

Elevator Speech



Write an “elevator speech” about children’s tooth decay prevention on a blank piece of notebook paper. The elevator speech should last between 30 and 60 seconds and get parents interested in tooth decay prevention. Your speech should include the information in the bullet points below, in your own words.



Introduce yourself.

Provide your name and identify the organization you work for and your role there.

Ask an introductory question about the family, the child, or dental health.

Use this information to connect to the family.

Mention that the health of primary teeth is important for children’s overall health and well-being.

Use this information to spark interest in the parent.

Mention that tooth decay is one of the most common health issues that affect young children.

Tooth decay can lead to social and physical health problems and have a significant impact on the child and family finances.

Mention prevention

At-home strategies and dental health services are available to prevent tooth decay in children. Prevention saves time, money, and pain.

After you deliver your elevator speech,

Give parents a handout from your information binder that provides more information about dental health.

Give parents your contact information. Let parents know they can call you if they would like to talk about tooth decay prevention.