



# Dental School **Give Kids A Smile** Planning Guide



Be part of the **GKAS** movement!

# Dental School GKAS Planning Guide

## Table of Contents

---



GKAS Overview .....	3
Background Information .....	3
Purpose of the Guide .....	3
GKAS Event Types .....	3
Planning Structure .....	4
Setting Up Your Dental School Event .....	5
GKAS National Resources .....	6
Event registration .....	6
Planning a GKAS event during the COVID pandemic .....	6
GKAS Product kits .....	6
GKAS Online Toolkit & Suggested Timeline .....	7
Conclusion .....	8

# 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 to draw attention to the unmet oral health needs of America's children. The program has grown over its 20-year history due to the dedication of the dental profession, including collaborations with Henry Schein Cares, Colgate and other sponsoring organizations and individuals. GKAS events launch annually on the first Friday in February, which is considered the 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 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 school to join us and *Be Part of the GKAS Movement* to help increase access to care to underserved children in your community.

### Purpose of the Guide

This document provides useful information and resources to assist dental school administrators, staff, and students 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.

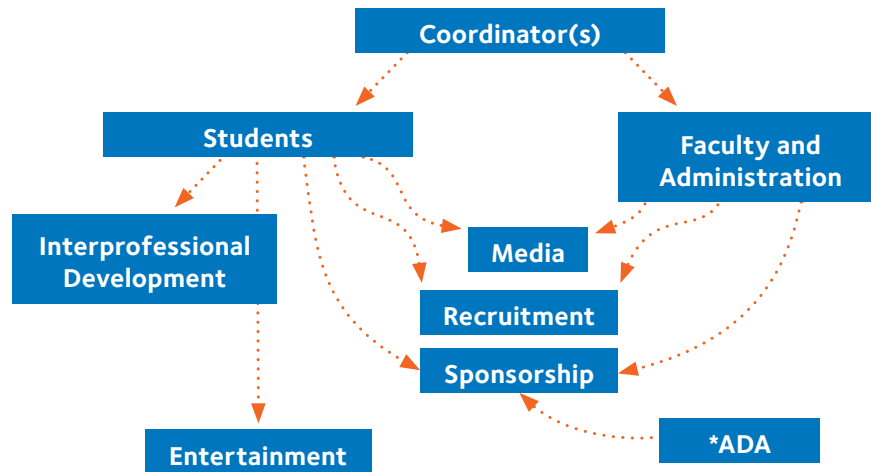
#### Preventive/Restorative

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.



Photo:  
GKAS, 2017

# Planning Structure



- **Program Coordinators** – Select a small group of motivated, outgoing students and/or faculty to take the lead on planning your GKAS event.
- **Dental Students** – Below provides suggestions for how all levels of students may participate in your school event. Note that roles should be decided internally, and depend on the level of training achieved.
  - **D1** – Oral health education / Front help / Face-painting / Escort kids
  - **D2** – Preventive care / Cleaning / X-ray / Assisting
  - **D3** – Sterilization / Dispensing / Clinical work/ Assisting
  - **D4** – Clinic work
  - **Residents** – More complex clinical work/ Extractions / Pulpotomies
  - **Faculty & Administration** – Provide approvals / Supervise flow of clinic / Triage / Liability & Risk Management
- **Interprofessional Participation** – This applies only if school offers other interprofessional disciplines.
  - **Nutrition Students** – teach kids about healthy food groups
  - **Medical Students** – teach kids about the human body
  - **Audiology Students** – conduct hearing screenings
- **Recruitment** – Boys & Girls Clubs / Schools / Churches / Community centers
- **Media/Promotion** – Work with your school’s media team to develop a promotion plan — Press release / Promotional video / TV / Print / Flyers / Social media
- **Sponsorship** – Product & supply donations / Food donations for kids & volunteers
- **Entertainment** – Face painting / Tooth games / Live DJ / Magician
- **ADA GKAS** – Event registration / Website resources / GKAS product kits

# Setting Up Your Dental School Event

There are a variety of ways to set up a GKAS event at your dental school. Below provides just one example to consider for your event.

## Dental Home Station:

Students at this station can help families understand the importance of a dental home, how to establish one, and provide insurance or Medicaid application assistance. Have handouts available to distribute to parents.

## Face Painting Station

Students at this station can do face painting on those children who would like.

## Book Nook Station:

Students at this station can read or show a book to families. Depending on the number of kids books you have, you may give one book per family.

## Goody Bag Station

Students at this station can give a goody bag to all children. Goody bags may contain a child size toothbrush, a Colgate toothpaste sample, and an oral health education card. Other goody items may be added as well.

## Tooth Games Station:

Students at this station will play games with families, talk about good foods and bad foods — and make sure they are having fun.

## Tooth Brushing Station

Students at this station may demonstrate oral health instructions on puppets.

## Nutrition Station:

Students at this station can help families make a nutrition plate using stickers. Discuss good foods vs. bad foods for dental and overall health.

## Sports Safety & Trauma Station

Those at this station can talk about sports safety and give information about mouth guards. You can explain types of dental emergencies and how to handle.

## Welcome Station

Students at the Welcome Station will be the first ones visited by patients and their families.

You will give them an empty box of crayons.

Explain that they will collect 8 crayons to fill up their box — they must visit each station to get one.

Decorate each station in one of the 8 crayon colors, using tablecloths, balloons, streamers, etc.

Each station will give a crayon in their designated color to children who visit their stand.

Photos:  
GKAS, 2019



# GKAS National Resources

## Event Registration for Those Hosting a GKAS Event

- Registration opens on October 1 every year.
- 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 [ADA.org/GKASregister](https://ada.org/GKASregister), email our national GKAS team at [gakas@ADA.org](mailto:gakas@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
- Prophyl angles
- Prophyl paste
- Plastic cups
- GKAS banner



# GKAS Online Toolkit & Suggested Timeline

## 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)

## Suggested Timeline

Give Kids A Smile events can take place during any month of the year. The timeline below provides a sample timeline for those who choose to hold an event in February during National Children's Dental Health month and our national GKAS kickoff.

Month	Objective
October	<ul style="list-style-type: none"><li>Register your GKAS information online at <a href="https://gkas.ADA.org">gkas.ADA.org</a>.</li></ul>
November	<ul style="list-style-type: none"><li>Plan and develop your GKAS event.</li><li>Obtain internal approvals.</li><li>Assemble an interprofessional student team.</li><li>Determine locations for recruitment (Boys &amp; Girls Clubs, schools, etc.)</li><li>Identify roles for students, faculty and staff.</li></ul>
December	<ul style="list-style-type: none"><li>Begin the process of recruiting children for your event.</li><li>Develop funding proposals.</li></ul>
January	<ul style="list-style-type: none"><li>Submit requests for funding/sponsorship.</li><li>Hire entertainment (face painter, live DJ, magician).</li><li>Expand recruitment process if needed.</li></ul>
February	<ul style="list-style-type: none"><li>Confirm patient roster.</li><li>Prepare event space and implement GKAS program.</li><li>Submit event data online at <a href="https://gkas.ADA.org">gkas.ADA.org</a>.</li></ul>



# Conclusion

Participating in Give Kids A Smile offers dental schools an opportunity to improve the health of their community by educating and connecting underserved families with much needed oral health services.

GKAS events bring together the entire dental school, creating community within and providing a setting for students to improve cultural awareness, work on pediatric patients, confer with parents, and help develop behavior management skills and teamwork — all while having fun.

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 even greater when you 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 in 2022, we hope that your dental school will join us and Be Part of the Movement!

Questions? Contact the national ADA GKAS team at [gkas@ADA.org](mailto:gkas@ADA.org).



*Give Kids A Smile is a wonderful program for dental schools- it allows us to give back to our community with a special focus on kids and their families. We are able to provide a good "first dental experience" for many of these children, and connect with their families, showing how we are able to care for them as well. It provides our students the opportunity to learn the true meaning of professional service to the community, and something they can continue throughout their careers. It is also a lot of fun for everyone!*



— Carol Anne Murdoch-Kinch, DDS, PhD  
Dean, Indiana University School of Dentistry

Thank you to Colgate, a national GKAS sponsor since 2007. For additional oral health education resources, visit [ColgateBSBF.com](https://www.colgate.com/bsbf).

