

Smile Drive

HOSA: Future Health Professionals and *America's ToothFairy®*



Overview:

America's ToothFairy® and Walmart are partnering to host Smile Drives in 3,900 Walmart locations across the country. During the entire month of February, the general public can drop off “Tools for Teeth” donations (toothbrushes, toothpaste, mouthwash, floss) at their local Walmart. These “Tools for Teeth” will be distributed to local children in need.

HOSA Chapters participating in the Smile Drive benefit from:

- Creating connections and working with local Walmart store management
- Being “the face” and promoter of the Smile Drive within their community
- Distributing “Tools for Teeth” donations a local organization servicing children in need or incorporating “Tools for Teeth” donations into an existing, Chapter-organized community outreach event.

Action Steps for HOSA Chapters:

- December 2013- January 2014: HOSA Chapters register online as a participant in the Smile Drive and select a local Walmart to “adopt.”
- Early January 2014: *America's ToothFairy®* emails Chapters a turnkey Smile Drive toolkit.
- Mid-January 2014: Chapters contact their “adopted” Walmart using materials in the Smile Drive kit to let the manager know that they will be picking up the donations at the end of the Drive. Chapters can also schedule promotional, one-time events at this time.
- February 1, 2014: Smile Drive starts.
- February 2014: Optional one-time events; require approval by local management
 - Chapters set up a donation table outside of their “adopted” Walmart to solicit donations. Chapters pass out materials provided in the *America's ToothFairy®* Smile Drive kit to incoming shoppers. Chapters may want to organize oral health education lessons or Storytime with the ToothFairy within the Walmart.
- February 28, 2014: Smile Drive ends.
- March 1-3rd: Chapters pick up the donation box.
- March 2014: Chapters distribute donated product to children. Chapters report the beneficiary and amount of donated product to *America's ToothFairy®*

America's ToothFairy® Smile Drive Kit includes:

- Letter from corporate Walmart for Chapters to give to local Walmart management stating that the Chapter is officially participating in the Smile Drive.
- Template for Smile Drive advertisement flyer (can be co-branded)
- Press releases and social media messaging templates
- “Tips from the ToothFairy” handouts

For a list of participating Walmarts and to register, go here:

<http://www.ncohf.org/get-involved/smile-drive/registration>