Tiny Smiles is a collaboration between the ADA Foundation and Scholastic, the education company. With input from stakeholders in the dental, medical, and education communities, Tiny Smiles provides proven oral health education for caregivers and parents of children ages 0 (birth) to five, with measurable outcomes showing that kids are developing good habits that can help them achieve a lifetime of optimal oral health.

- Distributed **13,500** oral health influencer kits (distribution: 11,058 educator; 2,102 dental; 340 medical)
- Materials also available online at www.scholastic.com/givekidsasmile
- Pre Survey: open from 10/1/2018–11/15/2018 and resulted in **17,692** responses
- Post Survey: open from 10/1/2018–4/1/2019 and resulted in **2,231** responses (16.5%)

Of the **13,500** professionals who responded to the pre-survey and received printed Tiny Smiles kits, **16.5% (2,231)** responded to the post-program survey. After reviewing or using the Tiny Smiles materials:

- **94%** said that they were more confident in educating parents and caregivers about the dental health of children ages 0 (birth) to 5
- **80%** distributed the Tiny Smiles materials to parents and caregivers
- **97%** would like to receive materials like these in the future
- **62%** noticed positive behavioral changes in parent/caregivers or children after using the materials
- **86%** found the materials to be extremely/very helpful
- **43%** distributed the Tiny Smiles materials to parents and caregivers
- **55%** did the activities with children

Additionally, **883** survey respondents used **only** the materials downloaded from the website.
Tiny Smiles includes both printed and digital assets.

- Tiny Smiles influencer kits are printed and include:
  - A **cover letter** crafted specifically for one of the three stakeholder audiences
  - A **poster**
  - Three reproducible **family worksheets**
  - A 50-sheet **tear pad** featuring information for families in English and Spanish
  - A co-branded Tiny Smiles microsite that offers electronic files
  - Distribution of a pre- and post-program survey, with impact results presented in a report
  - Program includes promotion through Scholastic's email, social media, and teacher/parent channels

“The kids went home and shared what they learned and we graphed good food and bad food. We saw a huge change in (their) lunches.”
Tiny Smiles Phase 1: Pilot

In 2017–2018, the ADA Foundation pilot tested Tiny Smiles in the following areas: St. Louis, Brooklyn, and Chicago (urban markets); and rural markets in Alaska, Louisiana, Mississippi, and Tennessee. The ADA Foundation and Scholastic distributed 4,000 copies of the printed materials during the pilot phase, and also made the materials available online. Users of Tiny Smiles materials reported significant confidence in the program and marked behavior change.

Approximately half of educators (51%), medical professionals (45%), and dentists (52%) observed positive behavior changes in regards to oral health after using the Tiny Smiles program. Overwhelmingly, educators (96%), medical professionals (96%), and dentists (93%) reported the Tiny Smiles program increased their levels of confidence in educating families about maintaining good oral health in young children.

“...when their first primary (baby) tooth appears in the mouth.

Currently, only:

- 25% of early childhood educators
- 44% of medical professionals
- 71% of dental professionals

are making this recommendation to parents and caregivers.

The American Dental Association, along with other key stakeholders invested in children’s health, recommend that children see a dentist by age 1 or when their first primary (baby) tooth appears in the mouth. The Tiny Smiles program materials provide them with the information they need to confidently make the best and most current recommendations to parents and caregivers of children ages 0 (birth) to 5.

“My parents were very appreciative of receiving the information and have expressed that they will use the materials to help care for their children’s teeth ...”

*Tiny Smiles Phase 2 national soft launch pre-survey, 2018
Tiny Smiles has momentum and is affecting positive change in children’s oral health. Here’s what people are saying:

“Two kids told me their parents bought them a tooth brush. These two had not had one before and did not brush at home.”

“Parents have commented about lack of knowledge and expressed appreciation ...”

“I would like to think that I have been able to convey the message previously ... but these materials definitely help to re-emphasize the importance (of) the information comprehensively.”

“Several families with preschoolers had not been to see a dentist at ALL. They have made appointments.”

“Many of my parents seemed surprised ... that their child should go to the dentist at such an early age.”

“My kids now LOVE talking about the dentist, they talk about it every day.”

“Parents came to me the next day and told me that they found the handout to be resourceful and some of them placed it on their refrigerator door to help them in reminding on how to maintain healthy teeth for their child in my class as well as their other children. My students came back to class asking me if we could sing the dental song again in class and explained how they brushed their teeth in the morning and in the night.”

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