

Meet Spruce the Dental Health Moose

Spruce the Dental Health Moose (originally introduced as Bruce by the Maine CDC in the 1980s) began as a campaign to promote healthy oral care habits for children. In May of 2023, Spruce was relaunched by From the First Tooth (FTFT) in response to pediatric provider's concerns about many families lacking the basic tools needed to establish healthy oral care routines at home. The program equips primary care practices with family oral health kits to be distributed during well-child visits. Each base kit includes a pediatric toothbrush, floss, two flavors of toothpaste, and multilingual educational materials.



Each kit sent to practices will contain the following:

- A pediatric toothbrush
- Floss
- Two trial size flavors of toothpaste: one mint and one kid-friendly flavor
- An educational bifold

When needed, age-appropriate toothbrushes are added in for siblings and caregivers, acknowledging the importance of the entire family's role in modeling good brushing habits.

Participating in the Spruce the Dental Health Moose Program

Participating in the Spruce the Dental Health Moose Program gives healthcare sites a simple and effective way to support early oral health. By bringing preventive oral health care into the primary care setting, providers can reach families early—often before a child has seen a dentist. The kits serve as a practical tool to spark conversations about oral health during well-child visits, while also giving families the tools and resources they need to make brushing a fun and consistent part of their daily routine.

Designate a Site Lead

Each site must identify a site lead, which can be a physician, nurse, medical assistant, or office administrator. This person will serve as the main liaison between your team and the From the First Tooth (FTFT) program for Spruce-related communications.