feet long and 10 feet wide (mirror to mirror)
- Two Dental Chairs/Video Waiting Area/Generator/Retractable awning on passenger side/operator divider/wheelchair lift – selected vans
- Branded Tents - 10 Feet x 10 Feet
- Note: Total area required for set-up averages approximately 50'x20'

ACTIVITIES

- Free Dental Screening for Children up to 12 years old
- Fun Festival set up (selected sites)
- Wheel of “Knowledge”
- Engaging and Educational Entertainment
- Parental Sign-up/Informational Area (parental consent is required for children seeking a screening)
- Oral care kits for screened children containing toothpaste, brush and brushing instructions

STAFFING

- Van: Coordinators, Community Awareness Representatives (C.A.R.s), Dental Professionals
 - Large Events: Staffing Tents & Set-Up [Implemented by Unlimited Events & Marketing]
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