

Brush, Book and Bed with Buddy The Bear



The Brush, Book and Bed Campaign aims to promote the importance of setting a healthy bedtime routine which incorporates brushing your child's teeth, reading together and setting a regular bedtime.

BRUSH



- ✓ Children's teeth and gums should be cleaned at **bedtime** and at one other time of the day.
- ✓ A small headed **toothbrush** with soft bristles should be used during toothbrushing.
- ✓ Fluoride **toothpaste** should be used. Water should not be used during toothbrushing.



Use a small smear of toothpaste for children under 3 years of age.

BOOK

- ✓ Read a story every night.
- ✓ Take your time.
- ✓ Children love to hear your voice.
- ✓ Point out things in the story.
- ✓ Be brave and use different voices and facial expressions.
- ✓ Remember the child can't read so don't be frightened to change the story.



BED



- ✓ Lights should be dimmed, screens should be off and curtains closed 1 hour before bed.
- ✓ Babies love repetition so a routine will help them to predict its night time.
- ✓ A bath 30 minutes before bed can help settle to sleep.
- ✓ Try to put babies in the cot awake to allow them to self-settle to sleep.
- ✓ But remember growth spurts, teething and illness can impact on sleep.