America’s ToothFairy Smile Drive to benefit thousands of at-risk children

Designed to raise awareness and collect oral care products for at-risk children and teens, the America’s ToothFairy Smile Drive is being held in February, which is National Children’s Dental Health Month. Activities in communities nationwide include oral health educational presentations and Meet the ToothFairy screenings. Donated toothbrushes, toothpaste, floss and rinse will benefit local America’s ToothFairy affiliates, Boys & Girls Clubs of America and other non-profit organizations serving vulnerable populations.

Among those helping with the campaign are: volunteer dental professionals; members of the America’s ToothFairy affiliate network of non-profit children’s oral health programs; and Students United with America’s ToothFairy national youth movement partners, which includes HOSA-Future Health Professionals.

America’s ToothFairy Smile Drive boxes can be found in 3,900 Walmart locations, where oral care products can be dropped off for local at-risk youth — and free Kid’s Activity Packs can be picked up.

The packs include ToothFairy 101 educational activities, America’s ToothFairy Kids Club membership cards — and coupons from Crest, Oral-B and Walmart. Patrons donating to the America’s ToothFairy Smile Drive can share their experience by snapping a selfie and using the hashtag #SmileDrive2014 on Facebook, Twitter or Instagram.

“We are so grateful that Walmart, an America’s ToothFairy proud underwriter, is helping to ensure children across the nation benefit from our National Children’s Dental Health Month campaign,” said Fern Ingber, National Children’s Oral Health Foundation president and CEO. “Its participation in the America’s ToothFairy Smile Drive, combined with support from Kid’s Crest and Oral-B Stages products at Walmart, will help promote healthy smiles for all children while helping to give at-risk youth the tools they need to prevent the pain and embarrassment associated with tooth decay.”

The Boys & Girls Clubs of America (the primary beneficiary of the America’s ToothFairy Smile Drive — and program partner of National Children’s Oral Health Foundation, America’s ToothFairy) are strong supporters of healthy lifestyles of the youth they serve. Through the America’s ToothFairy Youth Mentoring Program, the Boys & Girls Clubs of America provide oral health mentoring activities.

“We are honored to be the primary beneficiary of the America’s ToothFairy Smile Drive and are excited clubs nationwide will receive vital oral care products,” said Linda Wütse, national vice president of healthy lifestyles at Boys & Girls Clubs of America. “This program combined with the America’s ToothFairy Youth Mentoring Program and restorative care will encourage the young people we serve to live healthier lives — and give them the resources they need to be successful.”

The National Children’s Oral Health Foundation: America’s ToothFairy was formed in 2006 as an aggressive response to eliminate pediatric dental disease by providing community programs with comprehensive resources to deliver educational, preventive and treatment services to children most in need. Supporting the delivery of oral health education and care beginning at the prenatal level, America’s ToothFairy (Canada’s ToothFairy in Canada) engages caring dental professionals and the public in programs that promote children’s oral health. Through underwriters such as Walmart and support from Kid’s Crest and Oral-B Stages products at Walmart, America’s ToothFairy has reached millions of children through its non-profit clinical network, Kids Club and volunteer professional and student community service programs.

For more information, you can visit www.AmericasToothFairy.org.

(Source: National Children’s Oral Health Foundation: America’s ToothFairy)