



Spruce

The Dental Health Moose



ABOUT THE CAMPAIGN

Spruce the Dental Health Moose has existed as an informal shared visual identity across various Maine children's oral health efforts for many years. This campaign formalizes that coordination and brings partners together under a unified message and strategy to increase consistency and strengthen statewide impact that ensures families encounter the same trusted messaging across every setting where they receive oral health care, education, and support.

CORE MESSAGE PRIORITIES

We intend to promote not just behavior change but also a shift in how oral health is understood, prioritized, and practiced. These core message priorities provide the foundation for all campaign materials and are intended to be clear, science-informed, and easy to remember across diverse audiences. Each message area will be reinforced through age-appropriate, culturally responsive materials featuring Spruce the Dental Health Moose and aligned with trusted sources across dental, medical, educational, and community settings.

Engagement: (Why?)

Oral health is whole-body health. The mouth is connected to overall wellness, learning, and quality of life and most oral health issues are preventable.

Prevention: (How?)

Healthy habits start before the first tooth. Build consistent, age-appropriate routines around brushing, flossing, and nutrition that grow with the child.

Intervention: (What now?)

Families need tools to recognize early signs of trouble and know how to ask for help, including minimally invasive and preventive options.

TARGET AUDIENCE

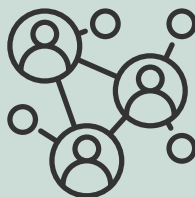
The campaign works across three age groups:

- birth through pre-K (0-5)
- elementary school, (6-11)
- middle school (12-14)

At each stage, materials are designed for both the child and the adults supporting them, recognizing that the caregiver's role shifts as children grow toward independence. They will be built for use by healthcare providers and support persons across a range of settings, from pediatric and dental practices to schools, community health programs, and early childhood sites. Rollout is intentional and phased, beginning with younger age groups and expanding over time.

INCREASING ACCESS

A core component of the campaign is a centralized website that features an access map to help Mainers locate oral health services and resources across the state, including diverse provider types and access points.



GET INVOLVED

Healthcare providers are a critical part of getting this message to Maine families. Here are a few ways to participate:

- Use campaign materials in your practice. Age-appropriate resources are available for waiting rooms, appointments, and patient communication.
- Pilot new materials. Be among the first to use and provide feedback on resources as they launch.
- Become a distribution partner. Help ensure materials reach the families you serve across your community.
- Connect families to resources. Use the campaign's centralized access map to help patients find oral health services in their area.
- Spread the word. Share the campaign with colleagues and partner organizations.



Learn more about the Spruce coalition at www.sprucethemoose.org



Children's
Oral Health
Network
of Maine