


Live Well Leicester – National Smile Month 2024 communications toolkit




Messaging:

<p>On week one of #NationalSmileMonth, here are our tips to help you care for your smile:</p> <p>☺ Regular dental check-ups: Make sure to visit your dentist regularly to keep your teeth and gums healthy.</p>	<p>Happy #NationalSmileMonth! Our tips for healthy smiles:</p> <p>☺ Regular dental check-ups  <input type="checkbox"/> Brush teeth twice a day  <input type="checkbox"/> Brush tongue  <input type="checkbox"/> Cut down on sugar  <input type="checkbox"/> Floss once a day</p>
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Brush your teeth twice a day: Brushing your teeth with a fluoride toothpaste last thing at night and one other time during the day, helps to remove plaque and prevent tooth decay.

 Brush your tongue: Don't forget to gently brush your tongue too, as it can harbour bacteria and contribute to bad breath.

 Cut down on sugar: Having too much sugar in your diet can lead to tooth decay, so try to lower your intake of sugary foods and drinks.


Floss your teeth: Flossing once a day helps remove plaque and food particles from between your teeth and gums.


Remember, a healthy mouth leads to a healthy body! For more oral health advice visit <https://www.leicester.gov.uk/health-and-social-care/public-health/get-oral-health-advice/>

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The second week of #NationalSmileMonth is about how food and drink impacts the mouth:


Having foods and drinks that are high in sugar can lead to tooth decay or dental erosion. Tooth decay happens when sugar reacts with the bacteria in plaque. This forms the acid that attack the teeth and destroy the enamel. After this happens, the tooth enamel may break down, creating a hole or "cavity", leading to quicker tooth decay.

 Choose drinks like still water and milk

 Limit the number of snacks eaten throughout the day


Cut down on how often you have sugary foods and drinks

Try to have a diet rich in vitamins, minerals and fresh fruit and vegetables

 Wait to brush your teeth an hour after eating - eating foods containing sugar and acids naturally weakens the enamel on your teeth. Brushing straight afterwards can cause tiny particles of enamel to be brushed away.

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Diet tips for a healthy smile:

 Choose still water or milk

 Reduce snacking between meals

Choose sugar free alternatives

Eat a healthy diet

 Wait an hour after eating to brush

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#NationalSmileMonth

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<p>Establishing a daily routine will help keep your smile healthy and boost your confidence! Here's a simple toothbrushing routine you can follow every day:</p> <ul style="list-style-type: none"> <li>🕒 <b>Brush twice a day:</b> Brush your teeth for two minutes before bed and one other time in the day to remove plaque and bacteria.</li> <li>☐ <b>Use fluoride toothpaste:</b> Fluoride helps strengthen tooth enamel and prevent cavities, so make sure your toothpaste contains fluoride.</li> <li>⚠️ <b>Don't forget to floss:</b> Flossing removes plaque and food particles from between your teeth and along the gumline.</li> <li>👄 <b>Brush your tongue:</b> Gently brush your tongue to remove bacteria and freshen your breath.</li> <li>🚰 <b>Rinse with mouthwash:</b> Use a mouth rinse daily at a different time of brushing to help remove food debris and freshen your breath.</li> <li>🔄 <b>Replace your toothbrush:</b> Recycle and replace your toothbrush every three to four months or when the bristles become frayed.</li> </ul> <p>For more oral health advice visit  <a href="https://www.leicester.gov.uk/health-and-social-care/public-health/get-oral-health-advice/">https://www.leicester.gov.uk/health-and-social-care/public-health/get-oral-health-advice/</a></p> <p>#NationalSmileMonth</p>	<p>Boost your confidence with a healthy smile  #NationalSmileMonth</p> <ul style="list-style-type: none"> <li>🕒 Brush twice a day</li> <li>☐ Use fluoride toothpaste</li> <li>⚠️ Don't forget to floss</li> <li>👄 Brush your tongue</li> <li>🔄 Replace toothbrush every 3-4 months</li> </ul> <p><a href="https://www.leicester.gov.uk/health-and-social-care/public-health/get-oral-health-advice/">https://www.leicester.gov.uk/health-and-social-care/public-health/get-oral-health-advice/</a></p>
<p>❓ Did you know that technology can help improve your oral health? ❓</p> <p>Evidence suggests powered or electric toothbrushes can reduce plaque and gingivitis more than manual toothbrushing. And for parents with little ones, mobile apps can be a great tool to motivate children to brush regularly and make it a fun activity! 📱</p> <p>How has technology helped with your toothbrushing routine?</p>	<p>Did you know tech can boost oral health?  #NationalSmileMonth</p> <ul style="list-style-type: none"> <li>☐ Electric toothbrushes can help reduce plaque</li> <li>📱 Apps can motivate kids to brush</li> </ul> <p>For more oral health advice visit  <a href="https://www.leicester.gov.uk/health-and-social-care/public-health/get-oral-health-advice/">https://www.leicester.gov.uk/health-and-social-care/public-health/get-oral-health-advice/</a></p>

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#NationalSmileMonth	
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Further National Smile Month social media content can be found from the [Oral Health Foundation](#).