



Elmo's Toothy Dance

Children's Oral Health Awareness Campaign

Many families worry about their child's development and have many questions. It's hard to know where to start. In dealing with the daily responsibilities to ensure a healthy, happy upbringing, no one ever wants to feel like they've overlooked something. We're here to help.

More LA Smiles is a UCLA-led Dental Transformation Initiative that strives to improve the oral health of children with Medi-Cal in Los Angeles County. So often a child's dental health goes unnoticed until something goes wrong. That's why we are proud to partner with Sesame Street in Communities to conduct a **children's oral health awareness campaign** with the aim of educating children, families, and caregivers about the importance of oral health using Sesame Street's time-tested research model and approach.

Join us on **Tuesday, August 25th, 2020** as we launch our all-new co-branded Sesame Street and More LA Smiles videos starring some of our favorite, famous furry friends – Grover and Elmo!

Following the success of Elmo's "Brushy Brush" music video, (which has recently surpassed *one billion views* on YouTube,) our new videos include four scenarios with "Dentist Grover" delivering key messaging surrounding: setting daily brushing routines; the correct amount of toothpaste to use; consuming healthy drinks and snacks; and regularly visiting the dentist; and a brand-new song and music video starring Elmo called "Elmo's Toothy Dance".

We are proud to partner with Sesame Street in Communities, a beloved and trusted name in healthy childhood development, to help keep children's smiles healthy and bright.

Healthy mouths. Happy smiles.



How to Support Us

Beginning **Tuesday, August 25th, 2020**, we will premiere the first of our new videos that deliver key oral health messages. New videos will be released on Tuesdays and Thursdays for the duration of the campaign.

You can help us by supporting and contributing to our oral health awareness campaign across our Facebook, Twitter, and Instagram. Please feel free to share our posts on your social channels as well.

Important Links & Information

- **Website:** <https://moreLAsmiles.org/ElmosToothyDance>
- **Social Handles:**
 - @moreLAsmiles ([Facebook](#), [Twitter](#), [Instagram](#))
 - @SesameStreetInCommunities ([Facebook](#) & [Instagram](#))
 - @SesameCommunity ([Twitter](#))
- **Hashtags:**
 - #ElmosToothyDance
 - #DentistGrover
- Photo, Graphic, and Video Assets can be found [here](#).

Important Dates

- **Tuesday, August 25th, 2020**
Premiere of Dentist Grover’s “Start Early” video on More LA Smiles social media channels.
- **Thursday, August 27th, 2020**
Premiere of Dentist Grover’s “Tooth-Friendly Foods” video on More LA Smiles social media channels.
- **Tuesday, September 1st, 2020**
Premiere of Dentist Grover’s “How Much Toothpaste?” video on More LA Smiles social media channels.
- **Thursday, September 3rd, 2020**
Premiere of Dentist Grover’s “Brushy Book, Nighty-Night” video on More LA Smiles social media channels.
- **Tuesday, September 8th, 2020**
Premiere of Elmo’s new song and music video “Elmo’s Toothy Dance” on More LA Smiles social media channels.

Social Media Messages

The goal of this campaign is to deliver key messages to parents, caregivers, and families in order to help transform the understanding and importance of proper children's oral health and placing the child in a permanent dental home.

Have you seen what Elmo and Grover are up to over at @moreLAsmiles and @SesameCommunities? They're helping improve kids' oral health! Check it out: <https://moreLAsmiles.org/toothydancecampaign> #ElmosToothyDance

Help improve children's oral health by supporting the Elmo's Toothy Dance Awareness Campaign presented by @SesameCommunities & @moreLAsmiles! All-new helpful tip videos starring #DentistGrover and a new song by Elmo! <https://moreLAsmiles.org/toothydancecampaign> #ElmosToothyDance

Help support @SesameCommunities & @moreLAsmiles in their Children's Oral Health Awareness Campaign! All-new videos starring #DentistGrover, and a new song and video by Elmo! Your kids will love it. Learn more: <https://moreLAsmiles.org/toothydancecampaign> #ElmosToothyDance

On Aug 25th, @SesameCommunities comes to Los Angeles to partner with @moreLAsmiles on an awareness campaign to educate children, families and caregivers about the importance of oral health. Join us! Learn more: <https://moreLAsmiles.org/toothydancecampaign> #ElmosToothyDance

Join @SesameCommunities and @moreLAsmiles on August 25th to kick off a Children's Oral Health Awareness Campaign starring two of our favorite famous furry friends – Grover and Elmo! All-new videos! An all-new song! <https://moreLAsmiles.org/toothydancecampaign> #ElmosToothyDance

