

Bright Smiles, Bright Futures

Teacher

Guide

Everything teachers need to bring
oral health into the classroom





About this Guide

Designed to help teachers support children as they learn and practice healthy oral care habits through the Bright Smiles, Bright Futures (BSBF) program.

Inside it you will find:

1

Welcome to BSBF

About the BSBF program, why it exists, and how it helps children.

2

Your contribution as a teacher

Discover how you could help children and their families.

3

Activities library

A collection of activities and ideas you can pick and choose from based on what works for you and your classroom.

1

Welcome to BSBF

Learn about the program, why it exists, and how it helps children.

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:



1. **Engaging learning sessions**



2. **Practical tools**

Why it exists



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



2. **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.



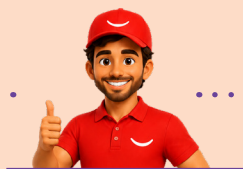
3. **Teachers can help children understand that many oral health problems can be prevented** through simple daily habits, early learning, and access to the right tools and support.



4. **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 it works

Start



Ambassadors

Introduce children to key oral health concepts and habits through an engaging BSBF learning session.



Teachers

Help reinforce the learnings from the ambassador's learning session (if applicable) in their classroom. The **activities library** in section 3 serves as tools teachers can pick from based on what works in their classroom.



Children

Start to practice what they learn, and take home a **BSBF Home Kit** to share with their families.



Parents and Caregivers

Help encourage and support children's oral care journey at home.

Finish

2

Your Contribution as a Teacher

Discover how you can help children and their families.

Your role



Teachers help children reinforce and practice what they learned during the BSBF learning session.

Putting it into practice

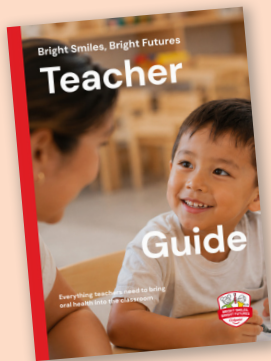


Get to know what's inside your **BSBF School kit**.



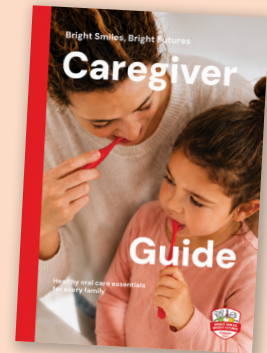
Use the **Activities Library in Section 3** for optional classroom activities that show different ways you could use your BSBF School Kit or bring other ideas into your classroom and school.

Your BSBF School 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 Sticker Pack (Where available)

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



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.

3

Activities Library

Optional classroom activities that use your BSBF School Kit or everyday classroom materials to help children build healthy oral care habits.

A



BSBF Brushing Challenge

Children sing and brush along to a fun song.

Time: 5–10 min

Age: 3–9

B



Bathroom Reminders

Children see visual reminders that show them how to brush their teeth.

Time: 2–5 min

Age: 3–9

C



School Tracking

Children track their brushing for 1 week.

Time: 5–10 min daily for 1 week

Age: 3–9

D



Home Tracking

Children track their brushing at home for 4 weeks.

Time: 2–5 min daily for 4 weeks

Age: 3–9

E



Family Support

Teachers use simple resources to spark conversations about oral care with parents and caregivers.

Time: 10–15 min

Audience: Parents and caregivers

G



Family Conversations

Children spark conversations about oral care with their families.

Time: 10–15 min across two class sessions

Age: 6–9

F



Imagination Journey

Children imagine traveling inside their mouths to discover their teeth and plaque.

Time: 5–30 min

Age: 5–9

H



Smile Explorers

Children become Smile Explorers, observing how people care for their teeth at school, at home, and in their community.

Time: 5–10 min over 1 week

Age: 6–9

BSBF Brushing Challenge



Children sing and brush along to a fun song.

Goal: Help children learn and remember the brushing technique.

Time 5–10 min

Age 3–9



Materials needed

1. BSBF Brushing Challenge video or song
2. Pretend toothbrush
3. If available: projector and speakers

Instructions

1. **Choose a moment:** Use the challenge when you want to reinforce brushing, such as at the start of the day or after lunch.
2. **Play the challenge:** Gather children and play the BSBF Brushing Challenge video or song.
3. **Brush along:** Have children follow the video with pretend toothbrushes. If using only the song or lyrics, show the movements yourself.
4. **Celebrate:** Recognize everyone's effort and remind them they're becoming Smile Explorers!

Tips

1. **Adapt by age:** Younger children learn through repetition, while older children can focus on practicing the full technique.
2. **Check understanding:** After the challenge, ask a few quick questions: Why do we brush? When? For how long? How?
3. **Practice for real:** If possible, follow the challenge with real toothbrushing so children can immediately practice what they learned.
4. **Repeat regularly:** Try the BSBF Brushing Challenge once a week to reinforce the technique and build familiarity.

Lyrics

GET READY

Everybody grab your brush!
Two minutes—let's go!
Pea-sized squeeze...
fluoride toothpaste!
Ready...
Set...
Brush!

OUTSIDE TEETH

Outside!
Outside!
Teeth together!
Round and round!
Start in the back...
Brush plaque away!

Brush!
Brush!
Brush along!
Every smile grows strong!
Way to go!

INSIDE TOP TEETH

Open wide!
Top inside!
Round and round!
Back to front!
Left...
Right...
No plaque in sight!

Brush!
Brush!
Brush along!
Every smile grows strong!
Way to go!

INSIDE BOTTOM TEETH

Bottom teeth!
Here we go!
Round and round!
Back to front!
Left...
Right...
Brush them all!

Brush!
Brush!
Brush along!
Every smile grows strong!
Way to go!

WHERE YOU CHEW

Where you chew!
Back and forth!
Every bump!
Every groove!
Brush them all!

Brush!
Brush!
Brush along!
Every smile grows strong!
Way to go!

TONGUE

Tongue time!
Back to front!
Fresh breath!
Almost done!

FINISH

Brush!
Brush!
Brush along!
Challenge Complete!
Healthy smiles



Scan to watch
the video

Bathroom Reminders



Children see visual reminders that show them how to brush their teeth.

Goal: Help children remember the brushing steps every time they brush.

Time 2–5 min

Age 3–9



Materials needed

1. BSBF How to Brush Guide

Instructions

1. **Display the guide:** Place the How to Brush Guide above the bathroom sink.
2. **Introduce it:** Show children how to follow the brushing steps.
3. **Use it as a reminder:** Encourage children to look at the guide whenever they brush.

Tips

1. **Adapt by age:** Younger children can learn the steps from the guide, while older children can use it as a reminder.
2. **Keep it visible:** Leave the guide up throughout the school year. Repeated exposure helps children remember the brushing steps.

School Tracking

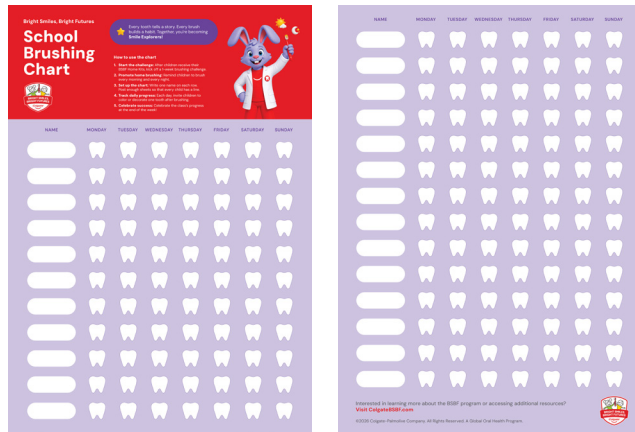


Children track their brushing for 1 week.

Goal: Help children build a daily brushing routine.

Time 5–10 min daily for 1 week

Age 3–9



Materials needed

1. BSBF School Brushing Chart
2. Stickers or crayons, color pencils, or markers

Instructions

1. **Start the challenge:** After children receive their *BSBF Home Kits*, kick off a 1-week brushing challenge.
2. **Promote home brushing:** Remind children to brush every morning and every night.
3. **Set up the chart:** Write one name on each row. Post enough sheets so that every child has a line.
4. **Track daily progress:** Each day, invite children to color or decorate one tooth to track their brushing.
5. **Celebrate success:** Celebrate the class' progress at the end of the week!

Tips

1. **Adapt by age:** Younger children can decorate the chart and talk about brushing. Older children can take more ownership of tracking their routine.
2. **Keep it positive:** Focus on encouragement, not perfect tracking. Children should feel comfortable being honest if they miss a brushing.
3. **Celebrate together:** Encourage children to support each other rather than compare progress.
4. **Talk about twice-daily brushing:** The chart tracks once a day, but use check-ins to reinforce brushing morning and night.
5. **Optional, ages 6–9:** Children can color half a tooth for morning brushing and the other half for night brushing.
6. **Focus on the conversation:** Use the chart to celebrate progress, discuss challenges, and reinforce healthy habits.

Home Tracking



Children track their brushing at home for 4 weeks.

Time 2–5 min daily for 4 weeks

Age 3–9

Goal: Build healthy brushing habits at home



Materials needed

1. My BSBF Brushing Chart
2. Stickers or crayons, color pencils, or markers

Instructions

1. **Start the challenge:** After children receive their BSBF Home Kits, kick off the 4-week home brushing challenge.
2. **Promote home brushing:** Remind children to brush for 2 minutes every morning and night.
3. **Track at home:** Ask children to use their Brushing Chart with support from a parent or caregiver.
4. **Check in:** Regularly ask children how the challenge is going and celebrate their progress.
5. **Celebrate milestones:** Celebrate each completed week and new character on the chart.
6. **Keep it going:** At the end of the challenge, celebrate everyone's effort and encourage children to keep brushing morning and night.

Tips

1. **Adapt by age:** Younger children may need caregiver support, while older children can take more ownership of tracking.
2. **Talk about progress:** Use check-ins to celebrate successes and work through challenges together.
3. **Involve families:** Encourage children to share the challenge with their families and make brushing part of their daily routine.
4. **Celebrate effort:** Recognize milestones and participation rather than perfect completion.

Family Support



Teachers use simple resources to spark conversations about oral care with parents and caregivers.

Time 10-15 min

Age Parents and Caregivers

Goal: Help families support healthy brushing habits at home.



Materials needed

1. BSBF Caregiver Guide

Instructions

1. **Identify families:** Consider which parents or caregivers may benefit from additional oral care support.
2. **Find a private moment:** Choose a suitable time and place for a conversation.
3. **Use the guide:** Focus on the Caregiver Guide topics most relevant to the family.
4. **Identify next steps:** Encourage one or two achievable changes they can try at home.
5. **Encourage continued support:** Thank them for their time and encourage them to keep supporting healthy oral care at home.

Tips

1. **Start with empathy:** Every family is different. Approach conversations with curiosity and respect.
2. **Focus on what matters:** You don't need to cover the whole guide. Choose the sections most useful to the family.
3. **Keep changes achievable:** Encourage small steps rather than trying to change everything at once.
4. **Consider their circumstances:** Families may face limited access to products or other barriers. Encourage realistic steps within their circumstances.
5. **Support, don't judge:** The goal is to build trust and help families find solutions that work for them.

Imagination Journey

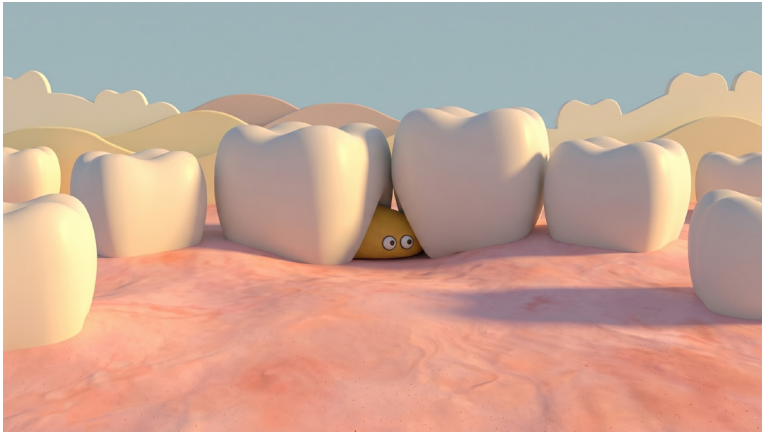


Children imagine traveling inside their mouths to discover their teeth and plaque.

Goal: Help children build an emotional connection to their teeth while understanding why brushing is important.

Time 5–30 min

Age 5–9



Materials needed

1. Somewhere comfortable to sit
2. Paper or a notebook (optional)
3. Pencil, crayons, or colored pencils (optional)

Instructions

1. **Find a quiet moment:** Choose a calm time, such as the start of the day or after lunch.
2. **Get comfortable:** Gather children somewhere comfortable to sit.
3. **Set the scene:** Invite children to close their eyes, if comfortable, and imagine becoming small enough to travel inside their mouths.
4. **Read the story:** Read the Imagination Journey on the right.
5. **Reflect together:** Discuss what children imagined and learned.
6. **Optional, draw it:** Invite children to draw their favorite part or what they imagine plaque looks like.

Tips

1. **Give it a try:** It may be easy to assume that young children won't sit quietly for this kind of activity, but guided storytelling can capture their attention. Slowing down to imagine what is happening inside their mouths can make the learning more memorable.
2. **Take it slow:** Read like a nature documentary narrator, pausing to let children imagine each part.
3. **Let children listen their way:** Closing their eyes is optional. Let children engage in whatever way helps them focus.

Imagine that you can zoom way, way, waaaaay into your mouth until you are standing right next to your teeth.
It's a busy place in there!
Teeth chomping.
Tongue wiggling.
Saliva swooshing.

If you look closely, you might discover something surprising.

Living on your teeth is a tiny sticky creature called plaque.
Plaque is a little sticky blob that loves nothing more than to stick itself to teeth!

And, do you know what its favorite teeth are?

The ones with little bits of food left behind, of course.
Especially if they have sugary food.
Do you have one of those?
Take a moment to look around and check.
Did you find one?
Oh, oh!
That's yum, yum, yum for plaque!

If plaque finds a tooth it likes, it settles in.

Then starts to invite other plaque friends over.
And then more.
And more.
And more.
Before long, a whole crowd of plaque can move in and make themselves at home on your teeth.

And teeth are not too fond of having plaque as a houseguest.

If plaque stays on teeth for too long, it starts damaging them. Over time, that damage can turn into cavities, little holes on your teeth that plaque is all too happy to call home.

No, teeth don't like this at all.
It hurts!

They're quite sensitive and prefer staying clean and hole-free.

Now, the tricky thing about plaque is that it's very good at hiding.

You can't really see it.
But sometimes you can feel it!
Have you ever woken up in the morning and felt that your teeth were a little fuzzy?
Well, guess what?
That's plaque building up on your teeth!

Fortunately, plaque has one weakness. A toothbrush and fluoride toothpaste!

A toothbrush and fluoride toothpaste helps sweep plaque away before it gets too comfortable.
Which is lucky.
Because teeth can do many wonderful things, but they are absolutely terrible at brushing themselves.

4. Adapt by age: Ask younger children what they imagined. Encourage older children to think more deeply about plaque and why brushing matters.

5. Talk about drawings: Use the discussion or drawings afterwards to help children reflect on what they imagined and reinforce the learning.

Family Conversations



Children spark conversations about oral care with their families.

Goal: Encourage healthy oral care habits at home.

Time

10–15 min across
two class sessions

Age

6–9



Materials needed

1. Paper or a notebook
2. Pencil, crayons, or colored pencils

Instructions

1. **Introduce the activity:** Explain that children will have a conversation about oral care with someone at home.
2. **Create a conversation card:** Have children write 1–2 questions and leave space for a drawing or short response.
3. **Take it home:** Invite children to complete the activity with a parent or caregiver.
4. **Share what they learned:** When children return, ask them to share one thing they learned or their family wants to try.
5. **Celebrate participation:** Recognize everyone's effort and conversations.

Tips

1. **Adapt by age:** For ages 6–7, suggest simple questions and encourage drawings or short answers. Ages 8–9 can develop their own questions and explore answers in more depth.
2. **Create questions together:** Invite the class to suggest questions before making their cards.
3. **Spark conversation:** There are no right or wrong answers. The goal is to get families talking about oral care.
4. **Keep it flexible:** Children don't need to answer every question. Even one good conversation is valuable.
5. **Example questions:**
 - a. *Who taught you how to brush your teeth?*
 - b. *Which can be harder to remember sometimes: brushing in the morning or before bed? Why?*
 - c. *How can our family help each other remember to brush?*

Smile Explorers



Children become Smile Explorers, observing how people care for their teeth at school, at home, and in their community.

Time

5–10 min over 1 week

Age

6–9

Goal: Help children become curious observers of everyday oral health habits and reflect on what they discover.

Materials needed

1. A notebook or journal
2. Pencil or pen
3. Crayons or colored pencils (optional)

Instructions

1. **Set the mission:** Make everyone a Smile Explorer for the week. Their mission is to notice oral care around them.
2. **Observe each day:** Ask children to write or draw one observation daily. They can notice people, routines, objects, conversations, foods, or places at home, school, shops, in books, or around their community.
3. **Stay curious:** Remind children there are no right or wrong observations. The goal is simply to notice and learn.
4. **Share discoveries:** At the end of the week, invite children to share 1–2 observations.
5. **Reflect together:** Discuss what the class discovered and how it connects to healthy oral care habits.

Tips

1. **Be curious, not judgmental:** Encourage children to observe without labeling what they see as “good” or “bad.”
2. **Welcome different perspectives:** Children will notice different things based on their families, cultures, and communities.
3. **Make connections:** Help children connect their discoveries to healthy oral care without suggesting there is only one “right” way to care for teeth.



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

Visit ColgateBSBF.com

