

# Brush-a-Mania

Presented by  
The Toronto Academy of Dentistry  
and  
The Rotary Club of Toronto - Don Mills



Rotary Cares

## Chair

Raffy Chouljian, D.D.S.

## Committee Members

John Brown  
Joseph Bulger, D.D.S.  
Annie Chouljian  
Marika Dekanoidze, D.D.S.  
C.P. Giri, D.D.S.  
Nathan Harris  
Jim Hyland, D.D.S.  
Dick Ito, D.D.S.  
Jess Joss  
Allan Katchky, D.D.S.  
Maureen McGowan  
Kim Nguyen, D.D.S.  
Mike Phelan  
Gilles Robert  
Lynda Ryder  
Anne Seagrove  
Jennifer Stewart  
Bruno Venditteli, D.D.S.

## Participating Members

Toronto Academy of Dentistry  
North Toronto Dental Society  
Toronto Central Dental Society  
Toronto East Dental Society  
West Toronto Dental Society  
Ontario Dental Association  
Rotary Clubs of  
Agincourt  
Etobicoke  
Markham Sunrise  
North York  
Scarborough  
Toronto  
Toronto Beach  
Toronto Don Mills  
Toronto Don Valley  
Toronto Earls court  
Toronto East  
Toronto Eglinton  
Toronto Humber  
Toronto Leaside  
Toronto Parkdale  
Toronto Sunrise  
Toronto West

Dear Colleague:

We are proud to announce that Brush-a-Mania will be celebrating its fifth anniversary. It is the perfect opportunity to promote oral health and awareness among our school children!

In four short years, our program, Brush-a-Mania, has grown to incorporate 90 schools representing over 30,000 students from Junior Kindergarten to Grade 6. As we enter our fifth year, our goal is to offer the Brush-a-Mania program to 150 schools and 50,000 students! We would like to invite you to participate this year.

## New for 2005:

- You may attend any school in Ontario;
- You may arrange an assembly presentation or in-class visits with your requested school anytime during the month of April. For City of Toronto schools, we are recommending that assemblies be held on Friday, April 8, 2005 which will be proclaimed Oral Health Day by Mayor David Miller;
- Schools will be provided with toothbrushes and Brush-a-Mania booklets for all participating students in mid March;
- Students will be asked to brush their teeth for three minutes three times a day for the entire month of April;
- Students who complete the program receive a loot bag containing sugarless gum, stickers and a Brush-a-Mania Club Member certificate.

All Toronto elementary schools are listed on our web site:  
<http://www.donmillsrotary.ca/brush.htm> . Click on "List of Schools".

To sign up to attend a school, please contact your Dental Society Brush-a-Mania coordinators:

North Toronto Dental Society	Dick Ito	416-925-2998
Toronto Central Dental Society	Bruno Venditteli	416-921-6772
Toronto East Dental Society	Jim Hyland	416-751-1030
West Toronto Dental Society	Ray Barakauskas	416-234-2223

If you would like to work on one of our other committees, please contact myself directly:  
Organizing committee; Loot Bag Committee; PR/Media Committee; Sponsorship Committee.

Thank you so much for considering supporting this community event. For more information visit our website at <http://www.donmillsrotary.ca/brush.htm>.

Sincerely yours for better dental health,

Raffy Chouljian, D.D.S.  
Brush-a-Mania Chair

2425 Eglinton Ave. E. Suite #220, Toronto, Ontario M1K 5G8  
Ph: 416-752-3532 Fax: 416-297-0335

## **Brush-a-Mania School Recruiting Instructions**

The Brush-a-Mania program is open to any ODA member dentist. The Brush-a-Mania program including posters and booklets must be followed. The local Rotary Club must be invited to co-host the presentations. The Rotary Clubs in the City of Toronto have all been contacted and most do participate in the program.

Check our web site for the list of elementary schools in Toronto. Any school in Ontario is eligible for the Brush-a-Mania program. If the school you wish to attend is not on our list, please email Raffy Chouljian [raffyc@canada.com](mailto:raffyc@canada.com). If the school you wish to attend is on our list, check to see if there is a dentist already assigned. If not, check which society the school is located in and contact the appropriate Dental Society Coordinator:

Central	Dr. Bruno Vendittelli	416-921-6772	<a href="mailto:vendittelli@yahoo.com">vendittelli@yahoo.com</a>
East	Dr. Jim Hyland	416-751-1030	<a href="mailto:drjimhyland@hotmail.com">drjimhyland@hotmail.com</a>
North	Dr. Dick Ito	416-925-2998	<a href="mailto:itodick@netscape.net">itodick@netscape.net</a>
West	Dr. Ray Barakauskas	416-234-2223	<a href="mailto:rjbara@sympatico.ca">rjbara@sympatico.ca</a>

Once you have been assigned a school, call your school and ask to speak to the principal.

(Refer to the spreadsheet for name and telephone number.)

If you get the answering machine, the extension for most Public School Principals is 20010.

Identify yourself as calling on behalf of Brush-a-Mania.

They should have already received a fax on Brush-a-Mania. If they have misplaced their fax, they may download the school package from our website: <http://www.donmillsrotary.ca/brush.htm>.

Describe the program and invite their school to participate:

- April is Oral Health Month in Ontario;
- Friday, April 8, 2005 will be declared Oral Health Day by the City of Toronto;
- Goal: To raise awareness about the importance of good oral and overall health.
- Target audience: Students in JK to grade 6.
- Each participating school will hold a half hour assembly or in-class presentations anytime during the month of April. An Ontario Dental Association member dentist and a member of the Rotary Club will come into the school and provide the children with an interactive, entertaining presentation in proper dental care. Each assembly will conclude with a Brush-Off, where all participants brush their teeth for 3 minutes.
- The students track their brushes for the entire month of April in the classroom and at home in their booklets. Each student receives a toothbrush and a Brush-a-Mania booklet containing activities and games, as well as, a take home chart for them to mark off their daily brushes. Students who complete the program receive a loot bag containing sugarless gum, stickers and a Brush-a-Mania Club Member certificate.
- Schools that have an assembly on Friday, April 8, 2005, may participate in the City-Wide Brush-Off. All of the participating students across the City of Toronto will brush their teeth simultaneously for 3 minutes at 10:20am.

- Schools will be provided with all of the necessary materials to run the program including posters, class charts to track the students' progress, toothbrushes, booklets and loot bags for all students.
- Last year, over 30,000 students participated. The goal for 2005 is 50,000.

If they require more information, please contact Nathan Harris at 416-443-9968.

After you have spoken to your school's principal, forward their response to your Dental Society Coordinator. Any errors in our database should be reported to raffyc@canada.com

For school status, check our web site:

<http://www.donmillsrotary.ca/brush.htm>. Click on "List of Schools".

### **Important Details:**

#### **New for 2005:**

- Schools may arrange assembly presentations or in-class visits with their assigned dentists anytime during the month of April. For City of Toronto schools, we are recommending that assemblies be held on Friday, April 8, 2005 which will be proclaimed Oral Health Day by Mayor David Miller;
- Schools will be provided with toothbrushes and Brush-a-Mania booklets for all participating students in mid March;
- Students will be asked to brush their teeth for three minutes three times a day for the entire month of April;
- Students who complete the program receive a loot bag containing sugarless gum, stickers and a Brush-a-Mania Club Member certificate. Schools may modify the requirements for individual students.

#### **Cost of Program:**

There is a Participation Fee of \$100 per school that has been requested. For City of Toronto schools only, this fee is voluntary and will be waived if the school is unable to contribute. Please explain to the school that most of the program is funded by the sponsors. Any additional funds raised allow us to expand the program to more schools and students.

#### **Fund-raising with Brush-a-Mania:**

Some schools will use Brush-a-Mania to fund-raise for their own school. Students would collect pledges per brush. The proceeds may be used as the school decides. This fund-raiser could be used to pay the school's Participation Fee.

#### **Responsibilities of participating schools:**

See attached page.

## **Common Objections ... and Responses:**

### **Too many students in school for one assembly:**

Some schools last year held two and sometimes even three assemblies because they had so many students. We can accommodate each school's needs. The assemblies will be identical, however, of course the students will not be included in the City-Wide Brush-Off.

### **No time for an assembly:**

The assembly is the most effective way to reach as many students as possible. Not all classes need to participate. Even if only one class would like to participate, we will still make the necessary arrangements.

### **School requests in-class instruction:**

We will try to accommodate the school's wishes by recruiting dentists. Try to encourage the assembly so that the students can participate in the Brush-Off. They can have both in-class instruction, as well as, the assembly.

### **Our recess is at 10:15 am:**

If at all possible, some schools will hold a late recess that day. If not, the assembly can begin at 9:45 and be complete by 10:15 am. The students will not be included in the City-Wide Brush-Off.

### **School cannot participate in assembly on April 8<sup>th</sup>:**

Assemblies can be held anytime during the month of April. The assembly will be identical, however, of course the students will not be included in the city-wide Brush-Off.

### **It is too much work to assemble the loot bags:**

Rotarians are available to come to the schools to supervise the loot bag assembly. The schools must provide 6 - 10 senior students to assemble the bags.

### **How do you brush your teeth in the gym?**

The Brush-Off is a ceremonial brush to encourage participation in Brush-a-Mania. It is a dry brush: No toothpaste or rinsing is involved. Please have paper towels or Kleenex available. Some schools preferred to have a pretend brush.

### **The Public Health dentist has already come to our school:**

Brush-a-Mania is working in conjunction with Public Health. It does not replace the work of Public Health dentists. Brush-a-Mania encourages the students to take what they have learned and apply it by rewarding them for brushing their teeth.

### **Concerned with hygiene and mess of Brush-Off:**

The Brush-Off is optional. Toronto Public Health has reviewed our program. To quote Dr. Barbara Yaffe, director of Communicable Disease Control: "There is an increased risk of transmission of respiratory infection when you bring a large number of people together in one room. However the actual brushing of teeth etc would not increase this risk substantially. Therefore... this activity does not pose a significant public health concern."

## Suggestions for Participating Schools

### **Before April 2005:**

1. To register your school, please return the Fax-Back Form along with your Participation Fee to the “Rotary Club of Toronto – Don Mills”, care of Brush-a-mania, 220-2425 Eglinton Avenue East, Toronto, Ontario, M1K 5G8. Certain schools have elected to organize a Brush-a-thon to raise funds. Please feel free to use this opportunity to raise funds for your own school or to donate to Brush-a-mania.
2. Publicize Brush-a-mania to parents and students. An article will be provided for editing and use in your school newsletter. Brush-a-mania posters will be provided in March to display in your school.
3. Invite guests to your assembly: Superintendent, Trustees, parents, etc.
4. Distribute to each student a Brush-a-mania booklet. (All supplies will be delivered after the March school break including toothbrushes, stickers, sugarless gum and a Brush-a-mania Club Member certificate for each student who completes the program.)

### **April 2005:**

5. Distribute toothbrushes during assembly if your school is participating in the Brush-off. If not, you may distribute the toothbrushes with the Brush-a-mania booklets in late March.
6. Encourage students to bring their toothbrushes to school and brush after lunch if you have a teacher or parent to sign off the Brush-a-mania booklets.
7. Put up a Brush-a-mania Class chart in each classroom and chart the progress of the students. Your assigned dentist and/or Rotarian may be available to encourage the students. Please arrange visits with your assigned dentist and/or Rotarian directly if you wish.
8. Coordinate presentations by your assigned dentist. A microphone and tape deck will be required for assembly presentations.

### **After April 2005:**

9. Collect Brush-a-mania booklets and distribute Brush-a-mania Club Member certificates to qualifying students. You may modify the requirements for individual students as you see fit. If you would like to have an awards assembly, please contact your assigned dentist and Rotarian to participate. Each school should write the names of the students on the certificates.