



Smart Mouths



Smart Kids

Improving Dental Health for Colorado Students

## CALENDAR OPPORTUNITIES

When developing your communications plan, be sure to take advantage of calendar opportunities happening throughout the year that are a natural fit for both delivering messages about your school-linked oral health program and reaching your target audiences. These may include:

### August

- Registration
- Teacher/staff trainings
- District staff meetings

### September

- Back-to-school events
- Parent group meetings
- Principal meetings
- District accountability meetings

### October

- Child Health Month
- Halloween

### November

- Thanksgiving

### December

- Parent advisory team meeting
- Student advisory team meeting

### January

- New Year's resolutions

### February

- American Heart Month
- National Children's Dental Health Month

### March

- National Nutrition Month
- Standardized testing
- Spring break

### May

- Summer community oral health programs

Don't forget to include other opportunities to share your messages, such as presentations at PTA/PTO, staff and administration meetings.