



Dear Breakfast club Leaders,

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. In class, pupils aged 4-7 have been taking part in the brand-new Aquafresh Shine Bright education programme exploring the importance of oral hygiene and the best way to keep their teeth shining bright

How can you help?

We have enclosed a Top tips poster for you to display at Breakfast Club. Why not use it as a discussion starter as a way of encouraging children to clean their teeth well and effectively. There is also a Tooth Guardians colouring sheet you can invite pupils to complete as a fun, educational activity to do before school.

What should you watch out for at breakfast club?

If you spot any of the key signs that children do not have an effective oral hygiene routine raising concerns with teachers and/or parents is paramount:

- Bad breath
- Complaining of tooth or gum pain
- Ulcers or sores
- Pain when eating



For advice on kids' oral health, see

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

¹<https://bda.org/news-centre/press-releases/uk-schools-get-f-for-fail-in-global-survey-of-dental-health> (accessed Feb 2020)

²<https://publichealthmatters.blog.gov.uk/2017/06/14/health-matters-child-dental-health> (accessed Feb 2020)





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

