

12<sup>th</sup> January 2026



Dear Parents and Guardians,

## Teeth Brushing 21-Day Challenge

I am writing to inform you about an exciting initiative we are launching at our school: the Teeth Brushing 21-Day Challenge. This programme aims to promote the importance of maintaining good oral hygiene among our students. We believe that encouraging children to develop healthy habits early on will benefit them throughout their lives.

The challenge will commence on 14<sup>th</sup> January and will run for a duration of 21 days. During this time, we encourage all children to brush their teeth twice a day. To participate, please ensure your child completes the form that will come home, which will track their progress throughout the challenge. Completed forms should be returned by 6<sup>th</sup> February to receive a certificate during our assembly, recognising their commitment to this important health initiative.


We understand that establishing a consistent tooth brushing routine can sometimes be challenging. However, by participating in this challenge, your child will not only learn the significance of oral hygiene but also develop a sense of responsibility and achievement. We are here to support you and your child in this endeavour, and we encourage you to engage with them about the importance of brushing their teeth regularly.

Thank you for your support in promoting healthy habits within our school community. We look forward to seeing the positive impact this challenge will have on our children. Should you have any questions or require further information, please do not hesitate to contact us.

Yours sincerely,

Zoe Jackson  
PSHE Lead

The below form will be sent home with your child.




# I brushed my teeth!

## 21-day toothbrushing challenge for

Brush when you wake, brush before bed. Colour the shapes after you brush!

	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
week 1							
week 2							
week 3							

After 21 days, bring your calendar back to school for a celebration!



To prevent painful tooth decay, brush all of your child's teeth twice a day




## Help your child care for their milk teeth to give them a healthy smile for life!

### Did you know?

- Good oral health is important for a strong start in life, helping children smile with confidence, speak clearly and make friends.
- It's important to look after your child's milk teeth, as these help adult teeth grow strong.
- Sadly, about a quarter of 5-year-olds across the UK have had experience of visible tooth decay\*.
- And tooth decay is the main reason why 5-9-year-olds are admitted to hospital\*\*.

\* National Dental Epidemiology Oral Health Surveys for England, Northern Ireland, Scotland and Wales, 2019-2024  
\*\* NHS Digital, 2022-23

### Top tips to prevent tooth decay

- Supervise your child's toothbrushing until they are at least 7.** It can be hard to brush all surfaces of all teeth. Encourage your child by brushing your teeth at the same time.
- Use a fluoride toothpaste.** Fluoride helps shield teeth and protect them from acid.
- Visit the dentist regularly.** This helps catch problems early, to keep your child's teeth healthy for life.
- Be playful with the Shine Bright song.** Download the free Brush DJ app and make toothbrushing fun!


SCAN ME FOR THE BRUSH DJ APP





Brush when you wake

Brush before bed


### How to brush your child's teeth



**Step 1**  
Pop a pea-sized blob of toothpaste on your child's brush.




**Step 2**  
Gently brush the outside, the whole way around using small circles.



**Step 3**  
Open wide! Brush the surfaces that crunch. Slowly does it!



**Step 4**  
Next, gently brush all inside surfaces, top and bottom.



**Step 5**  
Spit, don't rinse! Keep the fluoride shield on the teeth.

For more resources, search online for "Aquafresh Shine Bright".