

Help protect your pupils' teeth for life

**Teacher guide with lesson plans
and curriculum links**

Meets national curricula for 5-7-year-olds in England,
Northern Ireland, Scotland and Wales in PSHE and
Science, as well as English and Art.



What is the education resource?



Digital download pack

- Lesson plans
- Activity sheets
- Posters
- 21-day toothbrushing calendar challenge
- Information for parents & guardians
- Certificate
- Stickers

Links to video channel

- Teacher videos
- Pupil videos
- Toothbrushing song

Postal packs

- 21-day toothbrushing calendar challenge
- Posters
- Stickers

Hi!
I'm Freshy



Join me in the
Shine Bright Club!

Hello!
I'm 2-Fee



Keep me
shining bright!

Hmph!
I'm Sugar-Bug



I'm a type of
bad germ. Try and
brush me away!

Shine Bright education resources will help pupils learn:

- how caring for their milk/baby teeth is essential for the healthy development of adult teeth
- why and how to brush teeth properly
- how to form a good habit with a 21-day at-home toothbrushing challenge
- which healthy food and drink choices protect teeth and contribute to overall health
- why children should visit the dentist regularly



Good oral health is important for a strong start in life, helping children smile with confidence, speak clearly and make friends easily

This starts with keeping milk teeth healthy, as they are essential for the development of healthy adult teeth.

Did you know?

Adult teeth start to develop in the jaws from birth, forming underneath the milk teeth. Milk teeth act as their guardians.

Milk teeth can start to fall out from 4-years-old, and some may last until 12.



Learning objectives

This resource aims to support you to deliver these learning objectives:

Gov.uk: Statutory guidance, physical health and mental wellbeing (Primary), Sep 2021

- “Dental health and the benefits of good oral hygiene and dental flossing, including regular check-ups at the dentist”

PSHE Association Programme of Study: KS1 Learning opportunities in Health and Wellbeing

- H2. about foods that support good health and the risks of eating too much sugar
- H7. about dental care and visiting the dentist; how to brush teeth correctly; food and drink that support dental health

The problems this resource aims to address

27% of 5-year-olds in England had experience of visible tooth decay

National Dental Epidemiology Programme for England, 2023-24

The main reason why 5-9-year-olds are admitted to hospital is tooth decay

NHS Digital, 2022-23

More than 15 million school days were missed in 2023 because of dental issues

Denplan

32% of 5-year-olds in Wales had experience of visible tooth decay

Public Health Wales Dental Epidemiology Programme's national inspection, 2022-23

5.3 million children were not seen by an NHS dentist in England

Research from House of Commons Library, Nov 2024

32% of 5-year-olds in Northern Ireland had experience of visible tooth decay

The National Dental Epidemiology Oral Health Survey for Northern Ireland, 2018-19

27% of P1 children in Scotland had experience of visible tooth decay

Public Health Scotland, 2024

It cost the NHS £45.8 million for decay-related tooth extractions in hospital for children aged 0-19

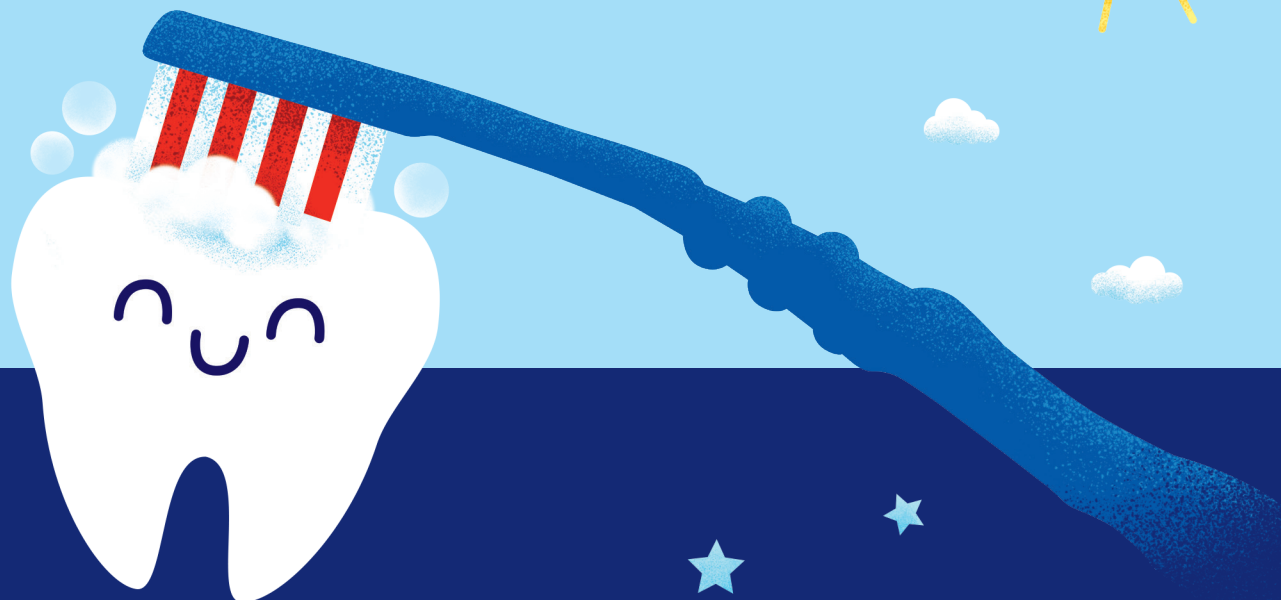
Gov.uk Official Statistics, 2023-24



Key pupil learning:

Brush all teeth twice a day!

**Brush when
you wake**



Brush before bed



This is part of the wider aim for everyone to “brush twice a day, over all surfaces and all teeth, with a fluoride toothpaste”. Fluoride helps shield the surfaces of our teeth from dental decay.



Why is there a 21-day calendar challenge?

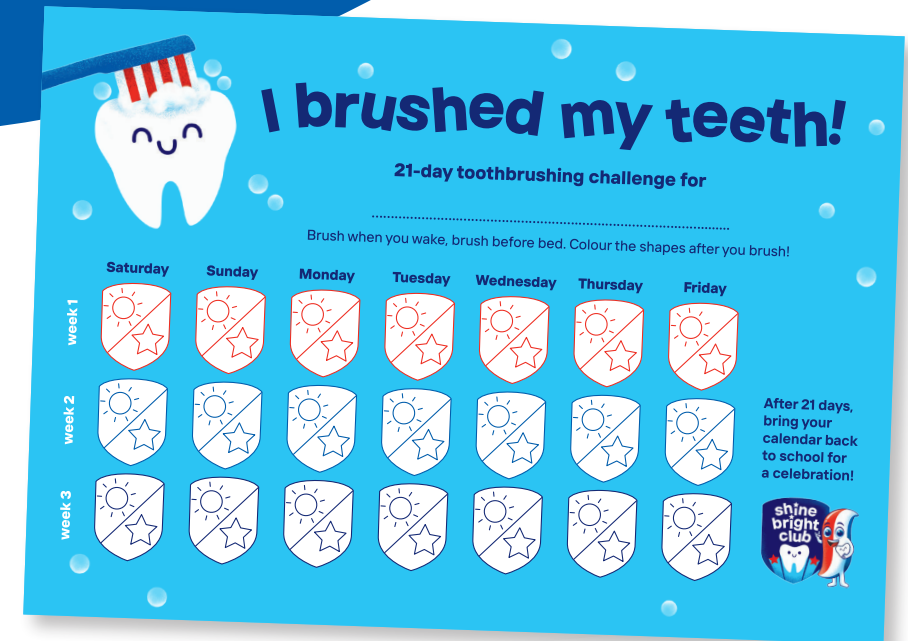
Forming a habit, like brushing teeth correctly, takes regular practice.

Research suggests that the time required to form a habit typically ranges from 18 to 254 days, depending on the individual and the complexity of the habit.*

For toothbrushing, if children can be encouraged to perform the key actions twice a day, for 21 days, it is likely that they will keep this habit going for life.

This resource includes 3 lessons that can be delivered over 21 days, a 21-day calendar challenge to take home and then materials for a celebration.

*Source: UCL - How are habits formed: Modelling habit formation in the real world. European Journal of Social Psychology, 2010





Lesson plan - week 1

Caring for our teeth

Overall objectives:

- Help pupils understand why & how to take care of their teeth
- Gain commitment from pupils to 21-day toothbrushing calendar challenge

Topic	Learner outcomes	Resources	Time (minutes)
Why do we clean things?	Understand that bad germs can make us ill, that not all germs are bad and that some help plants to grow	Slides 1-7 Activity sheet 1	15
What are mouths & teeth for?	Appreciate all the different things that healthy mouths let us do	Slide 8	5
Taking care of our teeth	Understand that bad germs (Sugar-Bugs) and sugar can lead to painful cavities Understand the 5 steps of good toothbrushing Learn the 2 key times to brush teeth every day Learn the toothbrushing song along with actions	Slides 9-22 Video / song - how to brush your teeth	20
Quiz	Reinforce learning	Slides 23-35	10
Hand out 21-day calendars	Gain commitment to brush teeth at home (brush when you wake, brush before bed) for 21 days	Slides 36-38 21-day calendars	10

Total: 60 minutes

N.B. 1 week before running the first lesson, let parents / guardians know that their children will each need to have toothpaste and a toothbrush to use at home.



Lesson plan - week 2

Amazing teeth

Overall objectives:

- Learn how milk (baby) teeth help in the development of adult teeth and jaw growth, and so why they need to protect their teeth (reinforcing tooth care messages from lesson 1)
- Encourage pupils to want to visit the dentist

Topic	Learner outcomes	Resources	Time (minutes)
Recap toothbrushing steps	Pupils can accurately recall the 5 steps of good toothbrushing and the 2 occasions when they need brushing every day	Slides 1-4 Video / song - how to brush your teeth	10
What are milk teeth and adult teeth?	Understand that teeth are living things that need protecting from damage and decay Understand that milk teeth need protecting as much as adult teeth	Slides 5-10	5
Why & how should we protect them?	Learn that teeth can be damaged quite quickly by sugar and that fluoride toothpaste helps to protect and rebuild	Slides 11-15 Eggshell demonstration – eggs, cups ... Activity sheet 2 Video - eggs-periment experiment	15
Visiting the dentist	Understand that dentists are friendly people who work in places full of amazing high-tech scientific equipment	Slides 16-23 Video - visiting the dentist	20
Quiz	Reinforce learning	Slides 24-42	10

Total: 60 minutes





Lesson plan - week 3

Eating for tooth health

Overall objectives:

- Help pupils understand how eating / drinking too much sugar can cause cavities
- Help pupils learn which foods and drinks contain lots of hidden sugar
- Reinforce tooth care messages from lesson 1

Topic	Learner outcomes	Resources	Time (minutes)
Recap toothbrushing steps	Pupils can accurately recall the 5 steps of good toothbrushing and the 2 occasions when they need brushing every day	Slides 1-12 Video / song - how to brush your teeth	10
Hunt the hidden sugar	Learn which foods contain lots of sugar and which are tooth-friendly	Slides 13-18 Video - hunt the hidden sugar	10
Make a story	Use creativity and team-work to explain why toothbrushing is important	Slides 19-20	15
Design a sticker	Use learnings to help others remember when and how to brush their teeth	Slide 21	15
Quiz	Reinforce learning	Slides 22-33	5
Pinky promise	Pupils learn the core messages about tooth-brushing off by heart	Slides 34-37	5

Total: 60 minutes

N.B. After 21 days, ask pupils to bring their calendars into school for a celebration. Sing the song again then hand out certificates. Encourage them to keep toothbrushing!

Shine Bright curriculum links

England (2013)	Northern Ireland (2007)	Scotland (2017)	Wales (2019)
PSHE (p.9) <ul style="list-style-type: none"> H2. about foods that support good health and the risks of eating too much sugar H7. about dental care and visiting the dentist; how to brush teeth correctly; food and drink that support dental health 	PDMU (p.94) <ul style="list-style-type: none"> Recognising and valuing the options for a healthy lifestyle, including the benefits of exercise, rest, healthy eating and hygiene Having respect for their bodies and those of others 	PSHE (p.5) <ul style="list-style-type: none"> I am becoming aware of how cleanliness, hygiene and safety can affect health and wellbeing and I apply this knowledge in my everyday routines such as taking care of my teeth. HWB O-33a 	Health and Wellbeing (4, prog1) <ul style="list-style-type: none"> I am beginning to make connections between my diet and my physical health and well-being
Science (p.147)* <ul style="list-style-type: none"> Observing closely, using simple equipment Using their observations and ideas to suggest answers to questions 	World Around Us (p.87) <ul style="list-style-type: none"> How we grow, move and use our senses, including similarities and differences between ourselves and other children 	Science (p.5) <ul style="list-style-type: none"> Demonstrates natural curiosity and shows development of basic skills of analysis in simple and familiar contexts 	Science and Technology (4, prog1) <ul style="list-style-type: none"> I can show curiosity and question how things work I can identify, follow and begin to create sequences and patterns in everyday activities
English (p.20)* <ul style="list-style-type: none"> Read accurately by blending sounds in unfamiliar words 	Literacy (p.53) <ul style="list-style-type: none"> Participate in talking and listening in every area of learning Listen to, interpret and retell, with some supporting detail, a range of oral and written texts 	English (p.5) <ul style="list-style-type: none"> Engages with and enjoys watching, reading or listening to different texts, including stories, songs and rhymes, and can share likes and dislikes. LIT O-01b / LIT O-11b 	Literacy (4, prog1) <ul style="list-style-type: none"> I can listen to others with growing attention I can respond to what I hear, read and see
Art (p.177)* <ul style="list-style-type: none"> To use drawing, painting and sculpture to develop and share their ideas, experiences and imagination 	Arts (p.72) <ul style="list-style-type: none"> Look at and talk about resource material to stimulate their own ideas 	Expressive Arts (p.7) <ul style="list-style-type: none"> Participates actively and uses his/her voice in singing activities from a range of styles and cultures, for example, nursery rhymes and songs with actions EXA O-16a 	Expressive Arts (4, prog1) <ul style="list-style-type: none"> I can explore and experiment with a variety of creative techniques, materials, processes, resources, tools and technologies
https://pshe-association.org.uk/resource/programme-of-study-ks1-5 *https://www.gov.uk/government/publications/national-curriculum-in-england-primary-curriculum	https://ccea.org.uk/downloads/docs/ccea-asset/Curriculum/The%20Northern%20Ireland%20Curriculum%20-%20Primary.pdf	https://education.gov.scot/curriculum-for-excellence	https://hwb.gov.wales/curriculum-for-wales



Step 1



Step 2



Step 3



Step 4



Step 5

Families can have fun at toothbrushing time using the award-winning Brush DJ app at home

The **Brush DJ** app is:

- suitable for all ages
- award-winning and **FREE!**
- recommended in the NHS 'Delivering Better Oral Health toolkit'.

This toothbrush timer app plays 2 minutes of music from your devices, cloud or streaming service. It makes toothbrushing, for an effective length of time, more fun!

Scan the QR code on the right to download the **Brush DJ** app and play the Shine Bright song.



SCAN
ME

Brush DJ



About the creators of this resource

Shine Bright has been created by Aquafresh, a leading oral health brand, trusted by millions worldwide.

Shine Bright is an oral health education programme designed to help prevent children from having tooth decay, and help them have confident smiles for life.

This resource has been developed with input from a wide range of experts across the UK: dentists, hygienists, teachers and educators, including: Dr Ben Underwood (Brush DJ), Dr Camilla Boynton, Prof Chris Vernazza, Dr Isaac Newsome, Dr Kate Fabrikant, Kelly Armstrong, Laura Kaslik, Martin Staniforth and Vicky Morris.

