

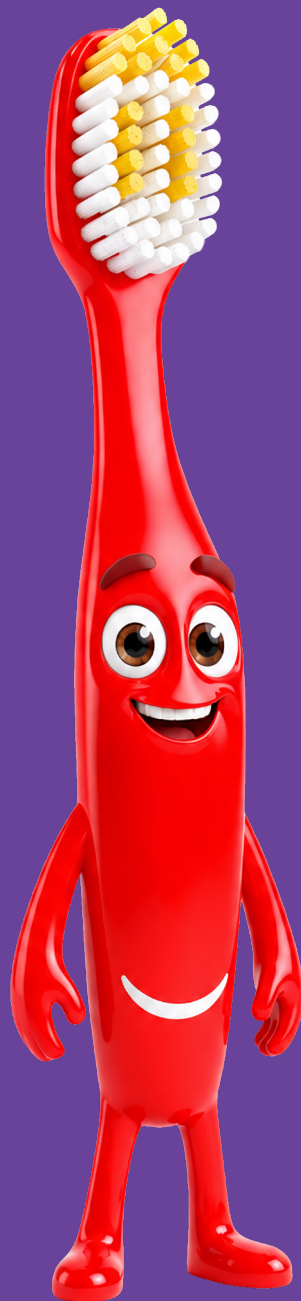
Bright Smiles, Bright Futures

Ambassador

Guide

Your all-in-one guide to delivering
oral health education





About this Guide

This guide was designed to be your companion for planning, leading, and supporting all Bright Smiles, Bright Futures (BSBF) activities as an ambassador.

Inside it you will find:

1

Program Basics

An introduction to the program.

2

Being an Ambassador

An overview of the ambassador role and how to support BSBF activities.

3

Library of Tools

A collection of practical tools and resources to support you throughout your ambassador journey.

1

Program Basics

An introduction to the program.

About the program

Bright Smiles, Bright Futures (BSBF) is Colgate's flagship public health and social impact program. The program has reached more than two billion children and families around the world since 1991 and is designed to help children and families build healthy oral care habits through:



**Engaging
learning sessions**



Practical tools

At the heart of the program are BSBF ambassadors, who bring oral health education to communities through engaging learning experiences. Through community and school outreach, learning sessions, and the distribution of program materials, ambassadors introduce children, caregivers, and community leaders to the world of oral care and help inspire healthy habits from an early age.

The impact of BSBF doesn't stop when the community engagement ends. Every conversation, activity, and resource creates opportunities for children and caregivers to keep learning, practicing, and building healthy oral care habits long after the engagement is over.



Ambassadors

use

Community
Outreach

Learning
Sessions

Distribution of
Program Materials

to introduce



Children



Community Leaders



Caregivers

to the



World of Oral Care

2

Being an Ambassador

An overview of the ambassador role and how to support BSBF activities.

Who is an ambassador?

BSBF Ambassadors are advocates for children's oral health and wellbeing.

Who are they?



Volunteers, nonprofit partners, healthcare professionals, and Colgate employees.

What is their role?



The face of the program in communities.

What do they do?



Introduce children, caregivers, and community leaders to healthy oral care.

How do they do it?



1. **Community outreach**

Connect with schools and community organizations to introduce BSBF, coordinate activities, and engage key partners.



2. **Program material distribution**

Provide BSBF program materials to children, educators, and community leaders to support learning beyond the engagement.



3. **Learning session facilitation**

Lead engaging oral health learning experiences.

Why does it matter?



Many children may have had limited opportunities to learn about oral health. Every community engagement is an opportunity to build knowledge, confidence, and healthy routines.

Your BSBF Ambassador Kit

The tools ambassadors use to plan and deliver the BSBF program.

★ Unique to this kit



BSBF

Ambassador Guide

Your all-in-one guide for planning, leading, and supporting BSBF activities.



BSBF

Explorer Challenge

Use during BSBF learning sessions to guide the session and engage children.



BSBF

Badges

Hand out at the end of the learning sessions to celebrate children's participation.



BSBF

Dr. Rabbit

(if available)

Use a Dr. Rabbit cut-out as a visual prop to bring the character into the learning experience.



BSBF

Tooth Model

(if available)

Use a large tooth model to demonstrate proper brushing techniques.



BSBF

Brushing Challenge

Play during learning sessions to guide children through a fun, follow-along brushing challenge.



BSBF

Toothbrush

(if available)

Use a large toothbrush together with the tooth model to demonstrate the brushing movements.

3

Library of Tools

A collection of practical tools and resources to support you throughout your ambassador journey.

Community Outreach

A



Outreach Guide

Tips for engaging community partners.

B



Outreach Email

Adaptable templated email for digital outreach.

C



Program Overview

Ready-to-share PDF for introducing BSBF.

D



BSBF 101 Guide

Key talking points to help introduce the program.

Program Material Distribution

E



Teacher Engagement Guide

A guide for facilitating a teacher meeting.

F



BSBF School Kit

About the kit teachers receive.

G



BSBF Home Kit

About the kit children and their caregivers receive.

Learning Session Facilitation

H



Facilitation Guide

Adaptable guide for leading a BSBF learning session.

Get the Most Out of Your Materials

Best experience



- ✓ More participation
- ✓ More discussion
- ✓ More hands-on learning

The BSBF program materials are designed to work best in small to medium group sessions of approximately 3–25 children (e.g., the size of a classroom).

These group sizes create more opportunities for participation, discussion, and hands-on learning, helping children better understand, remember, and apply what they learn.

When larger groups are necessary



Adapt the materials



Use large scale printed visuals



Display digital assets when available

In some communities, larger group sessions may be the only practical option.

When working with groups of more than 25 children, adapt the program materials and your facilitation approach to fit the size of your audience.

Outreach Guide



Tips for engaging community partners.

Community Outreach

1



Initial outreach

1. Identify schools or community organizations that serve children ages 3–9.
2. Reach out by email, phone, or in person.
3. Speak with a decision-maker (e.g., principal, teacher, organizer, or community leader).

Note: When visiting in person, avoid wearing Colgate-branded apparel, as it may give the impression that the visit is for marketing purposes.

2



Introduce BSBF

1. **By email:** use the adaptable *Outreach Email* template and the *Program Overview*.
2. **In person:** Use the *BSBF 101 Guide* to introduce the program and answer questions. If appropriate and feasible, leave a copy of the *Program Overview* with the organization.

3



Securing a learning session

Schools

- Schedule a meeting with teachers before the learning session to introduce BSBF and distribute the *BSBF School Kit*.

Schools and community organizations

- Schedule one or more learning sessions with children.

Outreach Email



Adaptable templated email for digital outreach.

Community Outreach

Subject: Invitation to participate in the Bright Smiles, Bright Futures program

Dear [Name],

My name is [Name], and I am a Bright Smiles, Bright Futures (BSBF) ambassador.

I'm reaching out to introduce **Bright Smiles, Bright Futures (BSBF)**, Colgate's flagship public health and social impact program, and to explore the opportunity to bring it to [School/Organization Name].

Good oral health is an important part of a child's overall health and wellbeing. When children experience oral pain, it can affect their ability to eat, sleep, learn, participate confidently in class, and attend school regularly. Through fun, interactive learning experiences, BSBF helps children build healthy oral care habits that can last a lifetime.

The program is provided at **no cost** and includes:



An engaging oral health learning session for children.



Educational resources for educators and caregivers.



Practical tools that help children and families continue building healthy oral care habits beyond the learning session.

I've attached [a PDF with more information about the program](#), if you're curious. I would welcome the opportunity to discuss how BSBF can support your school or organization. Please let me know if you would be available for a brief in-person or virtual meeting or phone call.

Thank you for your time and consideration. I look forward to hearing from you.

Warm regards,

[Name]
BSBF Ambassador
[Organization, if applicable]
[Phone Number]
[Email Address]



Scan to access
the digital file

Program Overview



Ready-to-share PDF for introducing BSBF.

Community Outreach



Scan to access
the digital file



BSBF 101 Guide



Key talking points to help introduce the program.

Community Outreach

What is BSBF?

Bright Smiles, Bright Futures (BSBF) is Colgate's flagship public health and social impact program. The program has reached more than two billion children and families around the world since 1991 and is designed to help children and families build healthy oral care habits through:

1



**Engaging
learning sessions**

2



**Practical
tools**

Why does BSBF exist?

Oral diseases are among the most common health conditions in the world, and tooth decay is the most common chronic disease of childhood.

Good oral health is an important part of a child's overall health and wellbeing. When children experience oral pain, it can affect their ability to eat, sleep, learn, and thrive at school.

The good news is that many oral health problems can be prevented through simple daily habits, early learning, and access to the right tools and support.

BSBF was created to make oral health education fun, engaging, and accessible, while giving children, families, schools, and communities practical tools to support healthy oral care habits every day.

How do we partner?

We partner with schools, community organizations and health care workers to deliver:

1. Oral care tools and educational materials
2. An introduction meeting
3. Interactive learning sessions for children

The program fits alongside existing activities and requires minimal additional effort.

What role do educators and community leaders play?

- Educators and community leaders help reinforce healthy oral care habits after the learning session by encouraging simple daily routines and using BSBF resources.
- For schools: Teachers receive the **BSBF School Kit**, which includes ready-to-use activities and materials that support continued learning in the classroom.

Is this a marketing program?

No. BSBF is designed to help children learn about oral care prevention, and healthy daily habits. The goal of the program is to provide practical knowledge, tools, and resources that support lifelong oral health.

Teacher Engagement Guide

A guide for facilitating a teacher meeting.



Program Material Distribution

Facilitate a teacher meeting

Objectives

By the end of the meeting, teachers should:

1. Understand what BSBF is and why it matters.
2. Understand their role in the program.
3. Know how to use the *BSBF School Kit*.
4. Feel prepared for the upcoming learning session.

Key ingredients of the meeting



Introduce BSBF

Use the *BSBF 101 Guide* to explain what BSBF is, why it exists, and what participation involves.



Introduce the BSBF School Kit

Distribute the *BSBF School Kit* and walk teachers through the materials, explaining how each resource can be used.



Prepare for the learning session(s)

Confirm the date(s) of the upcoming learning session and explain what teachers can expect during the visit.



Answer questions

Pause to answer any questions and make sure teachers feel comfortable with their role and the upcoming activities.



Share your contact information

If appropriate, and desired, share your contact information so teachers can reach out with any follow-up questions.

BSBF School Kit

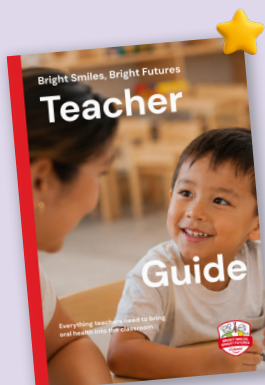


About the kit teachers receive.

Program Material Distribution

What's in the kit:

★ Unique to this kit



BSBF Teacher Guide

An introduction to the BSBF program and how teachers can help children build healthy oral care habits at school.



BSBF Caregiver Guide

A simple guide that teachers can share with parents and caregivers to support healthy oral care habits at home.



BSBF How to Brush Guide

A visual guide teachers can place by bathroom sinks to help children remember the steps for brushing their teeth.



BSBF Brushing Challenge

A fun video and song that teachers can use to help children learn, remember, and practice how to brush their teeth.



BSBF School Brushing Chart

A brushing chart that teachers can use to encourage and track daily brushing in the classroom.



BSBF Sticker Pack (Where available)

A sticker pack teachers can use with the *School Brushing Chart* to celebrate children's progress.

BSBF Home Kit



About the kit children and their caregivers receive.

Program Material Distribution

What's in the kit:

★ Unique to this kit



BSBF Caregiver Guide

A simple all-in-one guide that helps parents and caregivers support healthy oral care habits at home.



Toothbrush & Toothpaste

The basic tools children need to practice healthy oral care every day.



BSBF How to Brush Guide

A visual guide families can place by the bathroom sink to help children remember the steps for brushing their teeth.



BSBF Brushing Challenge

A fun video and song families can use to help children learn, remember, and practice how to brush their teeth.



My BSBF Brushing Chart

A brushing chart parents and caregivers can use to encourage and track daily brushing at home.

Facilitation Guide



Adaptable guide for leading a BSBF learning session.

Learning Session Facilitation

Goal: Create enough excitement to capture attention, enough participation to build understanding, and enough practice to begin a habit.

Time 15–45 min

Tools you'll need

Your BSBF Ambassador Kit

1. This facilitation guide
2. BSBF Explorer Challenge
3. BSBF tooth model
4. BSBF toothbrush
5. BSBF Dr Rabbit
6. BSBF Badges

Adapting tools

For large groups:

1. Make sure all tools are large enough for everyone to see. For example, replace the flipchart format of the BSBF Explorer Challenge with slides, a larger flipchart, or a simplified wall-sized visual.
2. Use audiovisual equipment when available so all children can see and hear the session clearly.

Tips

Content

- Keep the session simple and light.
- Use simple language and avoid clinical terms.
- Focus on four questions: What, When, Why, and How.
- When creating additional materials, use very little text and focus on a few clear visuals. Use the *BSBF Explorer Challenge* as a reference.

Facilitation

- Bring warm, friendly energy.
- Connect the *BSBF Explorer Challenge* to Dr. Rabbit.
- Encourage participation and playfulness from the start.
- Give children time to think and share.
- Use simple stories, examples, and comparisons to explain new ideas.
- Ask questions using phrases such as “What do you think?” so children feel comfortable sharing different answers.
- Do not rush. Speak slowly and break information into small, clear steps.

The 4 Parts of Every BSBF Learning Session

1. Introduction

Welcome children to the BSBF world.



Recommended steps

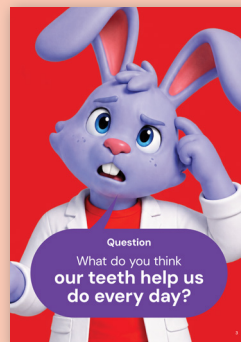
- A. Introduce yourself
- B. Introduce BSBF
- C. Tell children they will become 'Smile Explorers'
- D. Introduce Dr. Rabbit
- E. Introduce the '*BSBF Explorer Challenge*'

Adaptations

- For short sessions, consider skipping or condensing steps C through E.
- For large groups, keep all sections if possible.

2. Smile discovery

Explore what teeth do and why they need care.



Recommended steps

- A. Talk about WHAT teeth do
- B. Talk about WHY teeth need to stay healthy
- C. Journey into the WHY
(Note: use the '*Imagination Journey*' in the '*BSBF Explorer Challenge*' to guide children through a short journey inside their mouths, helping them focus on their teeth and plaque.)

Adaptations

- For short sessions, consider skipping steps A and C.
- For large groups, keep all sections if possible.
- If children feel shy or hesitant to respond, offer a few possible answers and invite them to react.

3. Practice

Show children how to care for their teeth.



Recommended steps

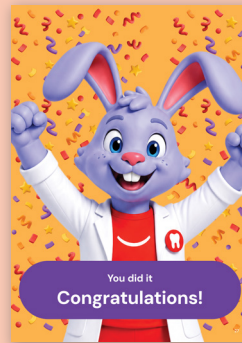
- A. Talk about healthy habits
(Talk about what are the best habits for taking care of teeth.)
- B. Explore the HOW & WHEN
(Review what's the best routine for taking care of teeth, including when to brush and what to use.)
- C. Demonstrate the HOW
(Use the large **BSBF Tooth Model and Toothbrush** to demonstrate the full brushing routine.)
- D. Practice the HOW
(If tech is available, play the **BSBF Brushing Challenge** video or song and invite children to follow the brushing movements.)

Adaptations

- If tech is not available, consider skipping step D or reading the lyrics to the beat of the chime.
- For short sessions, consider skipping step A and D.
- For large groups, the video may be especially helpful, as children may likely not be able to see the brushing demonstration of step C.

4. Closing

Celebrate participation, distribute materials, and encourage action.



Recommended steps

- A. Congratulate children for completing the session.
- B. Hand out the **BSBF Badges**
- C. Distribute the **BSBF Home Kits** and explain what is inside them.
- D. Encourage sharing what they've learned.
(Encourage the children to show the kit to a parent or caregiver and share what they learned with family and friends.)

Adaptations

- Keep all four steps whenever possible.
- For very short sessions, shorten the explanation of the home kit rather than removing it completely.



Need support in your role as a BSBF Ambassador?
Contact your local BSBF country point of contact.

**Interested in learning more about the BSBF
program or accessing additional resources?**

Visit ColgateBSBF.com

