

THE MIGHTY MOUTH

# Outreach Toolkit

*Prenatal dental care and  
1st screening by age 1*

THE  
**MIGHTY MOUTH**<sup>™</sup>

Brought to you by  
**ARCORA**  
Foundation





# Social Media Content



## Behind Every Pregnancy

- ✎ The day you make your pregnancy announcement is also the time to schedule a prenatal dental checkup. See why every healthy pregnancy includes a great dentist. [TheMightyMouth.org/NewAddition](https://TheMightyMouth.org/NewAddition)



## Baby Shark

- ✎ Martin and Sara's baby shark is set to arrive in April, which means they're due due due due for a visit to their dentist. See why dentists play a key role in caring for your baby. [TheMightyMouth.org/NewAddition](https://TheMightyMouth.org/NewAddition)



## New Addition

- ✎ Meet the newest member of the family... your dentist! If you don't already have one, The Mighty Mouth can help you find a local dentist who takes your insurance. [TheMightyMouth.org/NewAddition](https://TheMightyMouth.org/NewAddition)



@themightymouth



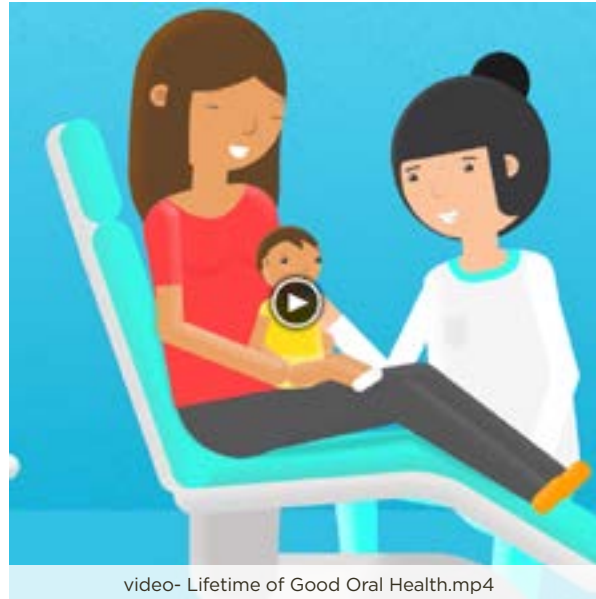
@MightyMouthWA

upload the video files within the social media platform for best results



## Celebrate Baby's First Oral Health Screening!

- ✎ Before baby's first birthday, celebrate baby's first oral health screening with their dentist or doctor. The Mighty Mouth can help you prepare for that milestone appointment. [TheMightyMouth.org/NewAddition](http://TheMightyMouth.org/NewAddition)



## Set them up for a lifetime of good oral health

- ✎ From a bump in your stomach, to their first birthday, to their standing ovation — caring for your child's oral health from day one sets them up for a lifetime of overall health.



## Brushing for Two

- ✎ You're doing a lot of things "for two" right now — including taking care of your oral health. [TheMightyMouth.org/BrushingforTwo](http://TheMightyMouth.org/BrushingforTwo)



@themightymouth



@MightyMouthWA

upload the video files within the social media platform for best results



15-sec. video - 1st Screening by 1st Birthday\_1080x1080.mp4

### 1st Screening by 1st Birthday

- ✎ Your baby has a bright future ahead. Give them a smile to match by caring for their oral health from day one.  
[TheMightyMouth.org/BrushingforTwo](https://TheMightyMouth.org/BrushingforTwo)



30-sec. video - Why is the Baby Kicking\_\_1080x1080.mp4

### Why is Your Baby Kicking?

- ✎ When it comes to oral health, your baby might know best. See why Good Oral Health = Healthier Baby.  
[TheMightyMouth.org/BrushingforTwo](https://TheMightyMouth.org/BrushingforTwo)



@themightymouth



@MightyMouthWA

# Content for email blasts, Listserv posts and newsletters

## **Blurb One** (prenatal dental care)

### **Your baby isn't even here yet...**

... but already, no one loves them like you do. You're connected in ways you're only just beginning to understand — like through your oral health. That's why dental visits during pregnancy are so important. Not only will a visit to your dentist give you peace of mind, they can also check your mouth to make sure you're free from infections that can lead to pregnancy complications, or cavities that can spread to your baby after they're born.

Keep your smile healthy for you and your baby. If you don't have a dentist, this resource can point you in the right direction.

[TheMightyMouth.org/NewAddition](https://TheMightyMouth.org/NewAddition)

*99 words, not including title*

## **Blurb Two** (prenatal dental care)

### **Will your baby have your eyes? Your nose? Your cavities?**

You'll pass lots of things to your little one — including your oral health. That's why dental visits during pregnancy are so important. Not only will a visit to your dentist give you peace of mind, they can also check your mouth to make sure you're free from infections that can lead to pregnancy complications, or cavities that can spread to your baby after they're born.

Keep your smile healthy for you and your baby. If you don't have a dentist, this resource can point you in the right direction.

[TheMightyMouth.org/NewAddition](https://TheMightyMouth.org/NewAddition)

*90 words, not including title or link*

### **Blurb Three (1st screening by 1st birthday)**

#### **Protect their little smile from the start**

Their teeth may not have made an appearance just yet, but you know better than anyone how precious their little smile is. You can begin protecting it from the start by scheduling their first oral health screening with a dentist or doctor by their first birthday.

Starting a dental care routine while they're young helps prevent tooth decay, saves money and sets your child up for a lifetime of good oral — and overall — health.

We can help you find a dentist for that milestone appointment and help you know what to ask them about your little one's mouth. [TheMightyMouth.org/NewAddition](https://TheMightyMouth.org/NewAddition)

*100 words, not including title or link*