America’s ToothFairy launches campaign for kids during COVID-19

By America’s ToothFairy Staff

As children across the country stay close to home to help prevent the spread of COVID-19, America’s ToothFairy is helping them make good use of their time by learning about the prevention of tooth decay.

The superhero-themed Oral Health Action HERO Challenge runs through Aug. 15. During the campaign, kids will complete five educational missions to learn how to defeat the villain, “The Evil DK (Decay),” and keep their smiles healthy.

The campaign was developed after COVID-19 lockdowns brought most in-person group instruction and educational projects to a halt. Since the HERO Challenge can be completed by children at home, essential lessons that help kids prevent the consequences of tooth decay can continue.

All participants who complete the missions will receive recognition as “Oral Health Action Heroes,” and the first 25 kids to submit a video about what they learned will receive a prize package that includes a t-shirt, activity book and more.

Three finalists will be selected to compete in an online voting program to determine who defeats “The Evil DK (Decay)” and wins the Champion Crystal trophy.

“Prevention of tooth decay through education is a major component of our mission,” said America’s ToothFairy Executive Director Jill Malmgren. “The HERO Challenge campaign enables children to safely learn about oral health in a fun way at home. We are excited to see the creative videos the kids make to show what they’ve learned while participating in the missions. The videos will help spread awareness about the importance of oral health and how to prevent cavities.”

The campaign is made possible by a donation from DeltaQuest, which has also been a long-time sponsor of America’s ToothFairy’s HERO Scout Patch initiative.

Kids must register online to participate and receive their mission instructions. More details about the campaign and how to register is available at AmericasToothFairyKids.org.