



**PLAYFUL**

**PROMOTIONS**

**A**

**YEAR'S WORTH OF CREATIVE HOLIDAYS**

**FOR PEDIATRIC**

**DENTAL**

**OFFICES**

PEDIATRIC DENTAL TEAM ASSOCIATION

**Playful Promotions: A Year's Worth of Creative**

**Holidays for Pediatric Dental Offices**

These fun, quirky, and sometimes obscure holidays can help add some extra fun to your social media and in-office activities, while encouraging kids to take care of their teeth in a playful way!

By aligning your marketing efforts with these fun and kid-friendly holidays, you'll keep the kids engaged, excited, and more likely to remember the importance of good oral health, all while building a strong connection with the families you serve.

Brainstorm your own ideas and **HAVE FUN!**

January

**National Blood Donor Month**: Promote oral health through community service. Partner with a local blood donation drive and encourage families to participate.

**National Braille Literacy Month**: Share fun, educational posts about how to teach kids about taking care of their teeth, perhaps even incorporating some fun facts in Braille for a unique twist!

**National Cuddle-Up Day (January 6):** Offer a "Cuddle Up to a Healthy Smile" giveaway, like plush toys with dental hygiene tips attached. Share cozy dental tips like “Cuddle up with a book about dental health!” Give out tooth-shaped pillows for new patients.

**National Sticker Day (January 13):** Give out custom stickers featuring fun tooth characters during appointments. Offer a “Design Your Own Dental Sticker” contest.

**National Rubber Duckie Day (January 13)**: Celebrate with a “Best Rubber Duckie Smile” photo contest where kids can share their cutest smile alongside their favorite rubber duck. A fun, playful way to keep smiles bright!

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**National Dress Up Your Pet Day (January 14):** Host a contest where families share photos of their pets in costumes for a prize. Share pictures of staff pets dressed as “Dental Heroes.” Provide pet-themed toothbrushes or dental kits to winners.

**National Hat Day (January 15)**: Encourage kids to wear fun hats to their appointment and take a photo with their best smile. Offer a small prize for the most creative hat!

**National Bagel Day ( January 15):** Highlight the beneﬁts of tooth-friendly bagels (e.g., whole grain, no sticky toppings). Partner with a local bagel shop for coupons in exchange for dental cleanings. Share “Bagel vs. Teeth” tips to avoid hard or sticky bagel toppings.

**National Winnie the Pooh Day (January 18):** Share a "Honey is sweet, but teeth are sweeter!" post with brushing tips after sweet treats. Offer “Winnie’s Smile Day” with free stickers or toys for appointments. Feature a social media post: "What would Pooh say about ﬂossing?"

**National Popcorn Day (January 19)**: Celebrate by sharing tips on how to enjoy popcorn without damaging teeth. Run a “Popcorn Smile” contest where kids share their favorite popcorn-eating moments.

**National Opposite Day (January 25):** Create a silly post: “What if we brushed before breakfast instead of after?” Share a reverse Q&A where kids ask the dentists fun questions. Offer “Opposite Day Discounts” for early morning appointment

**National Bubble Wrap Appreciation Day (January 27)**: Have a "Pop the Plaque" event where kids can pop bubble wrap after their check-ups as a fun reward!

**National Puzzle Day (January 29)**: Share fun dental-related puzzles or challenges on your social media to engage kids and families.

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February

* **National Children’s Dental Health Month**: A great time to focus on educating families about the importance of oral health. Run contests like "Best Brushing Technique" or share oral health tips.

**National Frozen Yogurt Day (February 6):** Partner with a local frozen yogurt shop to offer discounts to patients. Share a list of sugar-free yogurt toppings kids can enjoy.

**National Kite Flying Day (February 8):** Distribute branded kites with your office logo to promote outdoor fun. Host a “Fly a Kite, Flash a Smile” day at a local park. Share a post about brushing tips to stay "light as air."

**National Pizza Day (February 9) National Umbrella Day (February 10)**

**Valentine’s Day (February 14th)**: Run a "Share the Love" contest with kids submitting their favorite healthy snack or brushing habits. Offer small prizes like a toothbrush or dental products.

**National Gum Drop Day (February 15):** Educate on tooth-friendly alternatives to sticky candy. Educate on the effects of sticky candy with fun, animated videos.

**National Play Doh Day (February 16)**: Get creative! Encourage kids to make their favorite tooth-shaped ﬁgures using Play-Doh and share their creations on social media. Offer a prize for the best dental-inspired sculpture.

**National Acts of Kindness Day (February 17):** Give free toothbrushes to local shelters. Offer free consultations for families in need. Share kindness stories from staff or patients on social media.

**National Love Your Pet Day (February 20)**

**National Pretzel Day (February 26)**: Share tips on how to enjoy soft pretzels without damaging teeth and run a “Pretzel Smile” photo contest where kids post their best smiles while enjoying a pretzel.

**National Tooth Fairy Day (February 28)**: Celebrate the Tooth Fairy and encourage kids to share their fun Tooth Fairy stories or experiences. You can also run a "Tooth Fairy Drawing Contest" for a chance to win a prize.

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March

* **National Nutrition Month**: Focus on the connection between healthy eating and oral health. Share tips on tooth-friendly snacks or run a fun "Healthy Snack Recipe" contest for families.

**National Pig Day (March 1)**: Have a fun, light-hearted “Best Piggy Smile” contest where kids show off their best smile with a twist—using a pig nose or pig-themed accessories.

**Learn What Your Name Means Day (March 5):** Personalize appointment reminders with fun name facts. Share a social media series about patients’ unique names and smiles. Create certiﬁcates with kids’ names and fun dental facts.

**National Dentist’s Day (March 6)**: Celebrate your team! Post a thank-you message to your staff and invite patients to share what they love about your office.

**National Oreo Cookie Day (March 6)**: Talk about how to enjoy cookies responsibly and share tips for keeping teeth clean after indulging in treats. You could host an “Oreo Smile” contest where kids can show off their best post-cookie smiles.

**World Sleep Day (March 15)**: Discuss the importance of sleep for overall health, including oral health. Share tips on how sleep helps teeth and gums and encourage kids to post about their bedtime routine.

**St. Patrick’s Day (March 17)**: Host a “Green Smile” contest where kids can share their best green-themed outﬁts or teeth after brushing!

**Let’s Laugh Day (March 19):** Post funny dental jokes or host a “Best Dental Joke” contest. Post a “Best Dental Jokes” series on social media. Host a laugh contest where patients share funny videos or jokes. Reward kids who make staff laugh with a small prize.

**International Goof Off Day (March 22)**

**National Puppy Day (March 23)**: Have a “Puppy Smile” contest where kids post photos with their favorite stuffed animals or pets showing off their brightest smiles. Share tips for taking care of both human and puppy teeth!

**Make Up Your Own Holiday Day (March 26):** Invent "Super Tooth Heroes Day" with capes and masks for young patients. Have kids suggest dental-themed holidays and feature their ideas online. Create a new promotion or service just for the day.

**Something on a Stick Day (March 28)**

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April

**National Oral Health Month**: A wonderful opportunity for education on brushing and ﬂossing. Run a campaign encouraging kids to share their brushing routines or offer a giveaway for families who schedule checkups.

**Earth Day (April 22)**: Highlight eco-friendly dental practices, like using biodegradable toothbrushes or promoting sustainability in your office.

**Easter (April)**: Celebrate with a "Bunny Teeth" contest where kids share photos of

their best bunny-inspired smiles or fun Easter egg hunts around your office.

**National Fun at Work Day (April 1)**: Turn this into a "Fun at the Dentist" day, where kids can share their favorite thing about visiting the dentist. You could also create a "Dentist’s Day" event with fun games and surprises.

**Grilled Cheese Day (April 12):** Share a post about calcium-rich foods and their

beneﬁts for teeth. Offer a “Cheesy Smile Contest” with fun giveaways.

**Look Up at the Sky Day (April 14):** Offer patients star stickers or posters after their visits. Host a stargazing night for patients and families. Share “out of this world” brushing tips on social media.

**Look Alike Day (April 20):** Staff dresses as famous tooth characters like the Tooth Fairy. Post a “Who’s Who?” guessing game with staff childhood photos. Offer twin- themed prizes for patients who dress alike.

**National Jelly Bean Day (April 22)**: Share tips on how to enjoy jelly beans without causing cavities. Run a “Sweet Smile” contest where kids show their most colorful smiles after enjoying jelly beans.

**National Chocolate-Covered Raisin Day (April 21)**: Share the beneﬁts of raisins as a tooth-friendly snack and encourage kids to post pictures of their healthiest snacks, with a spotlight on chocolate-covered raisins.

**National Hug a Plumber Day (April 25)**: Use this quirky holiday to celebrate teamwork! Have kids show their “teamwork” spirit by sharing photos with their favorite tooth-brushing buddy, whether it’s a family member or a stuffed animal.

**National Zipper Day (April 29)**

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May

**National Smile Month**: Celebrate smiles! Share smile-related posts, tips for maintaining a healthy smile, and invite families to post pictures of their smiles for a chance to win a prize.

**Batman Day (May 1) No Pants Day (May 3)**

**Star Wars Day (May 4):** Create “May the Floss Be with You” posts or hand out themed toothbrushes. Give away Star Wars-themed dental items. Decorate the office with space-themed decor for the day

**National No Diet Day (May 6)**: Encourage a fun, healthy approach to enjoying treats. Share ways to enjoy sweets without harming teeth and host a “Sweet and Healthy Smile” challenge.

**Mother’s Day (Second Sunday of May)**: Run a "Mom and Me" photo contest or share a heartfelt message about how important moms are to your practice.

**Clean Up Your Room Day (May 10):** Promote clean toothbrush storage with a giveaway.

**Eat What You Want Day (May 11)**

**Dance Like a Chicken Day (May 14):** Post a dance challenge: “Brush, Floss, and Dance!” Reward patients who do the chicken dance with small prizes. Host a “Dental Dance Off” video contest.

**Pizza Party Day (May 17):** Partner with a local pizzeria for dental-friendly pizza party coupons or discounts. Share dental tips for enjoying pizza without sticky toppings. Host a small in-office pizza party for patients.

**National Lollipop Day (May 20)**: Celebrate with a “Sweet Smile” contest where kids share how they enjoy lollipops responsibly (perhaps after brushing). You can share tips about moderation and alternatives for healthy teeth.

**Mother’s Day (Second Sunday of May)**: Host a “Mommy and Me” contest where kids can share how they help their moms with their dental care routines, or simply create a fun "Thank You" post celebrating mothers.

**Sing Out Day (May 25)**

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* **National Creativity Day (May 30)**: Encourage kids to create dental-themed artwork (like a smiley face or a tooth superhero). Feature their artwork on your social media and offer prizes for the most creative pieces.

June

**Say Something Nice Day (June 1):** Create a "Compliment Wall" in the office where kids can write nice notes about their dentist or staff. Post kind messages from patients and staff on social media. Offer a small reward for kids who say something nice about their dental visit.

**National Doughnut Day (June 7):** Share tips on enjoying sweet treats responsibly (e.g., rinse or brush afterward). Partner with a local bakery to give coupons for sugar- free or low-sugar doughnuts. Host a “Doughnut & Dental Day” with educational activities.

**National Children’s Day (June 10)**: Celebrate the kids in your practice with fun activities, contests, or giveaways.

**Summer Kick-Off**: Promote dental health tips for the summer, like how to protect teeth during summer sports or tips for avoiding sugary treats.

**National Flip Flop Day (June 16)**: Celebrate the start of summer with a “Summer Smile” contest, asking kids to show off their brightest smiles while rocking their favorite ﬂip ﬂops.

**National Smile Power Day (June 15)**: Celebrate smiles by encouraging kids to show off their biggest, brightest smiles! Run a “Power of a Smile” photo contest, with a fun prize for the most creative smiles.

**Eat Your Vegetables Day (June 17):** Share posts about the best vegetables for dental health (e.g., carrots, celery). Partner with a local farmer’s market to provide discounts on veggies for patients. Offer free veggie snacks in the waiting room.

**National Ice Cream Soda Day (June 20)**: Have a "Cool Smile" contest where kids post their best smile while enjoying an ice cream soda (with tooth-friendly tips on choosing options that won't harm teeth).

**National Go Skateboarding Day (June 21)**: Share safety tips for oral health related to extreme sports. Encourage kids who love skateboarding to share their coolest trick or best smile while skating.

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* **Chocolate Pudding Day (June 26):** Share a recipe for sugar-free pudding on social media. Offer small cups of sugar-free pudding in the office for kids. Post a fun “Pudding vs. Teeth” infographic explaining how to care for teeth after sweets.
* **National Camera Day (June 29)**: Share patient photos (with consent) to celebrate bright smiles. Take professional photos of staff and office decor to share online. Offer a photo booth with props for kids.

July

**National Ice Cream Month**: Share tips on how to enjoy ice cream while still taking care of teeth or run an "Ice Cream Smile" contest where kids show off their best ice cream smiles.

**Internation Joke Day (July 1):** Post a daily dental joke on social media leading up to the holiday. Create a joke contest with small prizes for winners. Give out joke books as prizes to kids during their visits.

**Independence Day (July 4)**: Have a red, white, and blue-themed social media post

with fun facts about oral health or a holiday-themed giveaway.

**Tell the Truth Day (July 7) Sugar Cookie Day (July 9)**

**National Teddy Bear Picnic Day (July 10)**: Invite kids to bring their favorite stuffed animal to the office and take a photo with their best smiles. This could be a cute way to celebrate oral health with comfort.

**Embrace Your Geekness Day (July 13)**

**National Gummy Worm Day (July 15)**: Use this day to talk about the importance of brushing after eating sticky treats. Run a “Gummy Worm Smile” contest where kids post their biggest smiles after eating their favorite gummy treats (with a reminder to brush right after!).

**Emoji Day (July 17)**: Offer emoji stickers and ask patients to describe their dental visits with emojis. Create custom emoji stickers for patients to take home. Host a "Guess the Emoji" dental game on social media (e.g., toothbrush + clock = brush for 2 minutes). Decorate the office with emoji-themed posters.

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**Stick Out Your Tongue Day (July 19):** Teach kids about the importance of cleaning their tongue. Give away tongue cleaners with dental kits. Post fun facts about the tongue on social media.

**National Ice Cream Sundae Day (July 25)**: Run a “Sundae Smile” contest where kids post photos of themselves enjoying a healthy version of an ice cream sundae, with tooth-friendly toppings like fresh fruit.

**National Dance Day (July 27)**: Celebrate with a fun “Smile and Dance” contest where kids can show off their best dance moves along with their biggest smiles. Post a video of your team dancing to a popular tune with their brightest smiles!

**Take Your Pants for a Walk Day (July 27):** Encourage families to take a walk after meals to promote dental and overall health. Host a family-friendly walkathon with branded giveaways. Share the beneﬁts of staying active for a healthy smile.

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August

**Back-to-School Month**: Offer back-to-school oral health tips and run a "Back-to- School Smile" contest where kids can show off their fresh smiles before heading back to class.

**National Watermelon Day (August 3)**: Watermelon is a tooth-friendly fruit! Celebrate with a “Watermelon Smile” contest where kids post photos of themselves enjoying a watermelon snack.

**Fresh Breath Day (August 6):** Share tips on maintaining fresh breath and give out travel-sized mouthwash. Give out travel-sized breath fresheners or gum to patients. Run a “Minty Smile” campaign on social media.

**Book Lovers Day (August 9):** Share a list of children’s books about dental health. Host a book donation drive for local schools. Give out free books to kids during their visit. Stock the waiting room with fun children’s books on dental care.

**National Lazy Day (August 10)**: While promoting relaxation, share tips for keeping up with dental routines even on lazy days. Run a fun, interactive poll asking kids how they make brushing their teeth fun on lazy days.

**National Play in the Sand Day (August 11)**: Share tips on keeping teeth healthy during beach outings, like rinsing after sugary treats. Encourage kids to post photos of their “Beach Smiles” while playing in the sand.

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* **Left-Handers Day (August 13)**
* **Tell a Joke Day (August 16)**
* **Be An Angel Day ( August 22):** Offer discounted services or free checkups to underserved families. Highlight staff members’ contributions to the community. Partner with a local charity for a kindness initiative.
* **Bow-Tie Day (August 28)**
* **Eat Outside Day (August 31)**

September

**National Gum Care Month**: Focus on teaching kids the importance of caring for their gums, perhaps with a fun "Gum Care Challenge" or interactive post where kids can submit their best gum care tips.

**Labor Day (First Monday in September)**: Run a fun “Labor of Love” theme where kids can share what they love most about their teeth or create an art competition featuring tooth-themed drawings.

**Eat an Extra Dessert Day (September 4)**

**National Cheese Pizza Day (September 5)**: Promote cheese as a tooth-friendly snack and share tips on enjoying pizza while caring for teeth. Run a “Cheese Pizza Smile” contest where kids share their best pizza moments.

**Be Late for Something Day (September 5)**

**World Smile Day (Sep 6):** Share patient smiles (with consent) to spread positivity.

**Read a Book Day (September 6):** Stock the waiting room with new dental-themed books for kids. Partner with a local library for a book-themed event. Offer a free book to kids who complete a dental checkup.

**National Teddy Bear Day (September 9)**: Encourage kids to bring their favorite stuffed animal for a checkup. Run a contest where kids take a picture with their stuffed bear and their brightest smile.

**Make Your Bed Day (September 11)**

**Make a Hat Day (September 15)**

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**National Play-Doh Day (September 16)**: Kids can create their best dental-related ﬁgures or even “tooth models” using Play-Doh, and post pictures to your social media for a chance to win a dental-themed prize!

**International Talk Like a Pirate Day (September 19):** Have staff dress as pirates and give out pirate-themed prizes. Decorate the office like a pirate ship and dress staff as pirates. Give kids “pirate treasure” (stickers or small toys) for brushing and ﬂossing. Share a social media post: “Brush ye teeth or walk the plank!”

**National Clean-up Day (September 21):** Organize a community clean-up event with your office.

**Ask a Stupid Question Day (September 28)**

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October

**National Dental Hygiene Month**: Share dental hygiene tips, promote the

importance of brushing and ﬂossing, and run a "Best Halloween Smile" contest.

**World Smile Day (October 4): World Smile Day (October 4):** Offer free smile evaluations for new patients. Share patient smiles (with consent) on social media. Create a “Smile Pledge” where kids promise to brush and ﬂoss daily.

**Mad Hatter Day (October 6):** Host a tea party in the office with kid-friendly, sugar- free tea options. Create a hat-themed photo booth for patients. Share a post: “Keep your teeth hat-tastic with regular brushing!”

**I Love Lucy Day (October 15)**

**National Boss’s Day (October 16)**: Celebrate with a “Best Little Boss” theme, where kids can dress as a mini dentist or office worker and share their costume photos on social media.

**National Dictionary Day (October 16) Wear Something Gaudy Day (October 17) Sweetest Day (October 19)**

**National Pumpkin Day (October 26)**: Celebrate Halloween by encouraging kids to carve pumpkins with tooth-friendly designs and share photos of their pumpkins and smiles.

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**Howl at the Moon Day and Night (October 26):** Hand out glow-in-the-dark toothbrushes to kids. Give out glow-in-the-dark toothbrushes to kids. Host a spooky-themed dental event with werewolf decor. Share fun facts about animals' teeth, like wolves and bats.

**National Black Cat Day (October 27)**: Celebrate this spooky holiday with a “Spooky Smile” contest where kids can share their best Halloween smiles alongside their black cat costumes or decorations.

**National Monster Mash Day (October 28)**: Run a fun Halloween-themed “Monster Smile” contest where kids can show off their scariest or silliest Halloween smiles while promoting healthy teeth.

**Halloween (October 31)**: Offer tips for protecting teeth during Halloween, like choosing sugar-free treats or brushing after indulging in candy. Run a Halloween- themed photo contest.

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November

**National Brush Day (November 1)**: Run a fun campaign where kids pledge to brush twice a day, and feature some of their pledges or smile photos on social media. Post tips on proper brushing techniques or host a brushing demonstration in your office.

**Sandwich Day (November 3)**

**National Candy Day (November 4)**: Remind families how to enjoy their favorite sweets while still taking care of their teeth. Run a "Candy and Smile" challenge where kids can share their best smile after enjoying a piece of candy with a focus on brushing and ﬂossing afterward.

**National Nachos Day (November 6)**: Share tips for avoiding tooth damage while enjoying cheesy, crunchy treats and run a “Nacho Smile” contest, asking kids to show off their happiest nacho-eating moments.

**Males Make Dinner Day (November 7) Tongue Twister Day (November 8) Sadie Hawkins Day (November 13)**

**Fast Food Day (November 16)**

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**National Unicorn Day (November 19)**: Have a “Magical Smile” contest where kids

dress up as unicorns and share their most magical smile moments.

**World Hello Day (November 21):** Post a video of staff saying “Hello” in multiple languages with a dental tip. Greet patients with special “hello” cards featuring dental facts. Offer discounts to families who refer new patients on this day.

**Celebrate Your Unique Talend Day (November 24):** Feature staff or patients with unique talents on social media. Feature staff or patients with unique talents on social media. Host a “Show Us Your Talent” contest in the office. Share tips on keeping teeth healthy while performing (e.g., musicians or athletes).

**National Cake Day (November 26)**

**Thanksgiving (Fourth Thursday in November)**: Host a “Thankful for Healthy Smiles” contest where kids share what they’re grateful for or create fun Thanksgiving-themed oral health posts for families to enjoy. Share gratitude messages and offer a "Thankful for Healthy Smiles" contest or giveaway.

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December

**Holiday Season (December)**: Celebrate the holidays with fun posts like "12 Days of Smiles" featuring daily dental tips or giveaways leading up to the new year. Promote the season with a “12 Days of Smiles” challenge where kids can engage in daily fun activities like brushing, ﬂossing, or sharing their favorite holiday smile.

**Wear Brown Shoes Day (December 4)**

**National Christmas Tree Day (December 13)**: Run a holiday-themed contest or photo challenge where families share their decorated trees and their smiles. : Run a “Holiday Smile” photo contest where kids show off their holiday spirit with their best smiles under the Christmas tree.

**National Cookie Day (December 4)**: Share tips on how to enjoy cookies without damaging teeth, like choosing sugar-free options or brushing afterward. Run a “Best Cookie Smile” contest to get kids involved!

**Microwave Oven Day (December 6)**

**Gingerbread House Day (December 12):** Provide tips on enjoying holiday treats while keeping teeth healthy. Host a sugar-free gingerbread house decorating

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contest. Share tips on enjoying sweets responsibly during the holidays. Partner with a local bakery to provide kits to patients.

**National Hot Cocoa Day (December 13)**: Host a “Cocoa Smile” contest where kids share their biggest smiles while sipping on hot cocoa (and a reminder to rinse after drinking sugary treats).

**Chocolate Covered Anything Day (December 16):** Share a list of tooth-friendly chocolate options. Offer small samples of sugar-free chocolate at the office. Post “How to Care for Teeth After Chocolate” tips.

**Ugly Sweater Day (December 20):** Have staff wear ugly sweaters and create a photo op corner for patients. Encourage staff and patients to wear ugly sweaters and share photos. Offer a prize for the best ugly sweater. Create a social media post: “Don’t let your teeth be ugly like your sweater—brush daily!”

**National Ice Cream Cone Day (December 22)**: Celebrate the holidays with a “Cone Smile” contest, where kids share photos of their biggest smiles while enjoying an ice cream cone.

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These obscure and fun holidays are a great way to keep things light-hearted and engaging for kids while promoting positive dental habits. Plus, they give you a chance to run fun contests, share creative posts, and keep your social media fresh

and exciting!