



What is Toothday?

Toothday is taking place in 2, 500 primary schools with 120,000 children in the Republic of Ireland on Tuesday, November 30th, 2010.

The aim of 'Toothday' is to raise awareness on the importance of oral health among children. This is being done in two ways – encouraging them to brush their teeth twice a day and making them aware of tooth friendly snacks and drinks.

Junior and senior infant classes will be supplied with a goodie pack containing a tube of Aquafresh toothpaste and an official Toothday Certificate to encourage the child to commit to twice daily tooth brushing.

Teachers have been invited to download a presentation on 'The Tooth' which that they can deliver quickly and easily to their class. The presentation is in a child friendly format; and it teaches children how to look after their teeth through a combination of regular tooth brushing and a tooth friendly diet.

It is envisaged that this event will be delivered annually in collaboration with our partners, Aquafresh and the National Dairy Council and the Irish Dental Association.

Facts:

- Tooth decay is the single most common chronic disease of childhood.
- More than one in three (37%) children has dental decay by the age of 5.
- Sugars are most damaging to teeth when they are consumed throughout the day, i.e. between meals.
- Less than half of five year olds brush their teeth twice a day.
- More than one in three (37%) 5 year olds brush their teeth unaided by an adult.

How can I prevent tooth decay?

1. Regular tooth brushing:

All children from age 2 should be encouraged to brush their teeth;

- With fluoride toothpaste containing at least 1,000 ppm F (parts per million Fluoride).
- Twice a day.
- At bedtime and at one other time during the day.
- Using a small pea size amount of toothpaste (up to age 7).
- Children under the age of 7 should be supervised by an adult when brushing their teeth.
- Children should be encouraged to spit out toothpaste and not rinse after brushing.

2. Snacking recommendations:

- Sugary foods and drinks are best kept to meal times as much as possible.
- Suitable between-meal drinks are milk and water.
- Suitable between-meal snacks are cheese, plain scones, sandwiches, fruit and vegetables.

3. Visit your dentist:

It is recommended that children are taken to their dentist regularly.