Welcome to your campaign guide to **National Smile Month** – the UK’s largest oral health campaign.

You’re probably reading this because you’re passionate about health and wellbeing, keen to raise awareness of important health issues, and ultimately, ready to help us make a positive difference to the oral health of millions of people throughout the UK.

If that’s the case, **National Smile Month** is perfect for you.

Organised by the British Dental Health Foundation, **National Smile Month** is an oral health campaign like no other. We work together with thousands of individuals and organisations during National Smile Month to promote three key messages, all of which go a long way to improve oral health of those in the UK.

In 2014, National Smile Month takes place between **May 19 and June 19**. We encourage all dental and health professionals, schools, pharmacies, community groups, colleges and workplaces – in fact anyone with an interest in good oral healthcare, to join in and help us educate, motivate and communicate the importance of good oral health.

Throughout this guide we’ll give you lots of great ideas on how to make National Smile Month work for you, and let you know about some of the wonderful success stories we had during last year’s campaign. We hope some of the information in this guide, and on our campaign website www.smilemonth.org, will inspire you and show you what we can achieve by working together.

**The 3 Key Messages:**

1. **Brush your teeth for two minutes twice a day with a fluoride toothpaste**
At the British Dental Health Foundation, we are determined to improve oral health in the UK. National Smile Month is our (and your) chance to promote positive oral health messages to all kinds of people. From men to women, young to old, rich to poor, we want to get oral health back on the map so that people realise the true worth of their smile.

We also want to help those people in communities which are disadvantaged, and to those people who are vulnerable and at more risk of oral health diseases.

Despite the many improvements in oral health over the last 30 years, inequalities continue to burden certain groups of the UK. Those of a lower socio-economic status, the elderly, people on lower incomes or with educational barriers, even different ethnicities, are more likely to suffer from chronic ill-health. Health inequalities are almost entirely preventable – National Smile Month gives us a timely reminder that we can make a difference in addressing this unjust imbalance.

By establishing links with homeless shelters, community and day-care centres, residential homes and hostels during National Smile Month, you can ensure these groups of people have access to the care and information they deserve – it’s also goodwill for your organisation too!

But it’s not just adults who need our help. Tooth decay is the most common chronic disease in children, affecting more than one in four five-year-olds in the UK. We want to increase oral health education in the classroom, after all, children who learn the right lessons at an early age are more likely to carry them on into adulthood.

From brushing their first tooth, to their first trip to the dentist, to learning more about their diet, a child’s oral health plays a key part in their early year’s wellbeing. We are dedicated to improving the oral health of young children in the UK and by continuing to help dental health professionals and nearby schools develop strong relationships, National Smile Month can have long-lasting benefits on the quality of thousands of lives.

2 Cut down on how often you have sugary foods and drinks

3 Visit your dentist regularly, as often as they recommend
Why Everybody Should Support National Smile Month

With your support, National Smile Month reaches in excess of 50 million people each year and is the biggest and most effective annual reminder of the importance of good oral health. But there is still more work to do.

A quarter of all children starting school have tooth decay. Around a quarter of all adults say they have not visited a dentist in the past two years. Three in every ten adults suffer from regular dental pain. A quarter of adults don’t brush their teeth twice a day and over four-fifths of the population have at least one filling.

But poor oral health doesn’t just cause problems inside the mouth. A smile is hugely important to our personalities, self-confidence, relationships and success. General health is also at risk too as studies continue to associate poor oral health to serious health problems such as diabetes, heart disease, strokes, pneumonia, premature babies and other major conditions. With a good oral health routine, and with your support during National Smile Month, we can help reduce the number of people suffering from these conditions.

Here are just some of the reasons why we should all continue to campaign together during National Smile Month to make a difference to the nation’s health:

* Over three fifths of adults in England and Northern Ireland (61% and 60% respectively) and over two thirds in Wales and Scotland (both 69%) now attend their dentists regularly. In 1978, the figure was just 44 per cent in England and 39 per cent in Wales.

* The proportion of the population with no natural teeth in England, Northern Ireland and Wales has fallen to just six per cent in 2009. In 1978, the figure was as high as 37% in Wales.

* The number of adults with 21 or more natural teeth has risen to 86% in England, Wales and Northern Ireland. In 1978, the percentage was as low as 68% in Northern Ireland.

* Two thirds (66.6%) of children aged 12 are now found to be free of visible dental decay. In 1973, this figure was less than 10%.

* The dental health of five year old children is even better – just 27 per cent of children show any obvious dental decay.

WHAT YOU SAY ABOUT NATIONAL SMILE MONTH

Tracey, Oxford

We have been proud supporters of the National Smile Month campaign. Here’s to the next twelve months of healthy and happy smiling faces! Maria, Bristol

Another successful National Smile Month oral health promotion. Well done to all involved (and we made it to the Smiley Wall of Fame too).
The majority of adults (71%) in England, Wales and Northern Ireland are now free of visible dental decay. In Northern Ireland this figure has nearly halved from 52% to 28% since 1998.

The UK is one of the most likely nations in Europe to visit their dentist for a check-up – helping to prevent the battle against poor oral health. The UK was ranked second (72%), after the Netherlands (79%), in a recent survey.

... But there’s still more to do:

- One in every seven adults who had ever been to a dentist suffers from extreme dental anxiety.
- Almost one in four adults still do not brush their teeth twice a day.
- One person in 10 is unaware of the threat of mouth cancer.
- Poor dental health has been linked to an increased risk of type 2 diabetes.
- Direct links have been established between bacteria in the mouth and heart attacks.
- One third of people in Britain still only brush their teeth once a day, or less.
- New research suggests an increased risk of breast cancer caused by tooth loss and gum disease.
- Just over a quarter of adults (26%) said that the type of dental treatment they opted to have in the past had been affected by the cost of this treatment and almost one fifth (19%) said that they had delayed dental treatment for the same reason.
- Visiting the dentist is ranked number one (22%) for making people nervous, closely followed by heights (19%). More than 10 times as many people (22%) are nervous of visiting their dentists, compared to their doctor (2%).

National Smile Month gave us the opportunity to engage with a priority group which is extremely difficult to access. The campaign allowed us to deliver oral health messages in a really fun way and the ideas that you gave us will be used by our oral health promotion team in the future.

Hazel, Cardiff

We were really delighted to be part of National Smile Month... the key messages are so important.

David, Belfast

National Smile Month has gone global! The children at Bukumbi Care Centre, near our office in Tanzania, enjoy playing with the Smileys.

Bridge2Aid, Tanzania

We are passionate about improving our client’s oral health and helping them to care for their teeth well so they will last a lifetime and look wonderful!

Julia, Aberdeen

We had a great time at our dental practice during National Smile Month. We had such fun with the Smileys!

Heather, Tunbridge Wells

All our children are already excited about National Smile Month!!!

Wendy, Nottingham
HOW DO I GET INVOLVED?

Taking part in National Smile Month is easy. It doesn’t necessarily involve lots of time or money, just the passion to make a difference and help promote oral health in your community, whether it’s in your dental practice, hospital or general practice, school, pharmacy, retail outlet, workplace or out on the streets themselves.

This year, National Smile Month will create many more opportunities for supporters and organisations to help share the message of how to achieve great oral health. We are looking for people who can take our values and desire of oral health education and spread the word among their community.

DISPLAYS

Who? Perfect for dental practices, schools, colleges, pharmacies, retail outlets, workplaces and community centres. In fact, anywhere that allows you to display information.

How? Set up a display using the resources in the National Smile Month Catalogue. Our Display Packs contain everything you need in order to make a dazzling display. Give our team a call on 01788 593 793 or email order@dentalhealth.org and get yours from £15!

Why? An eye catching display is easy to set-up and can be a great way of grabbing people’s attention. It can stay up for the whole month and you can capitalise on it by handing out information.

HEALTHY FOOD CHECK

Who? Perfect for canteens, cafes, restaurants and tuck shops. In fact anywhere that serves food. Health workers and oral health educators can influence menu choices by getting in touch with schools and restaurants in their area.

How? Take a look at your menu and snack options and look to replace foods that are high in salt, sugar or fat with healthier options such as potatoes, fruit and vegetables.

Why? With the links between oral and general health getting stronger, National Smile Month is the ideal time to give your menu a healthy overhaul.

TWO MINUTE CHALLENGE

Who? Perfect for schools, colleges, workplaces and community groups.

How? Organise a competition to see who can brush their teeth closest to two minutes without the aid of a clock or watch. You could charge an entry fee and use the money to buy a prize for the winner.

Why? The two minute challenge is a fun and informative way of making people aware of the two minute rule for brushing. Watching how people react under the pressure of competition can be great for team building.

To help you get involved, here are a few ideas to get you started:
DENTAL EXPERT TALK

**Who?** Perfect for oral health educators and dental nurses looking to help the community and for schools, colleges or workplaces who want to educate their pupils or staff, or communal groups.

**How?** Schools and colleges hoping to organise a dental expert talk can contact their dental practices to see if anyone is available in their area. Alternatively, oral health educators and dental nurses can offer their services to local groups by letter, email or telephone.

**Why?** Both children and adults can learn something from an expert talk and subjects can range from the importance of fluoride in toothpaste to the systemic links between the mouth and the body.

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FUN DAYS

**Who?** Fun days are an ideal way to get the interest of children and the general public and can work well in schools, dental practices, retail outlets, colleges and the community.

**How?** Get into the spirit of National Smile Month by dressing up, playing music and running fun competitions. Try to create a happy, relaxed atmosphere and ensure that there is plenty for everyone to do.

**Why?** A fun day can be a great way to create a buzz in your local area. They can be used to attract new business or to assist in team building. In addition, people are far more likely to learn when they are having fun – so make sure you also hand out information.

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HAND OUT INFORMATION

**Who?** Perfect for dental practices, schools, colleges, workplaces, pharmacies, nurses, retail outlets and community centres.

**How?** Use National Smile Month as an opportunity to hand out information. You can do this as part of a display or with appointment cards if you are a practice, with letters to parents if you are a school, with payslips if you are an employer or with dental purchases if you are a retail outlet.

**Why?** Research has found that people are far more likely to remember information when it is given to them in written form. Handing out information is a great way to educate the public on good oral healthcare and leaflets are available at minimal cost.

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PRIZE: FREE TREATMENT

**Who?** Ideal for dental practices.

**How?** Dental practices can offer free treatments as a prize in the local newspaper or through the practice newsletter. Anything from tooth whitening to a full smile makeover!

**Why?** Offering free treatments as a prize can be an excellent way to publicise your practice. It can also be a great way to make people aware of the various cosmetic options that are available.

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**Have a look on the campaign website**

[www.smilemonth.org](http://www.smilemonth.org)

There you will find more ideas on how you can take part, details on planning your event, fundraising tips and how you can promote your event to the public and press.
THE SMILEY

National Smile Month is not just about education, it’s also about having lots of fun. And this year we hope everyone will make each other smile with our own ‘Smiley’. They are great fun whether in the workplace, at school, hospitals, dental practice, toddler groups – in fact just about anywhere you can think of.

They are educational too. On the back of each ‘Smiley’ there’s a reminder about how to take good care of your oral health.

Some of the very best ideas are the simplest. Getting involved in National Smile Month can bring a smile to many faces and save on the pennies – a pack of our Smileys starts from just £1.65.

Be sure to take lots of pictures of you and your team posing with the Smiley. You can then send them to us directly or upload them on social media. We’ll choose the best and put them on the National Smile Month website for the whole world to see!

‘Best National Smile Month Event’ at the Dental Awards

Why not enter your National Smile Month event into the annual Dental Awards “Best National Smile Month Event” category?

Once you have completed your event, simply get in touch with us and tell us how it went. Applications are available in August so there’s lots of time to apply. Just register your interest with us after National Smile Month and we’ll send you all the information you need.

Email: pr@dentalhealth.org or 01788 539792.

THE DENTAL TEAM

National Smile Month is your chance to educate the public on oral health – a subject that we know many of them could brush up on. Raising awareness of the importance of good oral health and organising events and activities, no matter how big or small, can be more than just fun and informative – it can also help to raise the profile of your practice too!

Now that hygienists and therapists have direct access to patients, there has never been a better time to promote good oral health. National Smile Month is the perfect opportunity to do just this, and it’s never too late to get involved.

The success of National Smile Month depends on thousands of dental professionals working with local organisations and making a difference to oral health at grassroots level. Whether you connect with patients in your practice, or go out into the community, the dental team has a vital role to play in oral health education. After all, you create beautiful smiles, it would be such a shame if many people didn’t know how to maintain them.

Whether you have a whole month, a week, a day, an afternoon, an hour or just one minute, get involved, get smiling, and do something great for National Smile Month. Year-on-year, dental teams create some of the most imaginative and creative events and activities, so we’re looking forward to seeing what you can come up with this year.

On the National Smile Month website you can find lots of advice about how your dental team can make a difference over the campaign, whether it’s a simple display in your waiting room or a visit to your local school, we hope to provide you with the inspiration to get you started.
Dental health professionals are in a unique position to help those in need of oral health education and care. Whether you target adults in disadvantaged areas, or children in schools or nurseries, you have the power to change the quality of a person’s life by leaving them with invaluable information for their oral hygiene.

Oxford Health NHS Foundation Trust

To give you a flavour of what can make a successful campaign, look no further than the Oxford Health NHS Foundation Trust. They supported National Smile Month by running three events out in the community on the Health Bus and scooped the ‘Best National Smile Month Event’ at the Dental Awards.

The Oral Health Promotion team and colleagues from Oxfordshire Salaried Primary Care Dental Service were talking to members of the public outside the bus, giving out oral health information and advice. A dentist from the service gave free oral health checks to members of the public on board the bus. Representatives from local dental practices also attended, ready to offer NHS dental care at their surgeries to those looking for a dentist.

Their team gave away various National Smile Month resources including Smileys, stickers and sugar-free lollies. They also gave away other resources such as fuzzy bugs, toothbrushes, toothpaste samples, and health information leaflets.

As part of the campaign, the team ran a joke competition from the health bus. The person with the best joke won a hamper of exciting oral health treats – including an electric toothbrush. Over the three health bus events, a total of 61 members of the public received free dental checks, and approximately 250 people received oral health information.

City Health Care Partnership, Hull

Good oral health practices taught at an early age can reap great rewards through adulthood. That’s why the City Health Care Partnership, Dental Health Promotion Team based in Hull helped to bring a smile. They hosted a ‘pop up dentist road trip’ around school nurseries in Hull as part of National Smile Month. They attended many nurseries with a pop up dental surgery, lots of role play kits and ‘Dipsy the Dinosaur’. This was very well received, as it provided a fun experience of going to the dentist and the opportunity for parents to receive information regarding access to dental provision in the area.

More than 1,500 dental practices and oral health promotion teams took part in last year’s National Smile Month.
HEALTH CENTRES AND HOSPITALS

Health and walk-in centres often see a large number of people that may not visit their dentist as often as recommended. After all, less than half of the population have visited an NHS dentist in the last two years.

Many health centres also offer local communities access to health workers and information, something that is particularly important in any deprived area of the UK. With cost continuing to be labelled as a barrier to dentistry for many struggling to make ends meet, health centres offer many people either out of work, uninsured or elderly to get advice and maintain their health.

The same applies to staff visiting care homes and house-bound people. Oral health often gets overlooked, and it is something vulnerable people need to maintain. Research has suggested poor oral health is linked to heart disease, strokes, diabetes, pregnancy problems, pneumonia, dementia and even loss of sight, so it’s something that we cannot afford to ignore any longer.

There have been many great examples of health centres taking the bull by the horns and making a difference throughout the campaign. In Exeter, four care homes learned how to clean their dentures correctly, about how their diet could be affecting their oral health and about the basics of oral care. These may seem really simple messages, but they often make a real difference.

For those people who find themselves hospitalised and unable to keep up their own oral hygiene routine, National Smile Month could be the kick-start staff need to discover how they can make a difference. Hospital teams can focus on oral health throughout the campaign, and fun days are always a great way to create a buzz on the ward. Our Smileys are a sure-fire way of making people smile – and they also contain our three key messages for good oral health!

Posters, Smileys, goodie bags and t-shirts, we have lots of resources to help make your activities successful. They all help to raise awareness of important oral health issues, and they’re all available from our catalogue. Basic oral hygiene principles are easy to pass on, whether it’s face-to-face advice or through a poster in the waiting room.
SUCCESS STORIES

Student Dental Hygienists, studying for the Diploma in Dental Hygiene at the University of Bristol Dental Hospital School for Dental Care Professionals, delivered Oral Health Promotion sessions within the South Bristol Community at various venues during National Smile Month 2013 and beyond the end of the campaign. Hospital staff getting out and about can bring a smile to many faces – bravo team!

NSM 2013

We had a wonderful response to National Smile Month from hundreds of health centres, GPs and hospitals in 2013. We would love for you to join us again this year so we can continue our good work in promoting oral health, especially in relation to systemic illnesses such as heart disease and strokes. Obesity and poor oral health also have a strong relationship in regards to poor diet, often overloaded with sugar. By relaying one of our three key message 'cut down on sugary foods and drinks,' those people at risk stand a much greater chance of having and keeping healthy gums, thereby reducing the risk of gum disease, tooth loss and decay.

Visit: www.smilemonth.org

Smile!
It’s National Smile Month

Visit your dentist regularly, as often as they recommend

Visit: www.smilemonth.org

Cut down on how often you have sugary foods and drinks

Visit: www.smilemonth.org

Brush for 2 minutes, twice a day with a fluoride toothpaste

Visit: www.smilemonth.org

SUCCESS STORIES

Visit: www.smilemonth.org
Teachers have a lot of pressure to deliver education that meets national targets in literacy, numeracy and areas such as Personal, Health & Social Education, which oral health falls under. National Smile Month is a great way to introduce some of these lessons into the curriculum in a fun and engaging way.

For many children in the UK, particularly in more deprived areas where inequalities in health are more apparent, National Smile Month could be one of the few opportunities children have to access oral health information. Around a quarter of a million children in primary schools across the UK will have tooth decay when starting school, making National Smile Month the perfect opportunity to discuss and promote oral health.

By working with local practices and oral health teams and sharing their knowledge and experiences, there is every chance to really make a positive difference in the classroom. Your role in increasing their knowledge of oral health, not to mention making the subject appealing to children, will help us to achieve our goals.

We believe in the importance of teaching young children good habits from an early age. By learning how to care for their teeth correctly, children are more likely to carry these lessons into adulthood and ensure they remain on the right path.

Last year, hundreds of schools across the country took part in National Smile Month. The Smiley is a fun and easy way to introduce young children to our three key messages. They are also a great way to involve local media. Contact your local newspaper – they love a good photo, and a classroom of children posing with the Smiley always works well.
Currently, over two million people in the UK say they have taken time off work in the last five years due to poor oral health. Most problems with teeth and gums are preventable with a good oral health routine, but around seven per cent of the UK’s 29 million workforce have called in sick with teeth problems at least once in the past five years. Furthermore, Government statistics show that a quarter of all adults have not visited a dentist in the past two years and a similar number only brush their teeth once a day.

These key messages will play a major part in raising awareness among occupational health sectors of the importance of oral health as a profitable commodity, for a business and an individual’s overall health. National Smile Month is an opportunity for employers to review them and for employees to take the messages on board.

If businesses placed as much of an importance on the dental wellbeing of their employees as they did on their general health, unforeseen absenteeism in the workplace could be reduced. National Smile Month is a way employers can bring oral health into the workplace, and have a bit of fun doing it too.

Time and money are cited as barriers to improving oral hygiene, especially during the economic downturn. We hope more employers will use National Smile Month to take another look at their occupational health and general welfare policies and give a greater priority to oral health.

Visit www.smilemonth.org to find out more about oral health in the workplace, and how you can go about introducing oral policies as part of occupational health.

**SUCCESS STORIES**

The John Smith Children’s Centre in London is a great example of how local community centres can get involved in National Smile Month. Last year the team planned a ‘Toothbrushing Challenge Week’ to promote the benefits of good oral health and spread the key campaign messages. Upon completion of the challenge, everyone who took part received a certificate to say they had completed the challenge. Well done to everyone involved!
We are thrilled to once again welcome Oral-B on board as a platinum sponsor of National Smile Month. A giant of the healthcare industry, Oral-B are delighted to be working the British Dental Health Foundation with our common goal to improve oral health in the UK.

Oral-B supports the British Dental Health Foundation for their efforts during National Smile Month and implores dental professionals, the media and manufacturers to all do their bit to get behind the campaign and promote better oral health. Last year Oral B helped dental professionals across the country get involved in the campaign by sending out packs of 100 Smileys to practices so they could give them out to patients. Not only did this give them something to really smile about, but there was also a whopping 50% off selected toothbrushes online and in store at Argos for patients. There was also a chance to enter a competition on Facebook to win 1 of 28 Triumph 5000 Family Packs (worth over £250).

The Smileys have been a stellar success throughout National Smile Month, and it is with this level of support the campaign makes a tangible difference to oral health in the UK.

Listerine are proud platinum sponsors of National Smile Month. Together with the British Dental Health Foundation, Listerine produced the Oral Census Report – the straight truth about oral health habits in the UK. The report uncovered three key areas that are significantly affecting the oral health of the nation – diet, stress and oral care habits. It is these areas that National Smile Month, with the help of Listerine, will help to raise awareness of.

The Listerine Oral Census Report shows that nearly eight in ten people believe your teeth’s appearance has a moderate to significant impact on your self-confidence – in fact 68% of surveyed respondents believe having bad teeth can hold you back in life. The report also revealed three quarters of us think having bad teeth also affects our self-confidence while interacting with others. Despite this, only a quarter of us brush for more than two minutes and 44% of 18-24-year-olds have never been to a dental hygienist.

Throughout National Smile Month, Listerine supports the campaign’s goal to improve oral health.

Through the Oral Census Report, it is clear which areas require focus.

1 Page 1 Oral Census Report
2 Listerine / One Pole Consumer Questionnaire. June 2012 Q27
3 Listerine / One Pole Consumer Questionnaire. June 2012 Q33
4 Listerine / One Pole Consumer Questionnaire. June 2012 Q34
5 Listerine / One Pole Consumer Questionnaire. June 2012 Q16
6 Listerine / One Pole Consumer Questionnaire. June 2012 Q4

www.smilemonth.org
A HUGE THANK YOU...  

TO ALL OUR NATIONAL SMILE MONTH SPONSORS

We are once again hugely indebted to our campaign sponsors. Their contributions really do make a difference. The results we achieve, and the difference the campaign make to improving oral health in the UK, simply wouldn’t be possible without them.

THE SUPERSTAR SMILE

Developing and keeping an oral healthcare routine is a key message to promote through National Smile Month, and it’s one platinum sponsor Wrigley’s Extra is passionate about. Chewing sugarfree gum after 20 minutes after eating or drinking helps neutralise the plaque acid attacks that can cause tooth decay.

In 2013, Extra celebrated National Smile Month by bringing a smile to thousands of shoppers across the country with their ‘Superstar Smile’ campaign. The initiative encouraged people to take a look at their daily oral care habits, knowing that taking care of your teeth means a healthier mouth, which brings a happier smile, unleashing that superstar in us all.

The Wrigley Oral Health Programme also supports ongoing education for dental professionals – from graduation throughout their practicing careers – via our own complimentary online CPD programme, as well as working in partnership with the BDA and other professional bodies to sponsor and deliver educational events, such as the Winter Lecture 2013 - bringing news of the latest ground breaking research to UK professionals.

ALIGN TECHNOLOGY

Align Technology, the manufacturers of Invisalign, are the newest addition to our platinum sponsors, and we are delighted to welcome them on board. Working with over 2.5 million people worldwide to transform their smiles, Invisalign is a clinically recognised, virtually invisible orthodontic treatment that straightens teeth using a series of custom-made clear aligners.

Align Technology is dedicated to continuous innovation and investment to improve orthodontic technology. As such they are proud to be platinum sponsors of National Smile Month 2014 and help towards driving awareness of dental hygiene across the UK.

THE SUPERSTAR SMILE

A HUGE THANK YOU...
Your Next Steps...

Take Part...

...in National Smile Month
Head over to our dedicated National Smile Month website. We have lots of great tips and advice on how you can get involved in oral health promotion over the campaign. There’s also a wonderful catalogue of resources in our online shop. These materials can help educate and motivate your patients while also helping you to achieve your goals during National Smile Month.

www.smilemonth.org
www.dentalhealth.org/shop

...with us
Contact our team at the British Dental Health Foundation. We can help you with all your National Smile Month questions, from advice on event publicity and engagement with the local media, to the perfect campaign products and resources for your needs.

pr@dentalhealth.org
01788 539792

Get In Touch

Share Your Success

...with social media
Going online and using social media can really help your event or activities go viral. As well as updating your own pages, tell us about them too! We can share them and help you spread them across the whole World Wide Web. Post your stories and photographs to…. 

www.facebook.com/NationalSmileMonth
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