



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?*

Not knowing how to care for teeth properly, combined with a sugary or acidic diet can lead to tooth decay, which in turn can lead to toothache. This can be painful and upsetting, especially for children. But getting young children to brush their teeth can be challenging.

The Aquafresh Schools club provides free education materials to schools and families to support children to take ownership of their dental hygiene. All the resources are free of charge and aim to teach children the key steps to good oral hygiene in a fun and engaging way.

Children in primary schools across the UK have been taking part in **Aquafresh's Shine Bright education programme** and their **Brush Time Tales programme**, learning about the importance of oral hygiene and the best way to keep their teeth shining bright. These easy-to-teach lessons are packed full of exciting activities and can be taught in the classroom by a teacher or at home by a parent or carer.

Ask your child's school if they have heard about these free curriculum-linked resources which are suitable for 4-7 year-olds and available on the National Schools Partnership website. Or if you wish to access these free resources to help you continue the learning at home visit: <https://nationalschoolspartnership.com/initiatives/aquafresh-shine-bright-2022>



For advice on kids' oral health, see

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

Yours,

The Shine Bright Academy Team



* <https://www.gov.uk/government/news/almost-9-out-of-10-child-hospital-tooth-extractions-due-to-decay> (Accessed October 2023)