



MEDIA ALERT for THURSDAY, FEB. 2

‘Little Teeth, Big Responsibility’ Event in San Bernardino Teaches Pre-K and Kinders The Importance of Taking Care of Their Teeth

*Smile SBC and First 5 San Bernardino bring **pop-up dentist, Potter the Otter and more** to promote National Children’s Dental Health Month*

WHAT: To help parents of newborns and young children understand the importance of oral health, an event at Roberts Elementary in San Bernardino will kick-off the “Little Teeth, Big Responsibility” campaign in San Bernardino County. The event will feature dozens of transitional kindergarten (TK) and kindergartners to learn about taking care of their teeth in a fun way, including a pop-up dentist office and a visit from Potter the Otter!

WHY: **Tooth decay is preventable, but it remains the most common and chronic childhood disease.** Children with poor oral health often miss more school and receive lower grades than their healthier counterparts. Though baby teeth are temporary, they are important as they help children chew and talk correctly and form healthy adult teeth. A 2018 survey by Smile SBC and the Center for Oral Health indicate that **two out of three kindergarten children in San Bernardino County have already had tooth decay.**

WHEN: Thursday, February 2, 2022, at 10:15 a.m.

WHERE: Roberts Elementary School
494 9th St., San Bernardino

VISUALS:

- Dozens of T-K and kindergartners getting dental assessments
- Pop-up dentist with hygienist looking into kids’ mouths “in the chair”
- Potter the Otter encouraging the kids!
- Dental report cards and oral health-related giveaways

INTERVIEWS:

- Karen Scott, executive director at First 5 San Bernardino, on the importance of early dental assessments even before baby teeth come out.
- Bonnie Flippin, program coordinator of San Bernardino County Department of Public Health’s Smile SBC local oral health program
- Staff and bilingual parents associated with Roberts Elementary

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