



Your *Bright Smiles* Journey



Education Guide
For Teaching Children Ages 5 through 9



Dear Educators and Presenters,

Welcome to the Colgate Bright Smiles, Bright Futures® (BSBF) education program, Your Bright Smiles Journey! This adventure was created especially for use with children ages 5 through 9. It includes the tools children and families need to make good oral health a permanent part of their lives.

Each year, Colgate-Palmolive Company’s award-winning initiative reaches over 100 million school children and their families from 80 countries. To date, we’ve reached over 1 billion children and their families. Colgate’s partnerships with health and education organizations, professional associations, alliances between governments, and oral care providers strengthens the impact of BSBF around the world.

Your Bright Smiles Journey takes children on an oral health adventure with stops that encourage regular brushing, reinforce “good for your teeth” foods, and bring awareness of the importance of visiting the dentist/dental professional regularly. With a focus on prevention and BSBF’s optimistic approach, children can take control of their own oral health and be empowered to be lifelong “oral health heroes.” These skills can easily be integrated far beyond just brushing.

We believe that as educators and presenters, you play a vital role in helping young children develop good oral health habits that will last a lifetime.

Sincerely,
Marsha Butler, DDS
BSBF Global Oral Health Initiative
Colgate-Palmolive Company

“Every year, Colgate continues to bring the Bright Smiles, Bright Futures messages to children and families around the world. The program teaches about proper toothbrushing, healthy food choices, and regular dental visits. From the largest city to the smallest community, BSBF provides the knowledge each child needs to take control of their own oral health. That’s how we can help children have a bright smile and a healthy future.”

Debbie Last, Professional Relations Manager
Colgate-Palmolive (Pty) Ltd South Africa
Stephanus Crous, Professional Relations Manager
Colgate-Palmolive East West Africa Region (Pty) Ltd

Activity Overview

Lesson 1 Page 4 & Page 12	Lesson 2 Page 6	Lesson 3 Page 8	Lesson 4 Page 10
Journey to a Healthy Smile Children will begin the journey that will lead everyone toward a bright smile.	Toothbrushing Children will take a journey to become a brushing superstar. They will learn the routine of proper brushing.	Healthy Food Choices Children journey toward identifying good food and bad food choices appropriate to their region—and how limiting the amount of sugary foods they eat/drink will help them have a BRIGHT SMILE.	Visiting the Dentist Children will learn that dental teams have a common goal: to keep your SMILE bright. They will also learn about the importance of regular visits to the dentist.
Items: Story Information	Items: Brush Twice a Day Poster	Items: Healthy Foods, Healthy Teeth Poster Pictures/actual food familiar to region	Items: Pictures of Dr. Rabbit/ Dr. Brushwell

Each activity has a “To Continue the Learning” portion that can be completed by the classroom teacher. This enables the children to continue their learning throughout the year.

Welcome to Your Bright Smiles Journey

We are proud to introduce the newest Colgate Bright Smiles, Bright Futures® (BSBF) program. This engaging, activity-based presentation guide makes it easy to teach important oral health objectives.

Your Bright Smiles Journey is designed to be presented by educators or presenters in a variety of education settings. This includes:

- Teacher > educating children in the classroom to help build daily habits
- Education outreach professional > presenting the importance of oral health to children/parents
- Dental professional > guiding children and/or parents toward positive behaviors

Most notably, BSBF is about empowerment. That’s because taking control of their own oral health is a goal that all children can share. By taking a team approach that includes family, educators and presenters as well as the dental professionals, every child can learn and use proper behaviors that become part of a daily routine.

Key Messages to Build Oral Health Behaviors

BSBF is built around key messaging and information based upon courage and optimism. These steps will help ensure that a child can have a bright smile that lasts a lifetime.



Brush twice a day (morning and night) with toothbrush and fluoride toothpaste



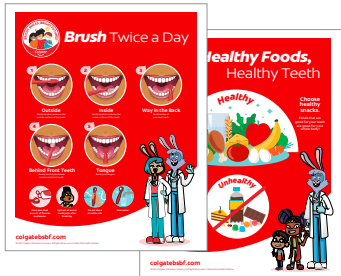
Limit sweet/sugary foods and drinks; choose healthy foods instead



Visit a dental health professional regularly

Program Components

To complement this Education Guide, the program includes these coordinated components:



Two-Sided Wall Poster:
Features brushing how-tos on one side and reminders about choosing healthy foods on the back.



Pull-Up Banner:
This oversized display showcases how-to-brush steps with a healthy food message. Put it in a place for everyone to see.



Family Brushing Guide:
We understand that families are an integral part of the BSBF message. The take-home guide shares the key toothbrushing steps for families to practice at home.



Toothbrushing Log Chart:
It takes 28 days to build a new habit. This handy chart enables children to track their brushing morning and night as they make brushing a twice-daily routine.

Journey to a Healthy Smile

Lesson 1



Right now, children in countries around the world are learning about how to take care of their own teeth and gums so that they can have a bright smile. YOU can start children on this journey by collecting the important Bright Smiles messages they can “pack” to take with them as you present the activities throughout this Educator’s Guide. It’s important to know that we can participate to improve our own health; we can make a healthy difference.



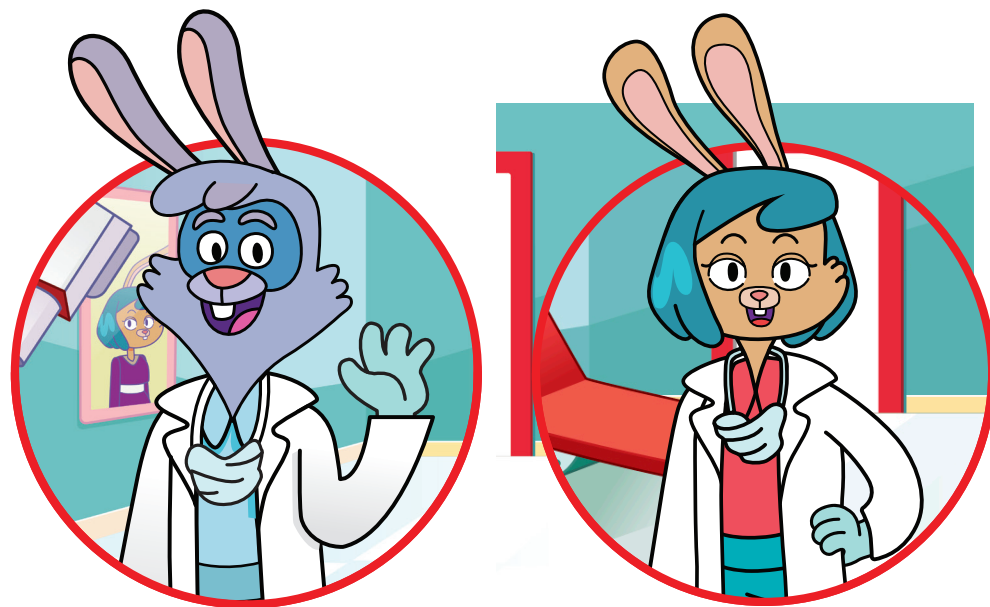
Discuss (Educator/presenter says):

Today we’re going to take a journey that will lead everyone toward a bright smile.

Journey to a Healthy Smile:

Educator/presenter reads the Bright Smile Journey destinations on Page 5. These should be shared as a read-aloud so all children can receive a good first introduction to the key oral health messages.

The journey begins with a brief visit to three stops in the world—including yours! Introduce the messages in each of these regions to get children thinking about these important habits. Once they have “packed for their trip,” they will be ready to continue with the other journeys (activities)!



Meet Dr. Rabbit & Dr. Brushwell

Dr. Rabbit may be a cartoon bunny, but he is also a dental professional! He and Dr. Brushwell are your tour guides. They will help you take children on their journey toward a bright smile.

The stops on page 5 are designed to introduce the Key Messages to the children. **Read them aloud to the group.**

Journey to a Healthy Smile

Lesson 1 Continued

“Let’s Pack for our Journey!”

Welcome to **Your Bright Smiles Journey!**

On this journey, we will be learning the routines and habits that will help you keep your smiles bright and your breath fresh.

Other children just like you are going on their own Bright Smiles Journeys, too. Today, we will hop around the world to greet them and gather the important information we need to be ready for our trip.



Destination #1: **Toothbrushing in Africa**

Rise and shine—it is morning in **Africa**! This beautiful land is the perfect place for us to start practicing **toothbrushing**. Brushing with a toothbrush and fluoride toothpaste can keep your teeth and gums healthy. When you brush twice a day, you’ll have a bright smile and fresh breath to take on your journey every day from now on.

So pack your toothbrush and toothpaste for our imaginary trip!



Destination #2: **Choosing Healthy Foods in Latin America**

All children need **healthy foods**—especially when they are on an exciting adventure. Limiting sweet and sticky foods can help you keep your teeth strong as you travel on Your Bright Smiles Journey.

So let’s stop in **Latin America** and see what nutritious snacks we can pack for our trip. A little later, we’ll learn more about limiting sweet and sticky foods and choosing healthy options instead.

Now, let’s meet our tour guides!



Destination #3: **Visiting the Dentist in India**

Welcome to **India**. Dr. Rabbit and Dr. Brushwell are here to greet you! They are dentists—and they are very friendly.

In fact, the **dentist is a partner** on Your Bright Smiles Journey. Did you know that visiting the dentist regularly can help you keep your teeth and gums healthy and strong?

Now you’ve packed the **three important things** you’ll need for Your Bright Smiles Journey: Toothbrush and Toothpaste, Healthy Snacks, and the Dentist as your Partner.

I’m excited to tell you that while your journey toward practicing good oral health begins today, you will be on this journey every single day. It is fun and it is easy. Best of all, your bright smile can last a lifetime—if you take care of it.

Are you ready? Let’s go!”

Toothbrushing

Lesson 2



This stop focuses on how to brush and will lead everyone toward a brighter smile.

Discuss (Educator/presenter says)

“Today we are going to gain a better understanding of how to brush our teeth.”



Brushing Routine:

Educator/presenter brings attention to the “Brush Twice a Day” Poster



Brush teeth twice a day

with fluoride toothpaste—after breakfast and before bedtime, to prevent tooth decay.

Play:

Children will imitate the brushing routine with their fingers outside of their mouth as the educator/presenter describes.

1. Follow these brushing steps. Brush all sides of each tooth.



Outside

Gently brush in circles on the outside surfaces of the teeth.



Inside

Gently brush in circles on the inside surfaces of the teeth.



Way in the Back

Brush on top of your back teeth.



Behind Front Teeth

Gently brush up and down behind each front tooth.



Tongue

Brush your tongue.



2. Use a pea-sized amount of fluoride toothpaste



3. Spit out all excess toothpaste after brushing

Do not rinse your mouth with water. The small amount of fluoride toothpaste that remains in the mouth helps prevent tooth decay.



4. Never share a toothbrush



5. Save water

Make sure children understand the importance of not wasting water.

Toothbrushing

Lesson 2 Continued



Adding brushing twice a day to an already established daily routine will lead to improved self-confidence and a BRIGHT Smile. The educator/presenter is encouraged to have children add the following actions to the song; pretend to brush teeth, use hands to make a sun and demonstrate sleeping, and children can use a “no gesture”, such as shaking their finger, when talking about sharing toothbrushes.

Educator/presenter models this song with the kids.

Toothbrushing song (sing to the tune of “Frère Jacques”)



Brush with Colgate, brush with Colgate

Twice a day, twice a day

**It’s a fluoride toothpaste, it’s a fluoride toothpaste
that makes teeth strong, that makes teeth strong**

Brush in circles, brush in circles

Twice a day, twice a day

Morning and evening, morning and evening

Helps fight germs, helps fight germs

Brush with Colgate, brush with Colgate

Twice a day, twice a day

I won’t share a toothbrush, I won’t share a toothbrush

They’re not hugs, they’re not hugs

Brush, brush, brush

With Colgate

To Continue the Learning:

Explaining Plaque:

Educator/presenter says: “Plaque is a sticky substance that covers teeth. Everybody has plaque bacteria in their mouth. But when sugar mixes with plaque bacteria, it can create acid. This acid can cause harm by making a hole in your tooth. This is called a “cavity.”

That is why it is important to prevent plaque germs from building up on your teeth. Here’s how:

1. Brush twice a day with fluoride toothpaste
2. Don’t share a toothbrush
3. Limit sugary/sweet snacks

Getting rid of plaque will help keep your smile shining bright!”



Hands-on Experiment:

Plaque Attack:

Materials: 2 tsp of yeast, 1 cup of warm water (NOT HOT), 1 TBSP of sugar, 2 empty cups

Process: Add yeast to both cups and add sugar to only one cup

Observe: The plaque attack happens to the cup with the sugar added; talk about what children are observing and remind them that making healthy choices and brushing their teeth morning and night will help to eliminate the PLAQUE.

Healthy Food Choices

Lesson 3



This stop focuses on healthy food choices as they pertain to oral health. Children will be asked to identify good food and bad food choices appropriate to their region. The educator/presenter's goal is to show students that limiting the amount of sugary foods they eat/drink will decrease plaque and tooth decay and that good food choices help strengthen their teeth.



Discuss (Educator/presenter says)

"Let's make a list of sugary foods and drinks as well as healthy food options. The more sugary/sticky the food, the more chance for tooth decay and cavities. Staying away from these foods will help children to have a Bright Smile. When I choose healthy foods for my mouth, I make healthy choices for my whole body."

Educator/presenter brings attention to the "Healthy Foods, Healthy Teeth" poster. Ask children for some healthy food and drink options; now ask for some unhealthy food options. Share that sugary, sweet, sticky food and drinks can lead to tooth decay and cavities.



Call and response: have kids say this with you three times:

"To keep my smile bright, I limit sugary snacks and brush morning and night!"

"To keep my smile bright, I limit sugary snacks and brush morning and night!"

"To keep my smile bright, I limit sugary snacks and brush morning and night!"

This chant can also be used as a follow up activity.



Educator/presenter refers back to the "Healthy Foods, Healthy Teeth" poster

Game: Stand Up for Healthy Food

How to play:

Educator/presenter explains to the children that they are going to stand up when they hear a "healthy" food called out. The students will then sit down when they hear a "bad food" called out.

Example:

Educator/Presenter says: chicken/drumstick (children stand up)

Educator/Presenter says: candy (children sit down)

** Continue the game with the foods on the poster as well as other foods the children shared earlier in the lesson**



Healthy Food Choices

Lesson 3 Continued

To Continue the Learning:



Play: "Seek and Find Game, also known as "I Spy":

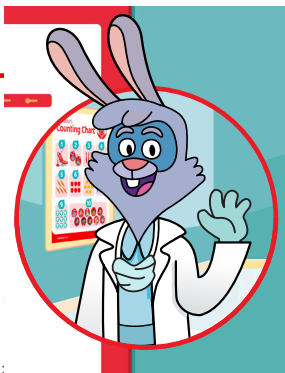
To play the game, ask children to bring in their favorite foods common to their area or use the "Healthy Foods, Healthy Teeth" poster as an idea starter.

Educator/presenter describes the characteristic and the children guess fruit/healthy snack options (e.g., "I spy a long yellow fruit" and the child says "banana.") For kids whose language skills are at a higher level, model how to play the game and then have them start to describe the food so that their peers can guess.



Visiting the Dentist

Lesson 4



This stop is where the children meet Dr. Rabbit and Dr. Brushwell. They learn that dentists are part of a team that helps keep their teeth healthy and their smile bright. To maintain their healthy teeth, children should visit the dentist regularly. Emphasis should be placed on making this part of a regular health care routine.

How children visit the dentist may look different for each region and group; be aware that each child may have a different experience with the dentist, dental habits, and how to take care of their teeth. **Tie this lesson to your specific region.** Not everyone visits the dentist or a dental professional in a dental office. Kids may see dental professionals in a mobile van, or at a local clinic; or, the dentist may visit the school with portable dental equipment.

Educator/presenter Says:

All dental teams have the same goal: **to keep your SMILE bright.** When you visit the dentist, it is important to know that he/she is there to help and assist you in having a BRIGHT SMILE. Discuss with kids that dentists, like Dr. Rabbit and Dr. Brushwell (shown on the chart) are one part of the “team” that helps to keep their teeth strong and healthy.

What Does the Dentist Do?

The dentist is your partner in oral health. He or she may:

- Check your teeth
- Clean your teeth
- Take pictures (x-rays) of your teeth to make sure they are healthy
- Show you how to brush your teeth properly
- Talk about healthy foods
- Answer questions about your teeth

Play: “Smile Bright”: to help the children see why they should keep their teeth healthy and strong

Have kids smile at each other.

Teacher/presenter asks, “What do we notice when someone smiles?” Presenter then points to the mouth and says, **“Their teeth!”**

Ask kids: Who helps them keep their teeth bright? Answers will vary, but as the teacher you want to make sure they make the connection to the “dentist.”

Call and Response: have kids say this with you three times:

“To keep my smile bright, I limit sugary snacks, brush morning and night, visit the dentist—YES, that’s right!!”

“To keep my smile bright, I limit sugary snacks, brush morning and night, visit the dentist—YES, that’s right!!”

“To keep my smile bright, I limit sugary snacks, brush morning and night, visit the dentist—YES, that’s right!!”

Reiterate to the children that all the steps learned today: brushing teeth, limiting sugary foods and drinks and visiting the dentist regularly will help them have Bright Smiles and Bright Futures.

This chant can also be used as a follow up activity.

Visiting the Dentist

Lesson 4 Continued



To Continue the Learning:

Pretend Dental Visit: Role Play

The Educator/presenter chooses two or three children to come and act out visiting the dentist. Characters in “role play”: Dentist, patient, and parent/adult figure who takes the child to the dentist.

Roles/Acts:

- Walking into the waiting room (or greeting new person at the school)
- Sitting in examining chair to have teeth cleaned/polished
- X-ray or taking pictures of your teeth (if available)
- Saying good-bye and thank you to the dentist—and promising that you will be back soon!

This is a game that the kids can continue to play after the lesson is over. Encourage more kids to form groups to continue the role playing.



Your Own Journey Is Just Beginning

Educator/presenter says to students:

“Our journey here has ended, but your own Bright Smiles Journey has just begun! That’s because taking good care of your teeth is a journey that can last a lifetime. With a toothbrush and fluoride toothpaste, you have the power in your hands to improve your own oral health.”

Ask the children to help you summarize their new learning. If children need help remembering, use the following idea starters to promote discussion. Children can also refer to the banner/poster as needed.

- Name the steps in toothbrushing
- Describe two new healthy food options you learned about
- Why do we make healthy food choices? Why should we avoid sugary snacks?
- Think about two members of your oral health team (e.g., mom/dad, self, and dentists)

Show the children the take-home materials:

Your Bright Smile Journey brochure



My Brushing Chart toothbrushing tracker



Tell the children: “Here are some fun materials for you to take home and share with your family. One shows what we have learned about how to take care of our teeth. The other helps you to keep track of your toothbrushing for a whole month. After that, you can continue to brush your teeth with fluoride twice a day, every day!”

To end the presentation, distribute the take-home materials to the children.

THANK YOU for helping to ensure that the smiles of the children in your region can last a lifetime!

Your Bright Smiles Journey



Destination #1: Toothbrushing in Africa

Morning and night/
brushing



Destination #2: Choosing Healthy Foods in Latin America

Every day: choosing
healthy snacks



Destination #3: Visiting the Dentist in India

Visiting the dentist
regularly

