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Our reference: HBI\Policies

Guidelines for use of Humble Brush donations – Toothbrushes

In order to make a sustainable impact on oral health, donation toothbrushes are to be used only under the following guidelines.

1. In communities where the unmet needs are high. This means that an analysis of oral disease, risk factors and access to care shows that the community suffers from high tooth decay rates, low awareness of the causes, and poor access to dentistry.
2. In communities where under 30% of the children have their own toothbrush.
3. The brushes are used for daily toothbrushing, with the aim of establishing oral hygiene behavioural change.
4. For children (aged 5-17) in schools, orphanages or other institutions.
5. As part of a comprehensive preventive program that includes nutritional and other relevant oral health educational messages.
6. Teachers are familiarized and involved with the program before execution in their classrooms.
7. Habit formation is achieved by creative and motivational efforts to make the toothbrushing: fun, rewarding, repetitive, part of daily routine, practical and easy.
8. Upstream policies are addressed and policy makers engaged to ensure a supportive environment for the program and supply of oral care products.
9. No child should feel left out due to insufficient numbers of brushes or any other social, cultural or ethnic reasons.
10. The program is continually monitored by local personnel for the duration.
11. Brushes cannot be sold or traded.
12. Photographs are to be taken of the toothbrushing initiative and sent to darwin@humblesmile.org in real-time. Parents/ guardians of children appearing in photos have given their consent to use the photos.

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13. Hashtag posts: #GoHumbleGiveSmiles #Humblebrush #Thehumbleco #humblesmilefoundation #ResponsibleDentistry

14. The brushes are to be personalized (labelled) and kept at the school in individual containers (such as the original packaging) which are also clearly labelled in a way that enables them to be easily identified.

15. Children must wash their hands with soap and water before brushing.

16. Children must maintain at least 2 meters distance between themselves when they brush, rinse and spit.

17. Brushing and spitting should take place in sinks (where available).

18. Children must rinse their toothbrushes thoroughly before placing them in their individual containers without touching each other.



Signed by the CEO, Noel Abdayem, on the 31st of March 2020, in Stockholm/Sweden.