

BRUSH, BOOK, BED

CELEBRATING CHILDREN'S DENTAL HEALTH IN TEHAMA COUNTY



Fostering Collaboration

TEHAMA COUNTY LOCAL ORAL HEALTH PROGRAM
FIRST FIVE TEHAMA BOOK CLUB
HEAD START

The Tehama County Local Oral Health Program (TCLOHP) celebrated Children's Dental Health Month by sharing the importance of children's dental health with children and families. Improving our children's oral health and encouraging the love of reading by partnering with First 5 Tehama's Book Club (F5TBC) and Northern California Child Development, Inc. - Head Start's celebration of "Read Across Tehama / Dr. Seuss's Birthday," was a fantastic opportunity to get the word out!

The American Academy of Pediatrics' **Brush, Book, Bed Campaign** helps parents develop healthy nighttime routines. It highlights one important health message by encouraging parents to develop a healthy nighttime routine; brush your child's teeth, read together, and set a regular bedtime.

A healthy smile starts with a child's first tooth! **A child whose teeth are brushed at least twice a day with fluoride toothpaste, who eats healthy foods and drinks water daily, and is regularly taken to the dentist is more likely to be healthy.** Reading with your child is critical in helping to inspire a love of reading - you are helping your child develop strong early language and literacy skills that will become the foundation for your child's future learning and success. Get to bed at a regular time each night! Children love routines and establishing one at night is an important way to help the transition to bedtime and get enough sleep.

HEALTHY SMILES = HEALTHY TEHAMA

BRUSH, BOOK, BED:
DEVELOP A HEALTHY NIGHTTIME ROUTINE

BRUSH TWICE A DAY WITH FLUORIDE
TOOTHPASTE

FIRST TOOTH, FIRST DENTAL VISIT

FOR MORE INFORMATION CONTACT
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The TCLOHP partnered with the F5TBC to deliver 150 Book Club bags containing five oral health books, a toothbrush kit and activity sheets that children keep, and the books can be read many times. Stories read by local dentists and community members highlighting the importance of brushing and flossing your teeth daily, visiting the dentist regularly, eating healthy foods and drinking water were videotaped and shared with the children. The taped stories can be accessed on the oral health page on the TCHSA web site. www.tehamacohealthservices.net/prevention/oral-health/

In partnering with Head Start, 320 children each received a toothbrush kit, activity sheets, crayons, a Dr. Seuss bookmark and an oral health book to keep. Head Start teachers played the oral health story videos and the children participated in a nutrition lesson. Read Across Tehama is an opportunity for the TCLOHP to embellish on the "Read Across America Week" and celebration of Dr. Seuss's birthday created by the National Education Association in 1997. The campaign promotes the importance of children's oral health, eating healthy foods, visiting the dentist and children reading books!