

Dental Association **Give Kids A Smile** **Planning Guide**



Give Kids A Smile –
Celebrating 20 years
and more than 6 million
children reached.



Be part of the **GKAS** movement!

Dental Association **GKAS Planning Guide**

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Give Kids A Smile Overview

Be Part of the Movement

Background Information

Give Kids A Smile® was launched nationally by the American Dental Association in 2003. The program has grown over its 20-year history due to the dedication and collaboration of the ADA, Henry Schein Cares, Colgate and other sponsoring organizations and individuals. GKAS events launch annually on the first Friday in February, which is national Give Kids A Smile Kickoff Day. Events then take place throughout the year in different cities across the country.

The ADA provides tools and resources for local GKAS program coordinators so they can focus on what they do best: providing much-needed oral health care to children in underserved communities. Each year, approximately 7,000 dentists and 30,000 dental team members volunteer at GKAS events in their communities to provide free oral health education, dental screenings and treatment to about 300,000 children. To date, over 6 million underserved children have received free oral health services through GKAS.

We invite your dental association to join us in this national GKAS effort, and help inspire your members to *Be Part of the Movement!*

Purpose of the Guide

This document provides useful information and resources to assist state and local dental associations on how they may participate in the ADA Give Kids A Smile program.

GKAS Event Types

Education Only

The Education Only event includes **oral health education, with NO other oral health services provided** during the event. Education Only events generally take place in a school setting with the use of posters, props, games and handouts.

Screening

The Screening event delivers oral health education, **visual oral screening, and fluoride varnish applications**. This type of event is generally not held in a clinical setting. Therefore, sealants and/or restorative treatment are NOT provided. The event may be held in a school auditorium, museum, or mobile van setting.

Preventive/Restorative

The Preventive/Restorative event delivers oral health education, screening exam, **X-rays, fluoride varnish, dental sealants, extractions, pulpotomies, etc.** This type of event takes place in a clinical setting, such as a dental office, dental school, or clinic.



GKAS National Resources

Event Registration for Those Hosting a GKAS Event

- Registration opens on October 1.
- Events registered by November 15th may request free product kits to support the event. GKAS product kits are donated by our national sponsors, Colgate and Henry Schein Cares.
- We ask that you please continue to register all planned GKAS events even after the product request deadline, so that we will be able to report accurate and current data for the year.
- For help registering your event, you may access Sign-up Instructions at [ADA.org/GKASregister](https://ada.org/GKASregister), email our national GKAS team at gkas@ada.org, or call **844.490.GKAS**.

Register your Event

Planning a GKAS Event During the COVID Pandemic

The COVID-19 outbreak and its impact on our daily lives continue to evolve. The ADA is moving forward with plans for 2022 GKAS events, in hopes that we will continue to address the needs of the underserved children who require these services now, more than ever.

Here are some resources and guidance to help GKAS program coordinators navigate this time for their events, volunteers, and patients.

[GKAS COVID GUIDE](#)

GKAS Product Kits

Below is a list of the contents for each of the GKAS product kit types. Product kits are scheduled to arrive in January to GKAS local programs that have registered an event and requested kits at [ADA.org/GKASsignup](https://ada.org/GKASsignup) prior to the **Nov. 15** product request deadline, pending product availability.

Education Kit #1

- Colgate Children's Toothbrush
- Colgate Children's Toothpaste
- Oral health education cards
- Plastic bags with GKAS logo
- Earloop masks

Screening Kit #2

- Colgate Children's Toothbrush
- Colgate Children's Toothpaste
- Oral health education cards
- Plastic bags with GKAS logo
- Earloop masks
- Fluoride varnish
- Gauze sponges
- GKAS banner

Preventive/Restorative Kit #3

- Colgate Children's Toothbrush
- Colgate Children's Toothpaste
- Oral health education cards
- Plastic bags with GKAS logo
- Earloop masks
- Fluoride varnish
- Gauze sponges
- 3M Sealant kits
- Prophylaxis angles
- Prophylaxis paste
- Plastic cups
- GKAS banner



GKAS State Summary Data Reports

Dental association staff can download and print GKAS state summary reports in Excel or infographic format via: ADA.org/GKASreports.

Step 1:
Enter your ADA e-business user ID and password. *If you do not have an account create an e-business account.*

ADA Login

The page you have requested requires user authentication.

Most U.S. dentists and dental students, regardless of membership status, have an ADA number, which functions as your User ID. To retrieve your ID, please visit [Forgot User ID](#).

User ID/ADA Number

[Forgot User ID](#)

Password (case sensitive)

[Forgot Password](#)

All ADA passwords must be at least eight characters long and contain at least one uppercase letter, lowercase letter and number.

Log In

Remember me

Step 2:
Select your state.

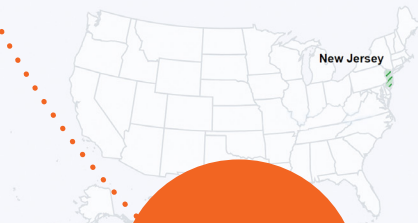
GKAS Summary Reports by State

Select your state for a listing of GKAS events.



Select state

GKAS Summary Reports by State



New Jersey

Actual numbers exist for 41 events out of 81 events

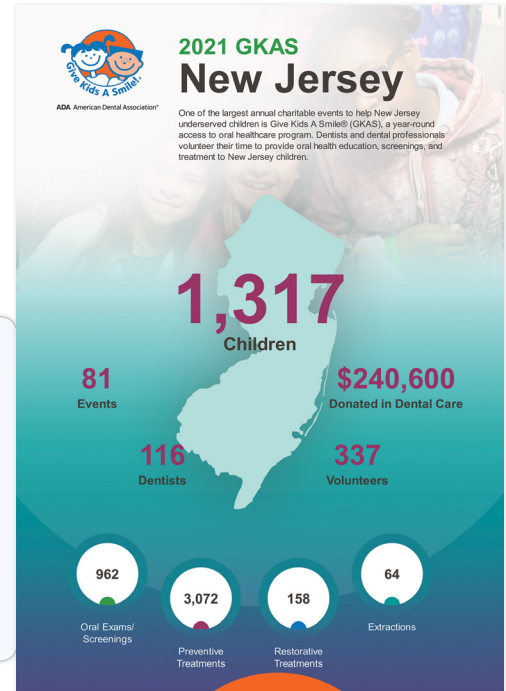
	Planned	Actual
Children	5,131	1,317
Volunteers	1,630	453
Total dollars	\$738,765	\$240,507

Planned Events: 81

Report table

Graphical summary

Step 3:
Select your report type.



Step 4:
Print your report.

Promote GKAS in Your State

GKAS Online Toolkit

The ADA GKAS online toolkit provides comprehensive information on how to plan and promote a GKAS event, risk management guidance, education and promotion resources, sample forms and letters.

[ADA.org/GKAS toolkit](https://ada.org/GKAS toolkit)

Dental Association Administrative Tasks

- Promote GKAS to your local dentists via meetings, your dental association website, email blasts to your members, your e-newsletter, etc. to expand coverage in your state.
- Assist local program coordinators in registering their event data into the national GKAS data system at [ADA.org/GKASsignup](https://ada.org/GKASsignup).
- Provide a toolkit resource on your website for program coordinators to easily access state specific forms, including regulatory guidelines.
- Help connect dental students, dental team members, and other community workers with program coordinators to volunteer at GKAS events.
- Help connect the public with events in your area.
- Create marketing materials (i.e., county maps, state event calendars, state-specific posters, letters to state legislators, etc).
- Provide your contact information for questions.
- Help the ADA collect the names of dentists in your state who participate in GKAS, so that we may recognize them for their efforts.
- Connect your members to the national website at [ADA.org/GKAS](https://ada.org/GKAS) or by email at gkas@ada.org for comprehensive GKAS information/assistance.

Advocacy

- Share your state GKAS data with your oral health coalition at their meetings.
- Invite local, state, federal officials to your events.
- Ask the DC and State Affairs staff for assistance.

State Dental Association Best Practices

- GKAS local website page
- GKAS email blasts & social media posts
- GKAS county map
- GKAS calendar of events
- GKAS event location list
- GKAS municipality letter

Give Kids A Smile Events

Counties in orange currently have no GKAS events scheduled for 2020. Help kids in your county by registering a GKAS event!

Date	Meeting/Deadline	Time
Friday 1/15/21	Virtual In-person Event	12:00 PM
Tuesday 1/19/21	Products are shipped from the ADA	
FRIDAY 1/22/21	GIVE KIDS A SMILE MONTH!	
Thursday 2/4/21	Virtual ADA GKAS Kick-Off Event	6:00 PM
Wednesday 1/19/21	ADA Product Delivery	
Monday 3/1/21	Final Report Due Submit to NJDCA and ADA	

IMPORTANT DATES

ADDITIONAL RESOURCES

- NJDA GKAS Updates and Location List: njda.org/gkasnj
- ADA GKAS Updates & Location List: ada.org/gkasna
- Tools & Resources to Promote Healthy Smiles: ada.org/our-work/our-impact
- Assembly Bills: www.njleg.state.nj.us/bills/assembly

Follow us on social media @NJDentalAssoc for Give Kids A Smile updates and additional information

Give Kids A Smile NJ
c/o New Jersey Dental Association
P: 732-621-1180 | F: 732-621-1082
E: gkas@njda.org

For examples of best practices contact gkas@ada.org

Conclusion

Give Kids A Smile is an opportunity to educate families, provide resources, and to improve the health of a community by connecting families with dentists.

We are very proud of what the GKAS program has done to improve the health of millions of children over the years, through thousands of volunteers. Few things in life are as rewarding as helping to improve a child's well-being. The reward is made even greater when we catch a glimpse of the radiant smile of that child.

That is the essence of the ADA's Give Kids A Smile program — helping to ensure that every child has a healthy smile. It is what we have done for almost 20 years, for as many as 6 million kids!

And now as we celebrate our GKAS 20th Anniversary, we hope that you will join us and *Be Part of the Movement!*

Questions? Contact the national ADA GKAS team at gkas@ADA.org.



“GKAS opens the door to a dental home by offering free access to the most vulnerable among us: the children. The dental profession is based on giving and serving those in need, and the NJDA GKAS effort does just that by helping to engage the entire dental community, within our state, to work together for the common good. Every child deserves a healthy smile and GKAS Delivers.”

— Cavan Brunsten, D.M.D.
Chairperson, GKAS
New Jersey Dental Association

Thank you to Colgate, a national GKAS sponsor since 2007. For additional oral health education resources, visit ColgateBSBF.com.

