

## Dear parents / carers

Did you know that every year in the UK there are 60,000 school days lost to tooth extractions and poor oral health?\* We know that brushing teeth can sometimes be a bit of a challenge, which is why Aquafresh is on a mission to add some sparkle and shine into teeth cleaning with a little help from the Chief Tooth Fairy and Captain Aquafresh. Children in schools across the UK have been taking part in Aquafresh's Shine Bright education programme, learning about the importance of oral hygiene and the best way to keep their teeth shining bright.



For advice on kids' oral health, see

<https://www.nhs.uk/live-well/healthy-teeth-and-gums/taking-care-of-childrens-teeth/>

**As part of the Shine Bright programme, children have been learning the importance of dental hygiene and how to keep teeth healthy using the Six Top Tips! There is also an exciting activity for children to come up with their very own Terrific Teeth Team and enter our Shine Bright Academy competition. Terrific Teeth Teams help and support each other keep their smiles dazzlingly bright. Members might model fantastic brushing, remind each other to brush twice a day or correct each other's brushing mistakes to help their smiles twinkle and shine.**

Please encourage and support your child as they complete the Shine Bright Academy Competition set out on pages 3 & 4 and explore the six top tips for expert teeth cleaning at home.

We have included an exciting poster to help remind your child how to keep their teeth clean, healthy and shining bright. Why not stick the tips to the bathroom mirror?

Yours,

The Shine Bright Academy Team



\* <https://www.gov.uk/government/publications/child-oral-health-applying-all-our-health/child-oral-health-applying-all-our-health>



# Top Tips for keeping teeth bright and healthy



**1.** Brush twice a day with fluoride toothpaste for at least 2 minutes



**2.** Make sure that every surface of every tooth is brushed thoroughly – front, back, top and sides



**3.** Use different brush strokes – up and down, side to side and round in circles



**4.** Don't forget to brush your tongue and gums



**5.** Brush in front of a mirror so you can see what you're doing and make sure every tooth gets attention



**6.** Spit out the toothpaste but don't rinse your mouth





# THE COMPETITION!

Primary school children across the UK and Ireland have been sent an urgent plea for help from the Shine Bright Academy (A magical school where tooth guardians are trained and Terrific Teeth Teams are celebrated).

The Shine Bright Academy is on the look out for the best Terrific Teeth Teams in the country. Terrific Teeth Teams work together to help each other practise good dental hygiene. They do this by taking on a key role in the teeth cleaning process. For example, they might remind each member about key parts of the teeth cleaning process such as flossing, or make sure the bathroom cupboard is stocked up with the right toothpaste for everyone. To help with their search, the Shine Bright Academy is asking children to submit their own Terrific Teeth Teams.

The competition is open to all Primary school pupils (aged 4-7) across the UK and ROI.



## Prizes

The winning pupil will be awarded a team strip, complete with t-shirts featuring their logo and team name. Their school will also receive £2,000 to spend on sports equipment. Ten runners up will receive Smile Bright Academy Teeth Team toolkits containing tooth-care goodies.

Read the full Terms and Conditions here: <https://www.nationalschoolpartnership.com/shine-bright-tcs>

## Your task

Using the competition entry form on page 4, inspire your child to think of their own Terrific Teeth Team.

They will need to:

- **Task 1 - Think of a name for their Terrific Teeth Team.** It could be related to where they live or how they brush. The name could rhyme or use alliteration to make it creative and unique. For example, The Bromley Brushers, The Dagenham Dazzlers or The Foxbury Road Flossers.
- **Task 2 - Design a logo for their team and draw a picture of each member.** The logo needs to be bold, colourful and contain the team name. They could draw each member holding the important things they use to encourage everyone's healthy habits such as floss or a timer.
- **Task 3 - Explain how each member of the team helps to keep each other's teeth dazzlingly bright!** Write a sentence about each member explaining why each of them are really important. For example, Granny Shirley always reminds her team to brush their teeth before bed, Papa Tom always makes sure the team is stocked up on toothpaste and Little Jenny uses her stopwatch to make sure everyone brushes their teeth for 2 minutes!

## How to enter:

- Ensure that ALL the information is filled out on the competition entry form and return it to us by **Friday 19th April 2024.**
- You can post your entries to [Aquafresh Shine Bright, We Are Futures, 1 Paris Garden, London, SE1 8ND.](mailto:competitions@nationalschoolpartnership.com)
- Or you can scan or take a high-quality photograph of the form and email it to: [competitions@nationalschoolpartnership.com.](mailto:competitions@nationalschoolpartnership.com)
- Parent/carer signature is required for the entry to count.
- If you need more space, use plain paper BUT ensure all details asked for are included!



Anna Bogle

- a tooth leprechaun from Ireland

charlie

- a tooth fairy from the UK

# Competition Entry Form

SCHOOL NAME & POSTCODE: \_\_\_\_\_

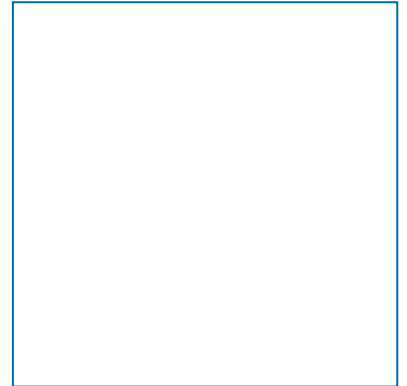
PUPIL NAME: \_\_\_\_\_ AGE: \_\_\_\_\_

TEACHER EMAIL ADDRESS: \_\_\_\_\_

TEACHER NAME: \_\_\_\_\_ PARENT / CARER SIGNATURE: \_\_\_\_\_

My Terrific Teeth Team is called: \_\_\_\_\_

My logo is:



How does each member of your teeth team keep your smile dazzlingly bright?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



- Fill out ALL details asked for on this page or your entry may not be counted!
- Either post this form to: Aquafresh Shine Bright, We Are Futures, 1 Paris garden, London, SE1 8ND.
- Or you can scan or take a high-quality photograph of this form and email it to: [competitions@nationalschoolspartnership.com](mailto:competitions@nationalschoolspartnership.com)