

FIRST 5 SAN BERNARDINO

Oral Health Campaign 2025

Partner Outreach Toolkit



Introduction and Instructions for Use:

First 5 San Bernardino works to promote, support and enhance the health and early development of children prenatal through age 5 and their families and communities in San Bernardino County.

The purpose of this toolkit is to help you and your organization share valuable information about dental hygiene for young children. You will find a variety of tools that are designed to help you get the message out there about oral health. The content in this toolkit can be used at any time.

Below are some of the main topics we will cover:

- Tooth decay is the most common chronic childhood disease
- Baby's 1st dental visit should be by 1st birthday or 1st tooth
- Healthy baby teeth form healthy adult teeth
- SmileSBC.com is a great place to find a dentist nearby that is affordable and accessible

Toolkit Content:

- Sample newsletter on the importance of oral health in young children
- English and Spanish social media posts and graphics



SAMPLE NEWSLETTER/ARTICLE/WEB COPY

'Little Teeth, Big Responsibility' Campaign Emphasizes the Importance of Oral Health in Children Under 5

Did you know that over 60% of kindergarteners in San Bernardino County have experienced dental decay? The CDC reports that tooth decay, while preventable, remains the most common chronic childhood disease.

San Bernardino County Department of Public Health's local oral health program [Smile SBC](#) and [First 5 San Bernardino](#) have teamed up to relay the message about the importance of early dental visits with their "Little Teeth, Big Responsibility" campaign. The campaign includes billboards and online advertising in San Bernardino County, as well as updated website information and social media content.

Baby teeth are very important to your child's health and development. They help them chew, speak and smile – and they hold space in their jaws for permanent teeth that are growing under the gums. When a baby's teeth are lost too early, the permanent teeth can drift into the empty space and make it difficult for other adult teeth to come in. This can make teeth crooked or crowded and can negatively impact a child's speech development.

Your child's first visit to the dentist should be by age 1 – or even better, by their first tooth – and then again, every six months. Developing good oral habits at an early age by brushing, flossing, eating healthy and visiting the dentist regularly helps children get a great start on a lifetime of healthy, pain-free teeth and gums.

"The 'Little Teeth, Big Responsibility' campaign is very important because oral health habits begin at an early age," said Karen Scott, executive director of First 5 San Bernardino. "We want to encourage parents to put their children's oral health at the top of their lists and make regular dentist visits a priority," Scott concluded.

Luckily, starting early helps a child get comfortable with the sights and sounds of a dental office. Besides checking for cavities and other problems, dentists will show you how to clean the child's teeth properly and how to handle habits like thumb-sucking.

Here are some tips on how to take good care of your baby's teeth:

- Wipe gums twice a day. Use a soft, clean cloth to help wipe away cavity-causing sugars.
- Once baby teeth come in, brush twice a day with a small-bristled toothbrush.
- Eat healthy foods and limit sugary drinks.

Want to find a dentist but don't know where to start? Visit [SmileSBC.org](https://www.smilesbc.org) for a list of affordable dentists in your area. You can also find free resources, tips and tricks, and more information about taking care of your child's oral health. Remember, healthy baby teeth form healthy adult teeth!

SOCIAL MEDIA GRAPHICS

'Little Teeth, Big Responsibility' Campaign Emphasizes the Importance of Oral Health in Children Under 5



Click [here](#) for inks to social media graphics

SOCIAL MEDIA COPY

'Little Teeth, Big Responsibility' Campaign Emphasizes the Importance of Oral Health in Children Under 5

1. English: More than 60% of kindergarteners in San Bernardino County already have dental decay. Many parents underestimate the importance of healthy baby teeth, but it's important to take care of them for lifelong oral health. Find a dentist at [SmileSBC.org](https://www.smilesbc.org) #First5SanBernardino #SmileSBC #SmileSBC2025

Spanish: Más de 60% de estudiantes de kínder en el Condado San Bernardino ya tienen caries dental. Muchos padres subestiman la importancia de los dientes de leche, pero es importante cuidarlos para la salud oral para toda la vida. [SmileSBC.org](https://www.smilesbc.org) #First5SanBernardino #SmileSBC #SmileSBC2025

2. English: Healthy baby teeth help kids chew correctly, speak correctly and form healthy adult teeth. Supporting good oral habits at home can help ensure a lifetime of healthy smiles! [First5SanBernardino.org](https://www.first5sanbernardino.org) #First5SanBernardino #SmileSBC #SmileSBC2025

Spanish: Los dientes de leche saludables ayudan a los niños masticar correctamente, hablar correctamente y formar dientes de adultos sanos. ¡Apoyar buenos hábitos orales en el hogar puede ayudar a asegurar una vida de sonrisas saludables! [First5sanbernardino.org](https://www.first5sanbernardino.org) #First5SanBernardino #SmileSBC #SmileSBC2025

3. English: A child's first dental visit should be around their 1st birthday – or better yet, by their first tooth. Regular dental visits can help prevent cavities and other problems, and the dentist will show you how to clean the child's teeth properly and how to handle habits like thumb-sucking. Looking for a **low cost** dentist in your area? Look no further than [SmileSBC.org](https://www.smilesbc.org) #DentalHealth #First5SanBernardino #SmileSBC #SmileSBC2025

Spanish: La primera visita dental de un niño debe ser alrededor de su primer cumpleaños - o mejor aún, por su primer diente. Las visitas regulares al dentista pueden ayudar a prevenir las caries u otros problemas, y el dentista le mostrará cómo limpiar los dientes del niño correctamente y cómo manejar hábitos como chuparse el dedo. ¿Busca un dentista de **bajo costo** en su área? No busque más, visite [SmileSBC.org](https://www.smilesbc.org) #SaludBucal #First5SanBernardino #SmileSBC2025

SOCIAL MEDIA COPY

'Little Teeth, Big Responsibility' Campaign Emphasizes the Importance of Oral Health in Children Under 5

4. English: With little teeth comes big responsibility. We all want to have a lifetime of healthy, pain-free teeth and gums, and it's never too early to start! Help keep your baby's teeth strong by brushing and flossing 2x per day, eating healthy, and visiting the dentist regularly. Learn more here: [First5SanBernardino.org/oralhealth](https://www.First5SanBernardino.org/oralhealth)
#First5SanBernardino #OralHealth #LittleTeethBigResponsibility #SmileSBC #SmileSBC2025

Spanish: Con dientes pequeños viene una gran responsabilidad. Todos queremos tener una vida de dientes y encías sanos y sin dolor, ¡y nunca es muy temprano para empezar! Ayude a mantener los dientes de su bebé fuertes al cepillarlos y usar el hilo dental 2 veces al día, comer sano, y visitando al dentista regularmente. Obtenga más información aquí: [First5SanBernardino.org/oralhealth](https://www.First5SanBernardino.org/oralhealth) #First5SanBernardino #SaludBucal #SmileSBC2025

5. English: When baby teeth are lost too early, the permanent teeth can drift into the empty space and make it difficult for other adult teeth to come in. This can make teeth crooked or crowded and can negatively impact a child's speech development. Starting babies off with good oral care can help protect their teeth for life. [SmileSBC.org](https://www.SmileSBC.org)
#First5SanBernardino #SmileSBC #SmileSBC2025

Spanish: Cuando los dientes de leche se pierden demasiado pronto, los dientes permanentes pueden moverse en el espacio vacío y dificultar la entrada de otros dientes adultos. Esto puede hacer que los dientes estén torcidos o mal alineados y puede afectar negativamente al desarrollo del habla del niño. Comenzar a cuidar a los bebés de manera adecuada puede ayudar a proteger sus dientes por vida. [SmileSBC.org](https://www.SmileSBC.org) #First5SanBernardino #SmileSBC #SmileSBC2025