**Header:** Calling All Superheroes!

**Sub-header:** Participate in the 2022 Back-Tooth-School (BTS) promotion to help ensure children and teens in California are healthy and ready to learn!

**Body:** Poor oral health can affect a child’s attendance, grades, and overall performance in school.

BTS is a statewide promotion, created by [*Smile, California*](https://smilecalifornia.org/School-Readiness/#school-readiness), to raise awareness among parents, caregivers, educators and community partners about the importance of regular dental visits for children. The BTS campaign educates audiences on the Medi-Cal Dental program benefits and the Kindergarten Oral Health Assessment requirement.

Establishing good dental care habits at home is important. It is critical to educate that home-care alone is not a substitute for a dental check-up. Many parents and guardians enrolled in Medi-Cal may not realize that dental benefits are included for their children.

**How You Can Take Action!**

Organizations statewide are invited to participate in the BTS promotion by executing at least one of the promotional activities that best fit your capabilities! Click here to download a one-sheet to learn more about the activities you can implement in your Back-Tooth-School promotion efforts.

Visit this website [Oral Health and School Readiness](https://smilecalifornia.org/School-Readiness/#school-readiness) to download many useful resources that you can use to inform caregivers of the importance of dental check-ups and more information on the Medi-Cal Dental program benefits.

**By working together and joining forces, we can help set up children in California for a lifetime of healthy teeth and gums.**

If you have questions on the *Smile, California* campaign or the about the Back-Tooth-School promotion, please e-mail **hello@smilecalifornia.org**.