THE MIGHTY MOUTH

Outreach Toolkit

Prenatal dental care and 1st screening by age 1

THE MIGHTYMOYTH

Brought to you by





This outreach toolkit is for organizations working to communicate with moms and moms-to-be. In the following pages, you'll find ready-made social media posts and email blurbs with tailored messaging and graphics to help communicate the importance of dental care during pregnancy and 1st screenings by 1st birthdays.

How To Use This Toolkit:

Click <u>HERE</u> to download The Mighty Mouth's graphics and video files

Posts and emails with graphics or videos perform better than those without.

- Use the suggested post copy and tailor as needed on Twitter, Facebook or Instagram.
- Note: The posts in this toolkit follow Twitter's 280 character rule.
- On Twitter, mention The Mighty Mouth by using our handle starting with the "@" symbol. Make sure the @ mention is in the body of the tweet; if you place it at the beginning, the tweet becomes a direct reply to that account and will not show up on your Twitter feed.
- On Facebook, tag The Mighty Mouth in your post by using the "@" symbol and selecting it from the dropdown list of accounts (start to type the account name after the @ to help make the option appear).
 Make sure the @ disappears after you select the account. Note: Mobile tagging only works in Facebook's mobile app, not the mobile site.





@MightyMouthWA



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. <u>TheMightyMouth.org/NewAddition</u>



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. <u>TheMightyMouth.org/NewAddition</u>



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. <u>TheMightyMouth.org/NewAddition</u>



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



Celebrate Baby's First Oral Health Screening!.jpg

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



video- Lifetime of Good Oral Health.mp4

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.



30-sec. video - Brushing for Two_1080x1080.mp4

Brushing for Two

You're doing a lot of things "for two" right now — including taking care of your oral health. TheMightyMouth.org/BrushingforTwo





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



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. <u>TheMightyMouth.org/BrushingforTwo</u>



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. <u>TheMightyMouth.org/BrushingforTwo</u>

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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

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

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. <u>TheMightyMouth.org/NewAddition</u>

100 words, not including title or link