



Smile Drive Webinar for HOSA Chapters

December 12, 2013





Smile Drive

- **What:** a collection drive for “tools for teeth” ~ toothbrushes, toothpaste, floss, rinse
- **Who:** Your HOSA Chapter, *America’s ToothFairy*, and 3,900 Walmart locations nationwide
- **When:** February 1-28, 2014 Children’s Dental Health Month
- **Where:** Your local Walmart

★ Minimum Requirements for a HOSA Chapter

1. Register to “adopt” your local Walmart(s).
2. Access the Smile Drive toolkit at the beginning of January.
3. Contact store management to tell them you will be picking up Smile Drive donations at the end of February.
4. Pick up donations between Feb 28-March 8.
5. Report the amount of donated product and your chosen beneficiary to *America’s ToothFairy*.
6. Distribute donations to beneficiary.

★ What's in the Smile Drive Tool Kit?

- ★ • **Letter for local Walmart store management** that identifies your HOSA Chapter as the sponsor of the Smile Drive for your adopted stores.
- ★ • Press release templates ~ for local or school newspapers/media outlets
- ★ • Tips from the ToothFairy Template
- ★ • America's ToothFairy Kids Club Sign-Up Cards
- ★ • My Smile Matters Template

Remember: You will be emailed access to the Tool Kit at the beginning of January

★ Who is the beneficiary of donations?

- ★ • Guidelines: At-risk youth
- ★ • Your Chapter can decide.....
 - ★ – Boys and Girls Clubs
 - ★ – Head Start Preschools
 - ★ – Community Health/Dental clinics
 - ★ – Elementary schools
 - ★ – School nurses
 - ★ – Women and Children's Shelters; Homeless Shelters
 - ★ – Foster care agencies

★ Remember: **ALL DONATIONS** MUST be
★ given to **KIDS!**



Hear from HOSA Chapters!

“Our students will deliver the supplies to **local elementary students with dental needs**. We will partner with school nurses.” ~ Advisor, Harlan, IA







“Our donations will be split two ways. Our first organization is the Shepard’s Place of Dover supporting their **program from the homeless**. Our second organization is the Murphy School Foster Home, providing a home **for neglected and abused children**.” ~ Advisor, Camden, DE



In-Store Community Engagement



Ideas:

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- Set up an in-store HOSA Smile Drive table.
 - Promote the Drive and your HOSA Chapter
 - Distribute Tips from the ToothFairy to parents and kids
 - Encourage parents to visit the Vision Center/pharmacy for their FREE Crest/Oral-B coupon book and Kids packet
 - Have kids complete the My Smile Matters sign!
 - Teach a mini oral health lesson to young shoppers
 - Use the America's ToothFairy magnetic board!
 - Host Storytime with the ToothFairy ~ HOSA members can wear ToothFairy wings and read stories!
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Hear from HOSA Chapters!

“We will have a table at our adopted Walmart stores during the first weekend in February to collect supplies and promote locally.” ~ Advisor, Phoenix, AZ



SMILE DRIVE

Remember: Speak with local Walmart management to schedule these store events! Organizing these events isn't required, but encouraged!



1-2-3 iPad Contest



1. Register for Smile Drive Here:

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



2. Tell us how you are saving smiles on the forum (you will be emailed access to the forum after registering for the Smile Drive)



3. Submit a My Smile Matters picture Here:



<http://www.ncohf.org/our-programs/youth-mentoring-program/my-smile-matters-contest>



Contest runs December 1-31, 2013.



Winner notified January 6, 2014.



Remember to REGISTER!

[http://www.ncohf.org/get-involved/
smile-drive/registration](http://www.ncohf.org/get-involved/smile-drive/registration)

Email your questions to us!

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