



THE BASICS

Wellness Emphasis: Dental Health

Duration: 4 weeks

Tracking Mechanism: Healthy Smile Checklist

Theme: Smile and the world smiles with you. But how do you maintain a healthy smile? And what are the benefits anyway? This campaign provides the information and tools to make a healthy smile a reality – and to keep some potential health threats at bay.

Goal: Participants are encouraged to establish good oral hygiene habits including brushing twice daily and flossing once each day throughout the challenge. To optimize oral health, four “smile boosters” are also introduced. This unique campaign aims to make participants more aware of their oral hygiene habits and to help them make the connection between poor oral health and overall health and well-being.

Incentive Prize Ideas: Toothbrush, floss, lip balm with sunscreen, t-shirt, insulated mug, gift certificate for local photographer, water purification system, and travel bags.

QUICK FACTS

Consider these facts when pitching this campaign idea:

- Fewer than 50% of Americans visit a dental office annually.
- Tooth decay, bleeding gums, mouth infections, and bad breath are usually a result of less-than-adequate oral self-care and poor health behavior choices.
- As one of the most prevalent chronic health concerns, dental illness can impair worker productivity, as well as escalate health care costs for employers and employees.

THE WORD

“After offering the same old walking and fruit and vegetable campaigns year after year, a dental health challenge was a welcome change. Employees who never sign up for wellness incentive campaigns signed up for this one! I would run it again definitely.”

Convenient and Affordable Purchase Options

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More Information

To learn more about the comprehensive challenges offered by TAVi Health, visit tavihealth.com. To see samples of any campaigns, email twist@tavihealth.com or call **888.491.1625**.

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