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
2. Family medicine, Ob-Gyn and pediatrician office managers
3. Hospital Labor and Delivery managers
4. Hospital community benefits manager
5. Beauty salons, day spas and gyms
6. Small business community
7. Community health centers
8. Faith-based community (churches and ministers)
9. Service organizations (Rotary, Kiwanis, American Legion or VFW)
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.