



ADA American Dental Association®

TINY SMILES

A Give Kids A Smile® Program

Guide to Hosting a Baby Day Event

Use this guide to help plan your Baby Day event. Included below are goals, helpful tips and reminders.



EVENT GOALS

1. Promote the age 1 dental visit with collaboration from pediatricians/family practice doctors.
2. Promote the importance of dental services during pregnancy with awareness of dental delivery sites.
3. Provide overall community education to prevent dental disease.
4. Provide materials and resources for pregnant women and parents/caregivers.

STAKEHOLDER ENGAGEMENT

Have a coordinator or liaison from your office reach out to stakeholders from some of the following groups/organizations to help promote your event.

- | | |
|---|--|
| 1. WIC and health department clinics and personnel | 6. Small business community |
| 2. Family medicine, Ob-Gyn and pediatrician office managers | 7. Community health centers |
| 3. Hospital Labor and Delivery managers | 8. Faith-based community (churches and ministers) |
| 4. Hospital community benefits manager | 9. Service organizations (Rotary, Kiwanis, American Legion or VFW) |
| 5. Beauty salons, day spas and gyms | 10. Local dental and medical societies |
| | 11. Grandparent groups |

You may not need all of these to be engaged — your coordinator will find the “champions”.

POINTS TO REMEMBER

- ▶ Find the enthusiastic supporters and enlist their help for the following year.
- ▶ Start small — do one Baby Day event and plan the next for 3-4 months down the road.
- ▶ Utilize students who are in healthcare programs for greeters, gift bag dispensers, and volunteers.

For more information about Baby Day, visit [ADA.org/TinySmiles](https://www.ada.org/TinySmiles).

EVENT PLANNING STEPS

FIRST STEPS

1. Select a venue and date — dental office or medical office?
2. Solicit vendors for food service/donations.
3. Prepare a small gift bag giveaway for all new and expectant moms.

PROMOTING, DOCUMENTING AND ANALYZING YOUR EVENT

1. Meet with the health reporter for local newspaper or television station.
2. Reach out to a legislator, such as a state Senator or Mayor to be the Honorary Chair.
3. Obtain the services of a photographer with appropriate photo release forms.
4. Collect metrics of the event, such as number of baby day visits, services rendered, attendees, speakers and guests.



Tiny Smiles is made possible by our sponsors

