

# Do You Have A Paid Media Budget?

As part of the statewide *Show Your Teeth Some Love* promotion in celebration of National Children's Dental Health Month, *Smile, California* is offering co-branding opportunities and technical assistance to Local Oral Health Programs and select non-profits. All designs will be provided free of charge and prominently feature your organization's logo to enhance your paid media efforts and amplify your messages.

## STEP 1: Select your Advertising Placement(s)

Listed below are ideas of potential advertising placements your organizations could implement. Please let us know if you have other placements that you may be interested in.

- Billboards
- Bus panel and shelter
- Social media
- Display
- Shopping cart
- Gas station
- Streaming video (e.g., Hulu)
- Movie theater
- OTHER

## STEP 2: Select your Key Message(s)

Listed below are pre-written messages, ready for use across any of the media placements listed above.

- Protect your children and youths from cavities with sealants.
- Sealants prevent 80%\* of cavities and are covered by Medi-Cal Dental.
- Take your child to the dentist by their first tooth or first birthday, whichever comes first.
- Children and youths are covered for two dental check-ups per year to keep their smiles healthy.
- Medi-Cal covers fluoride treatments for children every six months, and sometimes more often, based on their age.
- Swap sugary drinks and snacks for healthier options like water, fruit and veggies.

\*Source: Centers for Disease Control and Prevention. [https://www.cdc.gov/oralhealth/dental\\_sealant\\_program/index.htm](https://www.cdc.gov/oralhealth/dental_sealant_program/index.htm)

## STEP 3: Interested?

Send an e-mail to [hello@smilecalifornia.org](mailto:hello@smilecalifornia.org) with the subject line "NCDHM Paid Co-branding" and a few details about what you are interested in, and we will schedule a 15-minute kick-off meeting!

