

Childhood Oral Health campaign

Stakeholder kit — Health professionals



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A focus on Childhood Oral Health

Background — the health issue

The prevalence of dental decay among children in Australia is on the rise.

According to the National Oral Health Plan 2015-2024, poor oral health has significant impact on individuals, the health system and society.

The main diseases that affect oral health are tooth decay, gum disease and oral cancers, all of which are largely preventable.

The campaign

Queensland Health is focusing on childhood oral health, encouraging parents and carers of young children aged 0-6 years and primary school-aged children to start good oral habits early.

The childhood oral health messaging focuses on positive behaviours to help parents and carers.

They are:

- Brush baby's teeth with a soft toothbrush when they appear. At 18 months, add children's toothpaste to the routine
- Brushing teeth twice a day for two minutes can help prevent tooth decay
- Book your child's first dental check-up before they turn two
- Book your child regular dental appointments to prevent tooth decay
- Queensland children may be eligible to access free dental check-ups (via the Government's Child Dental Benefits Scheme).

More information can be found on the website: www.qld.gov.au/feelgoodfacts

How you can get involved

You can help Queensland Health encourage parents and carers of young children to start good oral habits early by sharing the childhood oral health materials in this stakeholder kit on your own communication channels such as social media and member/community newsletter.

The materials supplied have been approved by Queensland Health's experts so we would appreciate it if you could share these messages without alteration. If you do wish to change the messaging, please contact Queensland Health to discuss your requirements.

For more information, please email communications@health.qld.gov.au.

Thank you in advance for your support.

Communication materials

This stakeholder toolkit includes the following communication materials:

- newsletter copy and suggested accompanying images
- social media copy and suggested images
- short videos and other resources for use on social media

High resolution images and the videos can be downloaded from Queensland Health's asset library:

<https://assetlibrary.health.qld.gov.au/web/1a9f16cda10d26a0/feel-good-facts---oral-health/>

Newsletter content

Instructions

Cut and paste the copy below into your organisation's newsletter/eDM. There are two versions of the newsletter/eDM copy — under 200 and 100 words. Please be sure to include the link to the *Feel Good Facts* website, which has been converted into a Bitly link to allow us to track unique visits.

Newsletter/eDM copy — under 200 words

<Subject> Childhood Oral Health — Starting good habits early

We all know that dental health is vital to a child's physical and psychosocial development.

There is evidence supporting early intervention to promote lifetime oral health — children who experience decay in their baby teeth are more likely to experience decay in their permanent teeth.

Research shows parents trust health professionals as their source of information on what's best for their children.

Queensland Health needs your help to have the conversation with parents and carers of young children, aged 0-6 years, about starting oral health behaviours early, so they carry into adulthood.

Positive behaviours include:

- Brush baby's teeth with a soft small toothbrush as soon as they appear. At 18 months, add children's toothpaste to the routine
- Book a child's first dental check-up before they turn two
- Brush twice a day for two minutes

Many parents also don't realise free dental care is available to eligible children in Queensland. This includes appointments for check-ups, preventive care, fillings and toothaches, or accidents or emergencies.

Please encourage parents and carers to book regular dental appointments for their children and visit the Feel Good Facts website for more information and tips: <https://bit.ly/2VsJsWa>

Find out more about baby teeth on the Queensland Health website: <https://www.health.qld.gov.au/news-events/news/how-to-look-after-baby-teeth-dental-oral-health>

Newsletter/eDM copy — under 100 words

<Subject> Childhood Oral Health — Starting good habits early

Good oral health is important to a child's overall health and wellbeing.

Queensland Health needs your help to encourage parents and carers of children 0-6 years to start oral health behaviours early, so they carry into adulthood.

Positive behaviours include:

- Brush baby's teeth with a soft small toothbrush as soon as they appear. At 18 months, add children's toothpaste to the routine
- Book a child's first dental check-up before they turn two
- Brush twice a day for two minutes

Free dental care is also available to eligible children in Queensland.

Please encourage parents and carers to visit the *Feel Good Facts* website: <https://bit.ly/2VsJsWa>

Find out more about baby teeth on the Queensland Health website: <https://www.health.qld.gov.au/news-events/news/how-to-look-after-baby-teeth-dental-oral-health>

Newsletter/eDM images

High resolution images and the videos can be downloaded from Queensland Health's asset library: <https://assetlibrary.health.qld.gov.au/web/1a9f16cda10d26a0/feel-good-facts---oral-health/>



Social media posts

Social media guide

Below is a simple 'how-to' guide to posting and sharing on Facebook and Instagram. If you have any questions about posting or sharing these materials, please email communications@health.qld.gov.au.

To begin, ensure you have downloaded the high resolution images here:

High resolution images and the videos can be downloaded from Queensland Health's asset library:


<https://assetlibrary.health.qld.gov.au/web/1a9f16cda10d26a0/feel-good-facts---oral-health/>

Note: Queensland Government agencies don't need to use the images with the Crest but non-government agencies are required to use images with the Coat of Arms.





Facebook

1. From the top of your News Feed or timeline, click **Make Post**.
2. Select and copy the text you wish to post from the pre-approved social media posts above.
3. To add an image or video, select **Photo** and find the location of the file.
4. Choose where you'd like to share your post (the location on your Facebook page). When you add an image, you'll also have the option to share to 'your story'. Click to select **News Feed, Your Story**, or both:
5. News Feed: Your post will show up in News Feed and on your timeline.
6. Your Story: Your story will be visible to your selected audiences for 24 hours.
7. Click **Share**.








Instagram

1. To upload an image first tap  at the bottom of the mobile screen device. Note: You can't upload images from a desktop computer to Instagram.
2. Tap **Library** (iOS) or **Gallery** (Android) at the bottom of the screen and select the image you'd like to share. Tap **Next**. Tap **Next** again (we advise against the use of effects or filters).
3. Tap **Write a caption...** and type in one of the pre-approved social media posts above. Tap **OK**.
4. Tap **Share**.

SOCIAL POSTS TARGETING HEALTH PROFESSIONALS

IMAGE	SUGGESTED COPY	CLICK-THROUGH URL OR VIDEO/DOCUMENT URL	DISPLAY URL
 <p>Authorized by the Queensland Government, Wilkima Street, Brisbane.</p>	<p>Young children should be brushing their teeth morning and night for two minutes. Parents and carers can help children with brushing until they are 8 years old. Helpful tips for strong teeth can be found at Queensland Health's <i>Feel Good Facts</i> website:</p>	<p>Website:</p> <p>https://www.qld.gov.au/health/staying-healthy/feel-good-facts?utm_campaign=stakeholders2019&utm_source=eDM&utm_medium=email&utm_content=healthprofessional&utm_term=healthprofessionals</p>	<p>https://bit.ly/2VsJsWa</p>
 <p>Authorized by the Queensland Government, Wilkima Street, Brisbane.</p>	<p>Some parents and carers might not know that it's important to gently brush baby teeth, morning and night with a soft toothbrush. Encourage parents to start brushing as soon as baby teeth appear. More helpful tips to keep babies' teeth strong can be found at Queensland Health's <i>Feel Good Facts</i> website:</p>	<p>Website:</p> <p>https://www.qld.gov.au/health/staying-healthy/feel-good-facts?utm_campaign=stakeholders2019&utm_source=eDM&utm_medium=email&utm_content=healthprofessional&utm_term=healthprofessionals</p>	<p>https://bit.ly/2VsJsWa</p>
 <p>Authorized by the Queensland Government, Wilkima Street, Brisbane.</p>	<p>Many parents and carers are not aware their young children may be eligible to access FREE dental check-ups. Encourage parents to take their children for regular dental check-ups. More information can be found on the <i>Feel Good Facts</i> website:</p>	<p>Website:</p> <p>https://www.qld.gov.au/health/staying-healthy/feel-good-facts?utm_campaign=stakeholders2019&utm_source=eDM&utm_medium=email&utm_content=healthprofessional&utm_term=healthprofessionals</p>	<p>https://bit.ly/2VsJsWa</p>
 <p>Authorized by the Queensland Government, Wilkima Street, Brisbane.</p>	<p>Strong teeth in childhood set children up for good oral health later in life. Encourage parents to book their child's first dental check-up before they turn two, to pick up any problems early. Parents can find out more about good oral habits on the <i>Feel Good Facts</i> website:</p>	<p>Website:</p> <p>https://www.qld.gov.au/health/staying-healthy/feel-good-facts?utm_campaign=stakeholders2019&utm_source=eDM&utm_medium=email&utm_content=healthprofessional&utm_term=healthprofessionals</p> <p>Video link: Child's first dental check-up</p> <p>https://www.youtube.com/watch?v=lWjP3uX1hc&list=PLyD3_5mPPgQ4bolmZzXQe8N14sXpMReq8&index=1</p>	<p>https://bit.ly/2VsJsWa</p>

SOCIAL POSTS TARGETING PARENTS AND CARERS (PUBLIC) WITH CHILDREN AGED 0-6

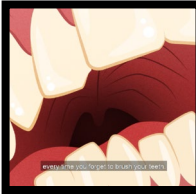




IMAGE	SUGGESTED COPY	CLICK-THROUGH URL /VIDEO OR ANIMATION URL	DISPLAY URL
 	<p>It's very important to brush baby's teeth as soon as they appear. Use a soft small toothbrush and, from 18 months onwards, add a pea-sized amount of children's toothpaste. Visit the <i>Feel Good Facts</i> website for more tips</p>	<p>https://www.qld.gov.au/health/staying-healthy/feel-good-facts?utm_campaign=stakeholders2019&utm_source=eDM&utm_medium=email&utm_content=healthprofessionals&utm_term=healthprofessionals</p> <p>Video link: Baby teeth</p>	<p>https://bit.ly/2VsJsWa</p>
 	<p>When you start them early with healthy habits, they carry this into adulthood. Brushing teeth two times a day for two minutes is the best start to a lifetime of good oral health. Visit the <i>Feel Good Facts</i> website for more tips.</p>	<p>https://www.qld.gov.au/health/staying-healthy/feel-good-facts?utm_campaign=stakeholders2019&utm_source=eDM&utm_medium=email&utm_content=healthprofessionals&utm_term=healthprofessionals</p> <p>Video link: Brushing teeth</p>	<p>https://bit.ly/2VsJsWa</p>
	<p>Starting healthy habits early is important, like brushing twice a day for two minutes to help prevent tooth decay. Making this daily routine fun by brushing along to this catchy song. {Insert link to animation}</p>	<p>Video link: The Tooth Brushing Song</p>	<p>Video link: The Tooth Brushing Song</p>
 	<p>Tooth be told, parents should book a child's first dental check-up before they turn two. Visit the <i>Feel Good Facts</i> website for more tips.</p>	<p>https://www.qld.gov.au/health/staying-healthy/feel-good-facts?utm_campaign=stakeholders2019&utm_source=eDM&utm_medium=email&utm_content=healthprofessionals&utm_term=healthprofessionals</p> <p>Video link: Child's first dental check-up</p>	<p>https://bit.ly/2VsJsWa</p>
<p>LINK TO QUEENSLAND HEALTH FACTSHEET</p>	<p>Tooth be told, parents should book a child's first dental check-up before they turn two. Handy tips for parents to prepare toddlers for this exciting 'first' are available on Queensland Health's website. {Link to fact sheet as above}</p>	<p>http://conditions.health.qld.gov.au/HealthCondition/condition/8/176/663/your-childs-first-dental-visit</p>	<p>http://conditions.health.qld.gov.au/HealthCondition/condition/8/176/663/your-childs-first-dental-visit</p>
<p>LINK TO QUEENSLAND</p>	<p>We keep our baby teeth for the first 6-12 years of our lives. Educating parents and carers on</p>	<p>https://www.health.qld.gov.au/news-events/news/how-to-look-after-baby-teeth-dental-oral-health</p>	<p>https://www.health.qld.gov.au/news-events/news/how-to-look-after-baby-teeth-dental-oral-health</p>

**HEALTH
FACTSHEET**

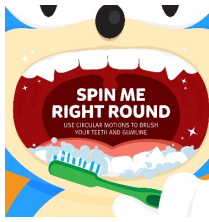
the importance of oral health is made easy with this Queensland Health article. {Link to fact sheet as above}

[to-look-after-baby-teeth-dental-oral-health](#)

**SOCIAL POSTS TARGETING PARENTS AND CARERS (PUBLIC)
WITH CHILDREN AGED 7-12**

IMAGE	SUGGESTED COPY	CLICK-THROUGH URL	DISPLAY URL
	Teaching kids the importance of brushing twice a day is easy with this fun animation. Regular dentist visits are also vital. Check to see if your children are eligible for free dental check-ups on the <i>Feel Good Facts</i> website:	Website: https://www.qld.gov.au/health/staying-healthy/feel-good-facts?utm_campaign=stakeholders2019&utm_source=eDM&utm_medium=email&utm_content=healthprofessionals&utm_term=healthprofessionals	https://bit.ly/2VsJsWa
 	Two minutes is the magic number for brushing teeth both morning and night. Kids need help brushing until around eight years old. Visit the <i>Feel Good Facts</i> website for more tips:	Website: https://www.qld.gov.au/health/staying-healthy/feel-good-facts?utm_campaign=stakeholders2019&utm_source=eDM&utm_medium=email&utm_content=healthprofessionals&utm_term=healthprofessionals	https://bit.ly/2VsJsWa
	Forming good dental care habits take time. Try this brushing chart and stickers as a reward, or brushing along to a favourite song to keep the routine fun. Download a brushing chart from Queensland Health's website.	Link to brushing chart: https://www.health.qld.gov.au/_data/assets/pdf_file/0031/146767/toothbrushing-calendar.pdf	Link to brushing chart: https://www.health.qld.gov.au/_data/assets/pdf_file/0031/146767/toothbrushing-calendar.pdf
	Floss like a boss. Parents are the best role models. Show your children that brushing and flossing are part of your daily routine. Or better yet, do it together! Visit the <i>Feel Good</i>	Website: https://www.qld.gov.au/health/staying-healthy/feel-good-facts?utm_campaign=stakeholders2019&utm_source=eDM&utm_medium=email&utm_content=healthprofessionals&utm_term=healthprofessionals	https://bit.ly/2VsJsWa

Facts website for more information:



Two minutes, two times daily. Brushing twice a day helps keep tooth decay at bay. Visit the *Feel Good Facts* website for more healthy teeth tips:

Website:

https://www.qld.gov.au/health/staying-healthy/feel-good-facts?utm_campaign=stakeholders2019&utm_source=eDM&utm_medium=email&utm_content=healthprofessionals&utm_term=healthprofessionals

<https://bit.ly/2VsJsWa>

Links to online content

Videos

- [Child's first dental check-up](#)
- [Free dental check-up](#)
- [Baby teeth](#)
- [Brushing teeth](#)
- Brush twice a day [animation](#)
- [The Tooth Brushing Song](#)

Other materials

- brushing [chart](#)
- [fact sheet](#) with tips for child's first dental visit