

BE AN ORAL HEALTH

ACTION

HERO



BELIEVE ★ ACT ★ CHANGE

JOIN THE FIGHT!

CHILDHOOD TOOTH DECAY IS
**PUBLIC HEALTH
ENEMY #1
IN AMERICA!**

WE NEED A

HERO

TO TAKE

ACTION!

WILL YOU BE ONE OF THEM?!

*TOOTH DECAY IS THE #1 CHRONIC CHILDHOOD DISEASE IN THE U.S.

IN ORDER TO
**STOP
DECAY**

WE MUST
TRIUMPH OVER

3 BARRIERS:

BELIEFS,
BEHAVIORS AND
ENVIRONMENTAL
INFLUENCES.

LEVEL 1: **EDUCATE!**

FIND WAYS TO CHANGE THE
WAY WE THINK ABOUT TAKING
CARE OF OUR MOUTHS.

LEVEL 2: **TAKE ACTION!**

EMPOWER CHILDREN TO
CHANGE NEGATIVE ORAL
HEALTH BEHAVIORS.

LEVEL 3: **CREATE CHANGE!**

REMOVE INFLUENCES
AROUND US THAT MAKE GOOD
HABITS HARDER TO KEEP.

RISE TO THE TASK!

COMPLETE ALL 3 LEVELS
TO DEFEAT TOOTH DECAY
IN YOUR COMMUNITY!

LEVEL 1

CHANGE THE WAY
WE THINK.

GOAL:

UNDERSTAND THE UNIQUE
ORAL HEALTH CHALLENGES
OF YOUR COMMUNITY.

1:

ASK LOTS OF QUESTIONS!

What do your friends, family and
neighbors know about oral health?

What are their dental hygiene habits?

What myths do they believe?

2:

EXPLORE*

Bad oral health can stem from
unexpected causes!

Are there food deserts in your area?

Is your water fluoridated?

*FOR A FULL LIST OF TOPICS TO RESEARCH, VISIT OUR WEBSITE.

3:

INFLUENCE!

Educate your community about issues
that affect them. For example:

Create a social media campaign
or design awareness posters.

Start a health club at your
school or church.

FIND RESOURCES AT AMERICASTOOTHFAIRY.ORG/HERO



NOW IT'S TIME FOR

ACTION!

CHANGE THE
FUTURE!

LEVEL 3

GOAL: CREATE LONG-TERM
IMPACT BY CHANGING
THE CULTURE AROUND YOU.

Change systems, rules and regulations
effecting whole populations, like:

Advocate for water fluoridation.

Remove sugary drinks from your
school's cafeteria or vending machines.

LEVEL 2

CHANGE THE
WAY WE ACT.

GOAL:

MOTIVATE OTHERS TO APPLY
WHAT THEY'VE LEARNED ABOUT
GOOD ORAL HYGIENE HABITS
TO CHANGE NEGATIVE ORAL
HEALTH BEHAVIORS.

HELP THE PEOPLE IN
YOUR COMMUNITY CHANGE
ORAL HEALTH HABITS:

Start a backpack stuffing program
to give students in need nutritious
food and hygiene supplies.

Promote water bottle distribution
so children have access to water
(instead of sugary drinks!)

Start an anti-bullying campaign.
(Kids with poor dental health are
often victims of bullying.)

BE
EXTRA

AMAZING!

HOST A
SmileDrive

VISIT SMILEDRIVE.ORG FOR MORE DETAILS!

CONTACT US

For any questions or assistance
with your project email us at
programs@ncohf.org.

REGISTRATION + RESOURCES

Sign up to participate in our HERO Program and
access a full list of data and helpful information at
AmericasToothFairy.org/HERO



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