

“Brighter Smiles for the New Generation” Home-School Oral Care Activity

Background

The Oral Health Promotion Division (OHPD) of the Department of Health cordially invites your school to join the “Brighter Smiles for the New Generation 2026-27” home-school oral care activity. We look forward to working with you for the betterment of the children’s oral health.

“Brighter Smiles for the New Generation” has been carried out over two decades. Through this programme, children studying in kindergartens and kindergarten-cum-child care centres have developed good oral care habits that bring life-long benefits to their oral health. Besides being supported by principals, teachers and parents, the activity is also recognized by dental professionals internationally. It was awarded “The Bright Smiles, Bright Futures Award – Grand Prize” in the 24th International Congress of International Association of Paediatric Dentistry as the best community oral health education programme.

I. Objectives

1. Children brush their teeth with an appropriate amount of fluoridated toothpaste in the morning and before bed at night every day
2. Parents perform supplementary toothbrushing for their children every night
3. Parents remind their children to avoid excessive consumption of sugary food, avoid eating and drinking frequently and help them establish a smart dietary habit in order to prevent tooth decay and reduce risk of obesity.

II. Activity details

The activity will be carried out in 2 stages:

Stage 1: Enrollment, Activity Materials Collection and Activity Implementation

- The latest Oral Care Animation “Rescue Toy Kingdom” will be uploaded to “OHPD” Youtube Channel in mid-November. Teachers and students can rewatch the oral care animation anytime
- The online teacher manual will be uploaded to the “Toothclub” website in mid-October

Stage 2: Result Submission and Collection of Oral Care Tips and Gifts

Stage 1

Enrollment

- Online Enrollment – click https://www.toothclub.gov.hk/en/en_home_01_07.html, click “Online Service”
- Confirmation: check the “Confirmation Notice” email
- Online Enrollment Deadline: 10 January 2027 (Sunday)

Activity Materials Collection

Print the “Confirmation Notice” email for the collection of activity materials

Date: 16 to 27 October 2026 (except Saturdays, Sundays and public holidays)

(If the collection is made after the above date, full set of activity materials will not be guaranteed)

Address: Oral Health Promotion Division, Department of Health

4/F, Argyle Street Jockey Club School Dental Clinic, 147J Argyle Street, Kowloon

Map: https://www.toothclub.gov.hk/chi/home_01_01_05_map.html

Activity Implementation

Activity Period: 26 October 2026 to 27 June 2027

Designate a consecutive 12-week period (Starting on Monday)

School Activities:

- Distribute activity materials to children
- Accompany with your students to watch online oral care animations (“OHPD” YouTube Channel): read stories, play Q & A games, listen to theme song, and read online picture books together
- Record on the Scoreboard according to the Student Oral Care Handbook weekly
- Carry out the “World Oral Health Day” Card Giving Activity

Parent-child Activities:

- Watch the Oral Care Animation and read the Online Picture Books to learn oral care knowledge

Oral Care Animation link : https://www.youtube.com/playlist?list=PLF0nHVCeSdZ9q6pX9T_iWt0t61sts7E8U

Online Picture Books link: https://www.toothclub.gov.hk/en/popup_online_book.html

QR code:

Oral Care Animation

Online Picture Books



- Fill in the Toothbrushing and Smart Diet Record sheets and hand in to teachers every week
- Use stickers as reminders to establish good oral care habits
- Participate in the “World Oral Health Day” Card Giving Activity

Stage 2

Result Submission

- After the activity, submit the result online or by fax within 2 weeks
- Result submission deadline: 9 August 2027 (Monday)

(Notes: Gifts will only be issued if the result is submitted on or before the result submission deadline)

Collection of Oral Care Tips and Gifts

- After result submission, a “Collection Notice” will be issued through email
- Fill in the collection date and fax “Collection Notice” to our Division 3 working days before collection
- Address: Oral Health Promotion Division, Department of Health
4/F, Argyle Street Jockey Club School Dental Clinic, 147J Argyle Street, Kowloon

III. Activity Awards

- Gifts will be awarded to children who have completed all 3 tasks
- All participants will receive “Oral Care Tips” as souvenir

Updated on 13 August 2026