



# Connecting Kids to Coverage National Campaign

## “THINK TEETH” ORAL HEALTH EDUCATION MATERIALS – SOCIAL MEDIA POSTS

You can help spread the word about the availability of Connecting Kids to Coverage National Campaign “Think Teeth” oral health educational materials for pregnant women, mothers and caregivers of children and teens that may be eligible for free or low-cost health coverage through Medicaid and the Children’s Health Insurance Program (CHIP). If your organization reaches any one of these audiences, paste the posts below on social media platforms such as Twitter and Facebook to share oral health tips and resources. You can also engage your partner organizations and let them know about these free materials. Follow the Campaign at [@IKNgov](https://twitter.com/IKNgov) for additional tips throughout the year and tag your social posts to #Enroll365, #KidsEnroll or #ThinkTeeth.

### **For Partner Organizations:**

Use these posts to share information about the “Think Teeth” materials with partner groups.

### Twitter

#### **Baby**

- @IKNgov oral health materials have tips to help families start healthy habits early. Download: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT) #ThinkTeeth
- Regular dental check-ups from age 1 are important for maintaining a child’s healthy teeth: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT) #ThinkTeeth
- Remind mothers to start good dentals habits for babies early. Share @IKNgov materials: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT) #ThinkTeeth

#### **Expectant Mother**

- @IKNgov oral health materials include tips for expectant mothers: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT) #ThinkTeeth
- Share @IKNgov oral health materials with expectant mothers and parents in your community. Find resources here: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT)
- Starting good oral health habits early has a lasting effect. @IKNgov resources for moms-to-be and babies here: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT)

#### **Children of All Ages**

- #Medicaid & #CHIP include dental coverage – cleanings, check-ups, x-rays, sealants, fillings & more: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT) #ThinkTeeth
- Tooth decay is one of the most common preventable chronic childhood diseases. Share @IKNgov tips w/families: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT)

- #ThinkTeeth! 68% parents surveyed: dental care is a reason to #Enroll365 in #Medicaid & #CHIP. Learn more: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT)

### General Distribution

- Encourage dentists to share @IKNgov oral health materials in info racks & patient goodie bags. Download here: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT)
- Distribute @IKNgov oral health materials at community events or baby expos to #Enroll365. Resources available at: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT)

### Facebook

#### Baby

- The Connecting Kids to Coverage National Campaign has oral health education materials to remind expectant mothers and parents of young children about the importance of developing positive oral health habits. Download materials to help #Enroll365 more families in #Medicaid & #CHIP coverage: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT) #ThinkTeeth
- Tooth decay is one of the most common preventable childhood diseases. It is important to gently brush baby's teeth twice a day with a tiny amount of fluoride toothpaste. The Connecting Kids to Coverage National Campaign has tips to share with families here: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT) #ThinkTeeth
- Remind mothers to gently brush baby's teeth twice a day using a tiny amount of fluoride toothpaste. Find this and more tips to share in Connecting Kids to Coverage National Campaign materials: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT) #ThinkTeeth

#### Expectant Mother

- Visiting the dentist while you are pregnant is important for the health of babies. Remind expectant mothers that #Medicaid and #CHIP cover dental services. Find more information here to share with families: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT) #ThinkTeeth
- The Connecting Kids to Coverage National Campaign has oral health education materials to remind expectant mothers about the importance of maintaining positive oral health habits. Download here: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT) #ThinkTeeth
- Free oral health education materials from the Connecting Kids to Coverage National Campaign show expectant mothers how bacteria from their mouths can affect a baby's health. Find this and more tips here: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT) #ThinkTeeth

#### Children of All Ages

- Looking for more information on children's oral health? View a complete list of dental health benefits for children enrolled in #Medicaid and #CHIP here: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT) #ThinkTeeth
- The #ThinkTeeth oral health education materials were created to help spread the word about good dental habits for children of all ages. View and download the materials here: [go.cms.gov/22KwOzT](https://go.cms.gov/22KwOzT)

- Starting good oral health habits early has a lasting effect! Children and teens enrolled in #Medicaid and #CHIP are covered – including cleanings, fluoride, sealants and fillings. Resources are available at: [go.cms.gov/22KwOzT](http://go.cms.gov/22KwOzT)

### **For Pregnant Women, Parents and Caregivers:**

Use these posts to share tips and links to the “Think Teeth” materials with those who may be seeking Medicaid or CHIP coverage.

### **Twitter**

#### **Baby**

- Give your baby healthy teeth from the start by visiting a dentist who accepts #Medicaid/#CHIP: [go.cms.gov/1Uzk2Qs](http://go.cms.gov/1Uzk2Qs) #ThinkTeeth
- Remember to gently brush baby’s teeth twice a day w/ a tiny amount fluoride toothpaste. #ThinkTeeth
- Take your baby to the dentist by their first birthday & continue regular check-ups. Find a dentist: [go.cms.gov/1Uzk2Qs](http://go.cms.gov/1Uzk2Qs)
- Keep your baby’s teeth healthy! Don’t put your baby to bed with a bottle or sippy cup. #ThinkTeeth
- Keep your baby’s teeth healthy! Limit sweet snacks & sugary drinks, incl juice. #ThinkTeeth
- Limiting drinks w/sugar can help prevent kids from getting cavities & keep their teeth healthy. #ThinkTeeth
- Keep baby’s teeth healthy – put only water, milk or formula in bottles & sippy cups. #ThinkTeeth
- Children w/cavities in baby teeth are 3 X more likely to get cavities later. #Medicaid & #CHIP cover oral health: [go.hc.gov/1WUpPxo](http://go.hc.gov/1WUpPxo)

#### **Expectant Mother**

- Protect your baby’s teeth in the very beginning! Visit a dentist during pregnancy to evaluate your oral health: [go.cms.gov/1Uzk2Qs](http://go.cms.gov/1Uzk2Qs)
- Did you know bacteria from your teeth can affect your baby’s health? Enroll in #Medicaid/#CHIP for dental coverage: [go.hc.gov/1WUpPxo](http://go.hc.gov/1WUpPxo)
- Expectant mothers could be eligible for free or low-cost health coverage through #Medicaid & #CHIP: [go.hc.gov/1WUpPxo](http://go.hc.gov/1WUpPxo) #ThinkTeeth
- Tooth decay starts as bacteria that can be spread to babies! Enroll in #Medicaid or #CHIP to cover dental services. [go.hc.gov/1WUpPxo](http://go.hc.gov/1WUpPxo)

#### **Children of All Ages**

- Need oral health services? Visit [go.cms.gov/1Uzk2Qs](http://go.cms.gov/1Uzk2Qs) to find a dentist in your area that accepts #Medicaid & #CHIP #ThinkTeeth

- Regular dental exams can prevent most dental disease. Check your child's eligibility 4 #Medicaid & #CHIP [go.hc.gov/1WUpPxo](http://go.hc.gov/1WUpPxo) #ThinkTeeth
- Help prevent tooth decay. Enroll your kids in #Medicaid or #CHIP [go.hc.gov/1WUpPxo](http://go.hc.gov/1WUpPxo) #ThinkTeeth
- Tooth decay is one of the most common preventable chronic childhood diseases. Cover your family for dental care: [go.hc.gov/1WUpPxo](http://go.hc.gov/1WUpPxo)
- Everyone deserves a winning smile! Make sure your kid has access to quality dental care. [go.cms.gov/15pf7Ep](http://go.cms.gov/15pf7Ep) #Medicaid #CHIP #Enroll365
- Lack of dental care can lead to deadly infections & expensive repairs for kids. Take preventive action: [go.hc.gov/1WUpPxo](http://go.hc.gov/1WUpPxo) #Enroll365

## **Facebook**

### **Baby**

- Mothers: Don't forget to gently brush your baby's teeth twice a day using a tiny amount of fluoride toothpaste. #ThinkTeeth
- #Medicaid and #CHIP cover dental benefit. To learn more and about enroll your child, call 1-800-318-2596 (TTY: 1-855-889-4325) or visit [go.hc.gov/1WUpPxo](http://go.hc.gov/1WUpPxo)
- Keep your baby's teeth healthy! Take your baby to the dentist by their first birthday and continue regular check-ups. Find a dentist who covers #Medicaid and #CHIP here: [go.cms.gov/1Uzk2Qs](http://go.cms.gov/1Uzk2Qs)
- Tooth decay is one of the most common preventable childhood diseases. Remember to gently brush your baby's teeth twice a day with a tiny amount of fluoride toothpaste. #ThinkTeeth
- Keep your baby's teeth healthy! Limit sweet snacks & sugary drinks, including juice. #ThinkTeeth
- Keep your baby's teeth healthy – put only water, milk or formula in bottles & sippy cups and don't put your baby to bed with a drink. #ThinkTeeth

### **Expectant Mother**

- Bacteria from tooth decay can affect your baby's health. Learn more about good dental habits while pregnant and whether you're eligible for free or low-cost health coverage through #Medicaid and #CHIP: [go.hc.gov/1WUpPxo](http://go.hc.gov/1WUpPxo)
- Visiting the dentist while you are pregnant is important for your baby's health. #Medicaid and #CHIP cover dental benefits. Enroll today for coverage: [go.hc.gov/1WUpPxo](http://go.hc.gov/1WUpPxo) #ThinkTeeth
- Tooth decay is caused by bacteria and you can spread it to your baby! #Enroll365 in #Medicaid or #CHIP to cover dental services. [go.hc.gov/1WUpPxo](http://go.hc.gov/1WUpPxo)

## Children of All Ages

- Poor oral health can cause significant pain, missed school days and can lead to other infections. When #KidsEnroll in #Medicaid and #CHIP dental health services are covered, giving parents peace of mind. Find out more details here: [go.hc.gov/1WUpPxo](https://go.hc.gov/1WUpPxo)
- Keep up good dental habits for your child at every age: #Medicaid and #CHIP coverage includes teeth cleanings, check-ups, x-rays, fluoride, dental sealants and fillings. Enroll today: [go.hc.gov/1WUpPxo](https://go.hc.gov/1WUpPxo) #ThinkTeeth
- Starting good oral health habits early has a lasting effect! Children and teens enrolled in #Medicaid and #CHIP are covered – including cleanings, fluoride, sealants and fillings. Check to see if your family is eligible: [go.hc.gov/1WUpPxo](https://go.hc.gov/1WUpPxo)