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make a lasting  
difference



**Give Kids a Smile Toolkit**

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# Welcome to Give Kids A Smile UK!

Give Kids A Smile (GKAS) is Henry Schein's flagship corporate social responsibility (CSR) programme which has been running in partnership with the American Dental Association for over 20 years. We are now bringing GKAS to the UK in collaboration with Colgate, united in our mission to support oral healthcare teams in reaching children and young people who are not currently accessing NHS dental care.

GKAS takes place annually across the UK during the October half-term school holidays. Our practice partners provide free oral health examinations and treatment to thousands of children.

Our goal is to ensure these children are dentally fit and to support them in maintaining good oral health at home by providing home brushing packs to encourage continued positive oral health behaviours at home.

## How does GKAS work?

Oral healthcare teams sign up to become **GKAS** practice partners, committing to see children and young people with the goal of making them dentally fit. As a token of our appreciation, **Henry Schein** will provide your practice with a participation kit.

In partnership with **Colgate**, we will also ensure that each child you see receives a free take-home brushing pack, including a toothbrush and full-sized toothpaste.

## Is there funding for GKAS?

GKAS should be delivered at no cost to the patient or the local NHS team. Many of our practice partners with an NHS contract choose to see children for assessment on a dedicated "day of action" as part of their CSR contribution. Children who require further treatment are then scheduled into routine clinics.

For practices without a local NHS contract, we invite you to participate in GKAS as part of your corporate social responsibility efforts.

**// At Henry Schein, we're super passionate about supporting our customers deliver critical oral care to vulnerable children. //**

**James Salter**

Chair of Henry Schein CSR Committee (UK)



Making dentistry fun



Creating positive outcomes



HENRY SCHEIN®  
**Cares**

**Colgate**



See the difference you can make  
Click our video below....



## Working with your local team

We ask that you contact both your local Consultant in Dental Public Health and your local ICB lead. Your Consultant in Dental Public Health may be able to offer advice and support with patient recruitment and will have oversight of existing local schemes to help avoid duplication of efforts.

We would be very grateful if you are able to **offer the children you see a “dental home” by continuing to see them for recall appointments** in line with clinical guidance. If this is not possible, please agree on ongoing care arrangements with your local team – for example, in cases where a restoration placed during GKAS is lost or if symptoms develop.

## Recruitment

It is really important that recruitment is **targeted to those most in need**. There are lots of ways that you can do this for example you could:

- ▶ Reach out to a local foodbank to offer appointments for their families
- ▶ Contact local schools and offer appointments to SEN children, young carers or those in receipt of free school meals
- ▶ Partner with local charities to support vulnerable groups within your community.

**By targeting our recruitment, we hope to reduce oral health inequalities and ensure that those most in need receive our support. Please don't recall your own patients on your GKAS day of action.** They are already lucky enough to receive your care.

“ For me this is such an important initiative because, as a mum, I believe all parents want the best for their children, but not all parents have been given the same information. So, I feel our job is to be there to give them the information to empower them to make those choices, to provide the best care for their children... ”

Dr Janet Liao

Together Dental, Norwich





# Planning your day

We recommend discussing GKAS with your team in April or May and **inviting volunteers** to support your Day of Action. Feedback from our current GKAS practice partners has been overwhelmingly positive – they consistently describe it as **a rewarding and enjoyable experience** for the whole team. Some practices choose to collaborate with neighbouring teams to combine efforts. If you have multiple clinicians available, you may find it helpful to have most of the team focused on delivering oral health examinations and preventive advice, while others provide treatment as needed on the day.

We kindly ask you to provide an estimate of the number of children and young people you plan to see during your Day of Action. If possible, we encourage you to **aim for around 100 children**. If you have flexibility in choosing the location for your Day of Action, consider **selecting a site that is most accessible to your target population**. A practice or centre with a large waiting room or additional space is also beneficial for hosting prevention sessions or any entertainment you may have planned.



# Making your day fun

We really encourage you to make your GKAS day fun for both patients and your own team. For example, you could:

- ▶ **Set up an educational display showing sugar content of foods and drinks**
- ▶ **Use mouth models to give demonstrations of brushing and have a question and answer session**
- ▶ **Use Colgate educational materials to help reinforce oral health messages**
- ▶ **Set up a colouring station with oral health related drawings**
- ▶ **Have team members dress up as tooth fairies**
- ▶ **Offer face-painting**
- ▶ **Invite the magic dentist or a children's entertainer to support your day.**



# Our Team Schein Members are here to help!

When your application to become a GKAS practice partner is approved, we will connect you with your local Team Schein Member (TSM) who will be there to support you with any queries as well as attending your day of action. Our TSMs **love the opportunity to work with you and your teams** – they are happy to **help you make your day a success**.

## Evaluation

Collecting data is important to help us evaluate the impact of the GKAS programme, but we understand that this should not detract from the main purpose of the day. We will provide a **parent/carer satisfaction form** and would be grateful if you could arrange for 20 of these to be completed during your Day of Action.

**Our Territory Sales Managers (TSMs) can support you** with this and will collect the completed forms to share with the GKAS national team. We also ask that you provide a brief summary of the number of children and young people seen, along with a few details about your recruitment approach.

## Promoting the Event

Media coverage of Give Kids A Smile events provides a great opportunity to raise awareness about **the need to improve access to oral healthcare for underserved children**. If you're active on social media, please tag us **@HenryScheinUK** and use the hashtag **#GKAS2025**.

If you choose to include photos, ensure you have signed consent waivers for everyone pictured before posting. As a general rule, children should only be referred to by their first name, and photo waivers **must be signed by a parent or guardian**.

A printed form titled "TO BE COMPLETED BY PARENT/GUARDIAN" with the HSC and Give Kids A Smile logos. It asks for feedback on the booking process, event organization, and child comfort, using a smiley face scale from "Awful" to "Really Fantastic".

Gaining feedback is so important



Learn more online and share on social media





# GKAS Planning Checklist

We hope that this checklist will help you to effectively plan your event.  
Be sure to visit the GKAS website for updates on the program.



## May

MO	TU	WE	TH	FR	SA	SU
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- Sign up to **register** your interest as a GKAS practice partner
- Decide who will be your **GKAS practice lead** – this person will be the main contact with Henry Schein

## June

MO	TU	WE	TH	FR	SA	SU
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

- Agree your GKAS **location** if you are part of a group with multiple sites
- Hold a team meeting to see **who will volunteer** on the day
- **Agree** your day of action
- **Reach out** to your local team to let them know you are taking part in GKAS

## July

MO	TU	WE	TH	FR	SA	SU
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- Agree your recruitment strategy with your local Consultant in Dental Public Health
- Final confirmation of the numbers of children you wish to see via the online portal

## August

MO	TU	WE	TH	FR	SA	SU
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- Explore ways of making your GKAS day **fun**
- If you would like to add to or **personalise** the take home packs, please order any consumables. Practice partners have previously added small teddies, fidget cubes or colouring pencils – all of which can be branded with your practice information

## September

MO	TU	WE	TH	FR	SA	SU
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

- Begin **recruitment** using the GKAS flyer available on the GKAS website

## October

MO	TU	WE	TH	FR	SA	SU
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

- **On Your GKAS Day of Action**
- Please take lots of photos but ensure that consent is obtained using the **consent form** available on the GKAS website
- **After Your Event**
- Please share your photos and any media coverage with us via email to **GKASUK@henryschein.co.uk**
- Submit your **data collection form** so we know how many children you were able to see

Thank you for being part of Give Kids A Smile UK!

