



I brushed my teeth!

21-day toothbrushing challenge for

Brush when you wake, brush before bed. Colour the shapes after you brush!

	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
week 1							
week 2							
week 3							

After 21 days,
bring your
calendar back
to school for
a celebration!



To prevent painful tooth decay, brush all of your child's teeth twice a day



Help your child care for their milk teeth to give them a healthy smile for life!

Did you know?



Good oral health is important for a strong start in life, helping children smile with confidence, speak clearly and make friends.



It's important to look after your child's milk teeth, as these help adult teeth grow strong.



Sadly, about a quarter of 5-year-olds across the UK have had experience of visible tooth decay*.



And tooth decay is the main reason why 5-9-year-olds are admitted to hospital**.

* National Dental Epidemiology Oral Health Surveys for England, Northern Ireland, Scotland and Wales, 2019-2024
** NHS Digital, 2022-23

Top tips to prevent tooth decay

Supervise your child's toothbrushing until they are at least 7. It can be hard to brush all surfaces of all teeth. Encourage your child by brushing your teeth at the same time.

Use a fluoride toothpaste. Fluoride helps shield teeth and protect them from acid.

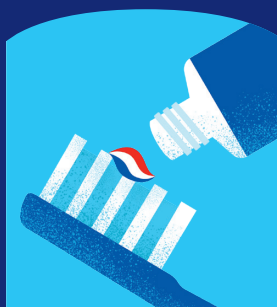
Visit the dentist regularly. This helps catch problems early, to keep your child's teeth healthy for life.

Be playful with the Shine Bright song. Download the free Brush DJ app and make toothbrushing fun!

SCAN ME FOR THE BRUSH DJ APP



How to brush your child's teeth



Step 1

Pop a pea-sized blob of toothpaste on your child's brush.



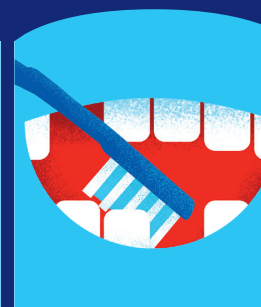
Step 2

Gently brush the outside, the whole way around using small circles.



Step 3

Open wide! Brush the surfaces that crunch. Slowly does it!



Step 4

Next, gently brush all inside surfaces, top and bottom.



Step 5

Spit, don't rinse! Keep the fluoride shield on the teeth.