

2021/2022

TorontoTooth Project Report



Table of Contents

01.	Executive Summary
02.	Project Description
03.	Successes & Challenges
04.	The future & Conclusions
05.	Acknowledgements & contacts
06.	Media Component
07.	Appendix

Executive summary

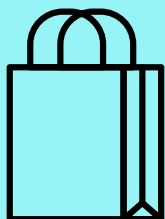
01.



TorontoTooth is an Agents of Change project with the mission to provide oral hygiene products to individuals experiencing homelessness in the City of Toronto and the greater area. According to the Canadian Academy of Health Sciences (2014), Canadian Dental Association (2017), and a study by Fang et al. (2021) the unavailability of dental care under the Canada Health Act (CHA) has resulted in income-related inequalities in the accessibility of oral health in our society. Such inequalities are reportedly most dramatic amongst those with unstable housing as they experience a lack of resources for oral health maintenance. Although most shelter programs accept oral hygiene products as donations, the COVID-19 pandemic and the following inflation have resulted in a deficit in overall donations to shelter establishments, which have particularly affected oral hygiene products which were previously donated in smaller amounts compared to other sanitary supplies. Through its efforts, TorontoTooth project aims to take a preventative approach to oral health, and to address the oral health inequality that has resulted from lack of proper access to oral hygiene products for individuals experiencing homelessness that stem from the income, health services, and housing social determinants of health.



During the 2021-2022 cycle, TorontoTooth has been able to provide 1657 tubes of toothpaste, 1579 toothbrushes, 842 packets of floss, 1065 oral hygiene storage bags, and a number of other oral hygiene products valued significantly more than \$10,600 to 6 shelters in the City of Toronto. These products have been collected through online fundraising for monetary donations and products, as well discounts and donations from dental offices and larger hygiene organizations across the city. The project's marketing and advocacy efforts have furthermore been able to raise awareness about the income-related inequalities in oral healthcare, and has gained many connections with dentists and dental hygienists in the city of Toronto who have offered their care services to the residents of TorontoTooth's shelter partners. Through sustained advocacy, both in online spaces and within the oral healthcare community of professionals, TorontoTooth is hoping to continue providing both preventative and treatment-based dental care resources to individuals experiencing homelessness in Toronto, and to further raise awareness about the oral healthcare needs and injustices imposed on this vulnerable population.



OVERVIEW

OUR VISION AND MISSION

TorontoTooth is a not-for-profit initiative supported by the Faculty of Health as well as Calumet and Stong Colleges at York University as an Agents of Change project.

TorontoTooth aims to provide individuals experiencing homelessness in the city of Toronto with oral hygiene products including toothbrushes, tubes of toothpaste, floss, mouthwash, storage bags, and a variety of other similar supplies.

According to the Canadian Academy of Health Sciences (2014), income-related inequalities in oral health are greater than any other social inequalities in all other areas of health, with the homeless community of Toronto being the most under-served portion of the city's population in such deficits. The goal of TorontoTooth is to make oral hygiene accessible to all individuals, including those who may not be able to afford it, in order to ultimately improve oral health and healthcare within the community.

TorontoTooth also strives to raise awareness about income-related inequalities in oral healthcare in Toronto and hopes to ultimately improve the state of oral healthcare injustices as they stand within the status quo.

HOW WE FUNDRAISE

01. Monetary donations through our website

The TorontoTooth website provides an online secure portal to accept monetary donations directly from donors.

02. Monetary donations through our GoFundMe platform

The TorontoTooth GoFundMe platform accepts monetary donations for those who feel more comfortable using a third-party fundraising website.

03. Product donations from dental offices

Dental offices across the Greater Toronto Area (GTA) donate oral hygiene products that they have available to TorontoTooth.

04. Product donations from large organizations

TorontoTooth contacts and networks with large hygiene organizations to receive product donations and discounts for purchases.

Our Team

We share the goal of improving social justice in oral health

We strive to remind the world that smiling is a human right for all. Behind the name TorontoTooth, we consist of a student body with a diverse background that holds both the belief and the power to improve social justice in oral health.

With the help of the Agents of Change program at York University, TorontoTooth was established. Our founder, Dayana Davoudi initiated a lead to help find oral justice in oral health, and after a plethora of applications and interview processes, TorontoTooth expanded to the following 2021-2022 executive team.



Dayana Davoudi

Project Lead & Founder



Fariah Mobeen

Financial Director



Gurher Sidhu

Blogger



Nikesha Boswell

Blogger



Yeji Seo

Social Media Manager (Facebook)



Ekkam Bal

Social Media Manager (Twitter)



Nizaree Pandya

Social Media Manager (Tik Tok)



Jasleen Farwaha

Social Media Manager (Tik Tok)



Afra Masiha

Social Media Manager (Linkedin)



Abisega Sivaram

Social Media Manager (Instagram)



Aida Dreca

Social Media Manager (Instagram, Not Pictured)

Our Community Partners

TorontoTooth has helped individuals facing homelessness by providing oral hygiene care products through partnerships with various community shelters located in the city of Toronto. These shelters were selected based on the population demographic that they helped.

Our Shelter community partners	
Shelter name	About the shelters
Scott's Mission House	The Scott Mission is an ecumenical faith-based charity group based in Toronto. The goal of this establishment is to offer emotional, spiritual, and practical support to low-income families and children and youth struggling with homelessness.
Covenant House	Covenant House is the largest organization in Canada that helps homeless, trafficked or at-risk adolescents. They advocate for all youth to live lives free of homelessness and human trafficking.
Salvation Army New Hope Leslieville	The Salvation Army New Hope Leslieville facility assists males facing homelessness with shelter, food, supportive counseling, housing placement, and follow-up support services, as well as referrals to employment and rehabilitation agencies.
Good shepherds ministries	Good shepherds ministries have three branches namely Good Shepherd center, St Joseph's residence, and Barret house. The shelters offer drug recovery assistance, senior citizen care, and supportive housing for individuals suffering from STDs along with homelessness.
Kenedy house	The Kennedy House organization is a charitable institution that operates residential programs for children and youth up to the age of 24, who are facing emotional, behavioural, and legal challenges along with unstable housing.
North York women's shelter (NYWS)	NYWS offers emergency shelter to women and their children within the North York community who have or are experiencing violence or various other forms of trauma.

Our Community Partners

The product-provider community partners kindly supplied TorontoTooth with hygiene products and community support. Along with these community partners, TorontoTooth also received donations from individual donors in the Greater Toronto Area (GTA), including entire neighbourhoods who have come together to collect products from every household to help the TorontoTooth initiative.

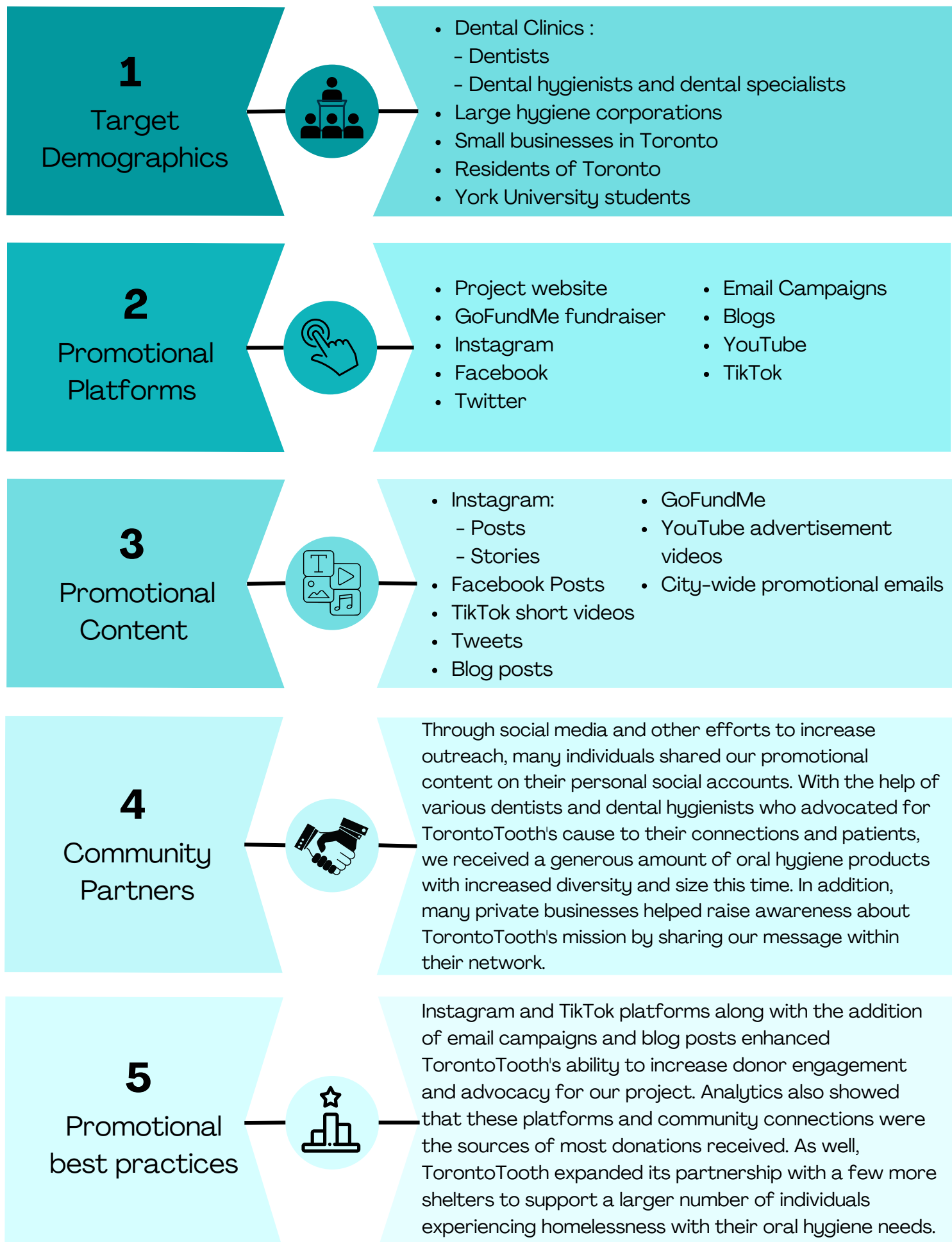
Our product-provider community partners	
Partners	About our partners
Toronto College of Dental Hygiene and Auxiliaries Inc.	The Toronto College of Dental Hygiene and Auxiliaries Inc. provides students with a comprehensive dental education at a high level. Student groups within this institution have collected oral hygiene products, facilitated the project's connection with Crest, and advocated for the mission of TorontoTooth .
Crest	Crest is a large corporation producing oral hygiene care products. Through connections with the Toronto College of Dental Hygiene and Auxiliaries Inc., Crest has provided Torontotooth with oral hygiene products such as toothpastes and toothbrushes.
Colgate-Palmolive Canada Incorporation	The Colgate-Palmolive Canada Incorporation is a hygiene company that provided our organization with donations of toothpastes, toothbrushes, and discounts on other purchases.
Dental Clinics across Toronto	Dental clinics throughout the city of Toronto have provided TorontoTooth with oral hygiene products, monetary donations, and advocacy supports.

PROJECT TIMELINE



AUGUST 2021	HELD INTERVIEWS FOR NEW MEMBERS OF THE TEAM
SEPTEMBER 2021	CONTACTED OUR SHELTER COMMUNITY PARTNERS TO DISCUSS DETAILS OF THEIR PARTICIPATION AND THEIR SPECIFIC PRODUCT NEEDS. TEAM TRAININGS & RELAUNCHED OUR WEBSITE AND SOCIAL MEDIA PLATFORMS WITH NEW CONTENT FOR THE 2021-2022 CYCLE
OCTOBER 2021	CONTACTED LARGE HYGIENE CORPORATIONS AS WELL AS DENTAL CLINICS AND SMALL BUSINESSES VIA PROMOTIONAL EMAILS CURATED BY THE TEAM
NOVEMBER 2021	HELD TEAM MEETING & CONTINUED OUR SOCIAL MEDIA OUTREACH
DECEMBER 2021	DROPPED OFF DONATIONS AT SHELTER COMMUNITY PARTNERS
JANUARY 2022	SET UP FUTURE DROP OFFS WITH SHELTERS FOR THE WINTER TERM
FEBRUARY 2022	SET UP OUR SPONSORSHIP WITH COLGATE COLLECTED DONATIONS FROM CREST
MARCH 2022	PLACED ORDERS FOR TOOTHPASTE, TOOTHBRUSHES & STORAGE BAGS FOR OUR SHELTER COMMUNITY PARTNERS
APRIL 2022	DROPPED OFF DONATIONS AT SHELTER COMMUNITY PARTNERS

PROMOTION & OUTREACH



Social Media Engagement

The social media platforms of TorontoTooth have been able to connect to thousands of people within and outside of the dental care community of Toronto over Instagram, Facebook, TikTok, Twitter, LinkedIn, and GoFundMe along with promotional emails and website part of the project

1220

Followers on
Instagram

608

Content
interactions on
Instagram

3355

Accounts
reached on
Instagram

2100

Friends on
Facebook

135

Posts shared on
facebook

440

People reached
through Facebook
posts

259

Followers on
TikTok

1400

Likes on TikTok

282

E- mails sent to
dental offices and
private businesses

373

Followers on
LinkedIn

474

Most people
reached in a
LinkedIn post

72.2%

Increase in
follower on
twitter

Our Media



torontotooth.ca



[instagram.com/torontotoothyu](https://www.instagram.com/torontotoothyu)



[facebook.com/Torontotoothyorku](https://www.facebook.com/Torontotoothyorku)



[tiktok.com/@torontotoothyu](https://www.tiktok.com/@torontotoothyu)



[linkedin.com/company/torontotoothyu](https://www.linkedin.com/company/torontotoothyu)



twitter.com/torontotoothyu

SUCCESSSES & CHALLENGES

03.

OUR WORK



11

Team
members

1657

Toothbrushes

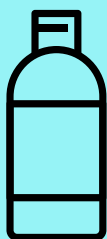


842

Floss

1579

Toothpastes

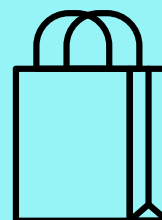


18

Mouth
wash

1065

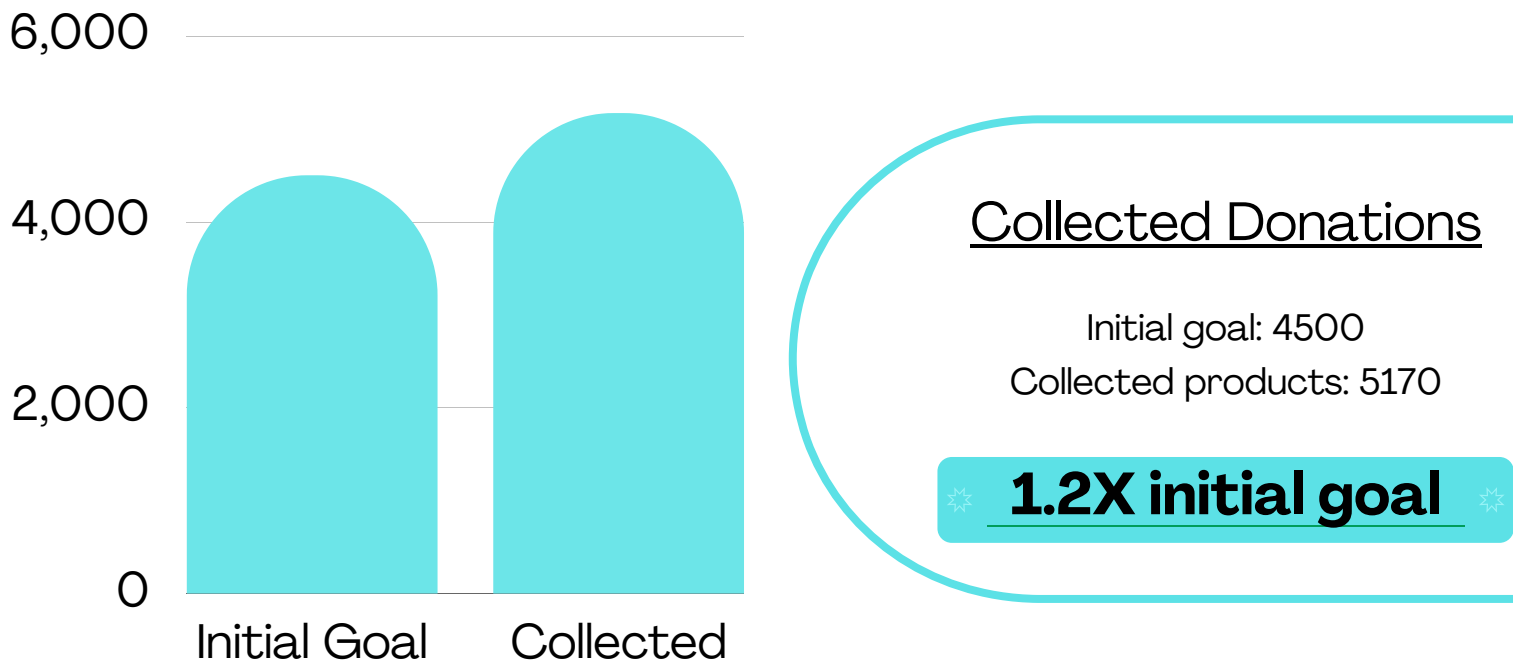
Ziploc bags



The TorontoTooth project has grown to a team of 11 members in the 2021-2022 cycle. Greater community outreach was made possible with significant team efforts which resulted in 1657 toothbrushes, 1579 toothpaste, 1065 Ziploc bags, 842 floss, 18 mouthwash, 6 lip balms, 3 gum stimulators, and 4 carrier bags being brought to 6 shelters across the GTA. The Project has received the support of entire neighbourhoods and a number of dental hygiene professionals and colleges.

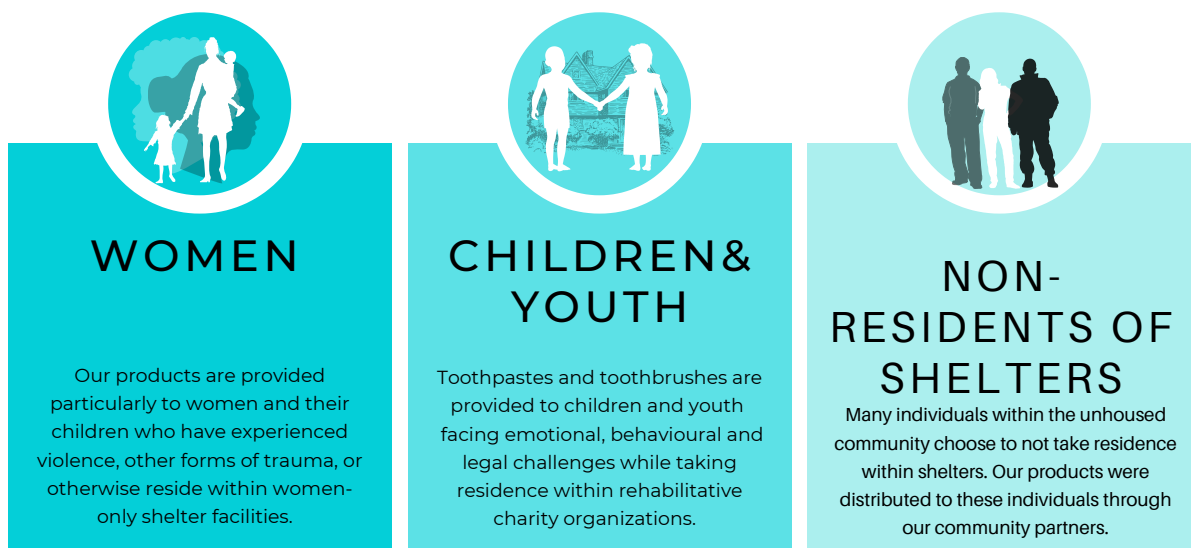
GOALS & OUTCOMES

The original goal for the 2021-2022 cycle was to provide 4 shelters with 4500 in product donations. During the 8 months of fundraising activity, TorontoTooth exceeded its initial goals in all product donations through the provision of 5170 donations. Overall, the oral hygiene products were brought to 6 different shelters.

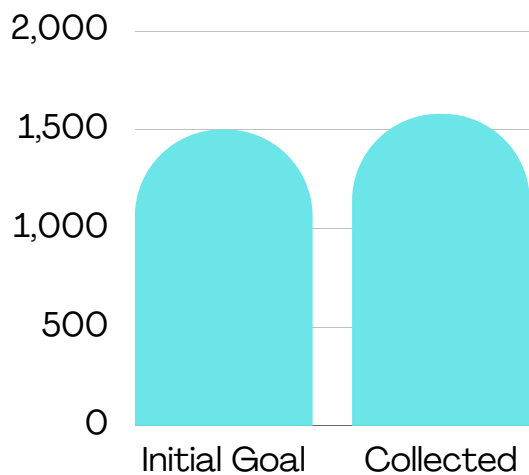


Target population

At TorontoTooth the primary focus has been placed on ensuring the availability of oral hygiene necessities for the most marginalized groups of the homeless community including children and youth, women, and individuals who receive help from shelters but do not take residence within shelter establishments.



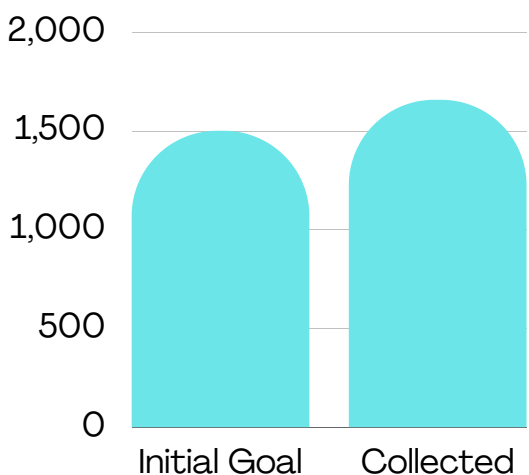
EVALUATION



Toothpastes

Initial goal: 1500
Collected products: 1579

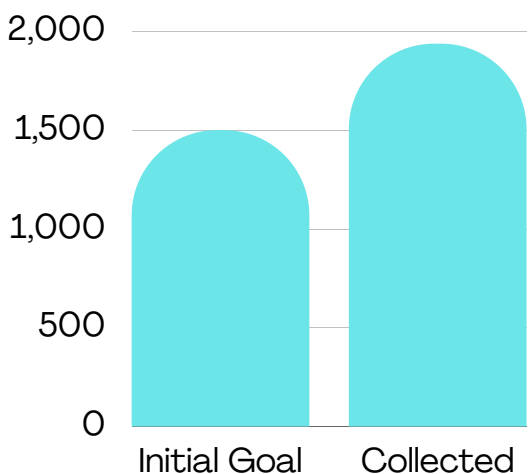
✧ **1X initial goal** ✧



Toothbrushes

Initial goal: 1500
Collected products: 1657

✧ **1.1X initial goal** ✧



Storage bags + Other

Initial goal: 1500
Collected products: 1938

✧ **1.3X initial goal** ✧

Challenges & Areas of Improvement

Rising Inflation Rates & other world events

The erosion of money's purchasing power caused by the rising inflation rates has affected TorontoTooth's fundraising efforts. The willingness to donate is often correlated with the amount of discretionary income an individual has available to them. As people are experiencing a decrease in purchasing power, they might be less likely to contribute to TorontoTooth in the form of a monetary donation. As well, rising inflation has impacted the number of new products TorontoTooth can purchase using funds that are available to us. Along with the inaccessibility of in-person fundraising during the COVID-19 pandemic, and other world events such as the Ukrainian war attracting the population's donations, TorontoTooth faced a variety of challenges in donor attraction and retention.

Reflection:

To combat challenges posed by the rising inflation rates and other co-occurring world events during and after the COVID-19 pandemic, TorontoTooth will continue seeking out new ways to adapt to shifting economic conditions without compromising the success of our mission. The TorontoTooth team plans on better informing potential donors of how many improved smiles their donation would translate to, as well as any alternative ways in which they can support the initiative through online and in person advocacy efforts. As well, TorontoTooth will further evaluate existing spending protocols and look for higher price discounts from product companies to maximize the value of funds available to us.

The Future & Conclusion

04.

During the 2021-2022 Agents of Change program cycle, TorontoTooth project has been able to collect products exceeding \$10,600 in value to provide oral hygiene products to more than 5000 individuals experiencing homelessness in the City of Toronto. Through our work, we have tried to address the income, health services, and housing social determinants of health which have resulted in the inaccessibility of oral hygiene for the homeless community of our city. Our efforts have been specifically made towards reducing a portion of the financial burdens placed on shelters in the Greater Toronto Area (GTA) during the COVID-19 pandemic and the following rise in inflations which have further reduced the purchasing power of these institutions. As our work has progressed, we have been able to gain the support of entire neighborhoods, healthcare and hygiene colleges, dental care supplying companies, and a large community of oral healthcare professionals who have aided in making our mission a discussion in their educational and professional circles. As the project moves forward into the 2022-2023 cycle, it is hoped that we continue to work towards social justice in oral healthcare and expand our mission to include the provision of care to our target populations along with our preventative products.

With the help of the Agents of Change program, our shelter and product provider community partners, advocates, volunteers, and kind donors, we hope to be able to continue working towards healthcare equity and accessibility of oral hygiene across the City of Toronto and its residents with lower incomes and unstable housing.

Acknowledgments 05.

The TorontoTooth mission has been made possible by our kind donors, community shelter partners, individuals, and organizations that have immensely helped us in our cause. We sincerely thank all of the below organizations and individuals who deserve our greatest gratitude:

Shelter Community Partners

- Kennedy House
- Covenant House
- Salvation Army New Hope
- The Scott Mission
- Good Shepherd Ministries
- North York Women's Shelter [NYWS]

Donors and Members

- Agents of Change Program
- Individual Donors [Communities]
- Members of the Executive Team

Product-Providers

- Colgate-Palmolive Canada Incorporation
- Toronto Dental Clinic's
- Ms. Kimberly Clarck

Sources of Funding

- The Toronto College of Dental Hygiene and Auxiliaries Inc [Crest]
- Calumet & Stong Colleges, Faculty of Health, York University

Your gift of toothbrushes and toothpaste will help to meet basic health needs for individuals who are struggling with homelessness and poverty. Thank you for your continued compassion and support.

- Adrienne Urquhart, Good Shepherd Ministries

TorontoTooth is incredibly helpful. I am eternally grateful that TorontoTooth reached out to support us.

- Esther Lee, North York Women's shelter

01. Promotional Video

Our promotional video provides an introduction to TorontoTooth's mission & methods.

[click here!](#)



02. Documentary TikToks

We have many TikTok's displaying our donation drop-offs and fundraising process!



[click here!](#)



Figure1- Colgate Products

We received several donations of Colgate products, toothbrushes, Crest gum detoxification products, toothpastes, floss, and a variety of other supplies.



Figure 3 - Product packaging

TorontoTooth packages products with a signature and educational material on oral hygiene for children.



Figure 2- Community donations

Products were donated by several of our community and dental office partners.



Figure 4 - Crest products

The Toronto College of Dental Hygiene and Auxiliaries Inc [Crest] donations.

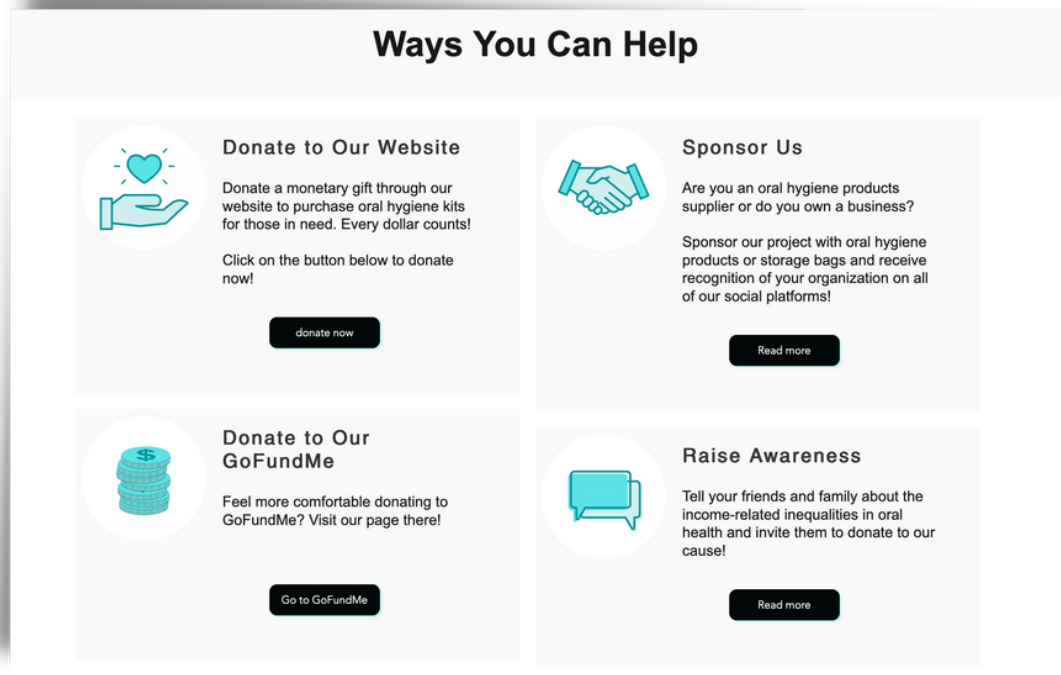
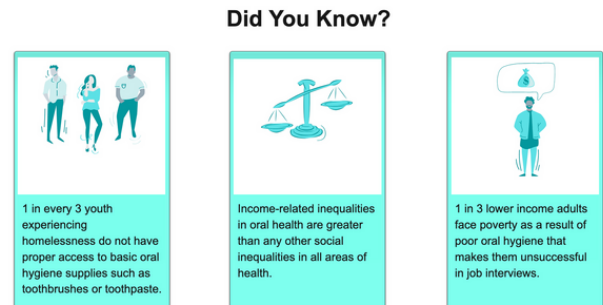
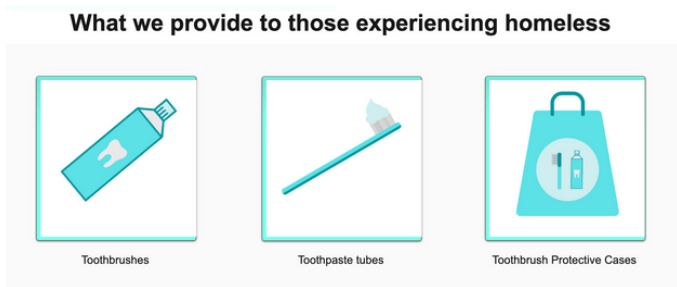
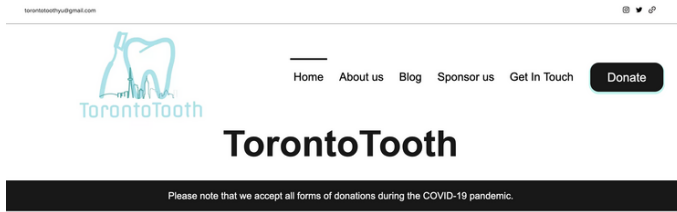
SOCIAL MEDIA

-  facebook.com/torontotoothyorku
-  instagram.com/torontotoothyorku
-  twitter.com/torontotoothyorku
-  tiktok.com/@torontotoothyorku

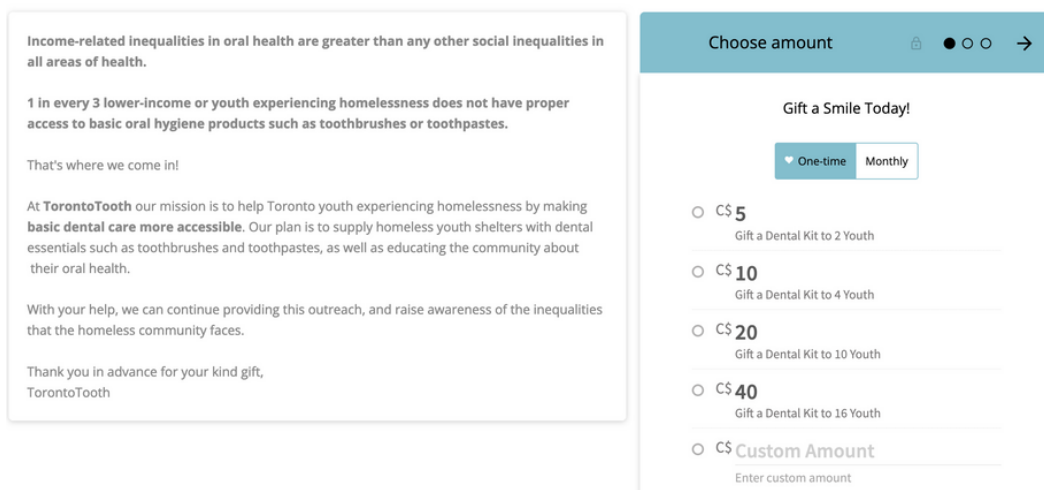
CONTACT

-  **TorontoTooth**
208 Stong College
York University, 4700 Keele Street,
Toronto, ON M3J 1P3
-  torontotooth.ca
-  torontotoothyu@gmail.com

Our Website



TorontoTooth



Our Email Campaign

A few examples of our emails:

Email Marketing > My Email Campaigns



UP YOUR GIFTING GAME BY SPREADING SMILES THIS YEAR SENT

Sent on: December 23, 2021 at 12:39 PM

104 Delivered	48 Opened	1 Clicked
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Treat Homeless Children & Youth with Oral Hygiene Kits this Halloween SENT

Sent on: October 30, 2021 at 11:07 AM

101 Delivered	46 Opened	2 Clicked
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Let's work together to stop the stigma against the homeless community SENT

Sent on: February 17, 2022 at 11:31 AM

95 Delivered	49 Opened	0 Clicked
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Take a Step Towards Improving Social Justice in Oral Health SENT

Sent on: January 31, 2022 at 11:31 AM

Today, we ask you to take a minute to consider the **poor oral hygiene** and suffering that is experienced by the **homeless children and youth of Toronto**.

Here are the facts:

- 1,500 – 2,000 youth in Toronto spend the night homeless every day.
- 1 in every 3 youth experiencing homelessness **does not have proper access to basic oral hygiene supplies** such as toothbrushes or toothpaste.
- 75% of the homeless population has an untreated dental condition.

Did this information leave you feeling alarmed or worried?

Well, **it's time to take action!** You can help alleviate this situation by **making a donation at [TorontoTooth](#)**. At TorontoTooth, with your help, we could **provide oral care products to homeless children, at-risk youth, and underprivileged women of Toronto**.

[DONATE NOW](#)

Unfortunately, the reality especially for **youth and children experiencing homelessness** is far more problematic, where **they lack access to oral care products as basic as toothpastes and toothbrushes**.

This is where our mission begins and your help is required!

We are **TorontoTooth**, a non-profit organization **supported by York University's Agents of Change program**.

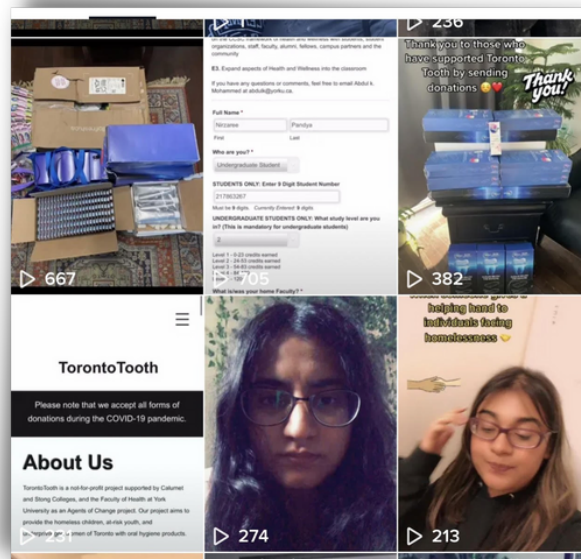
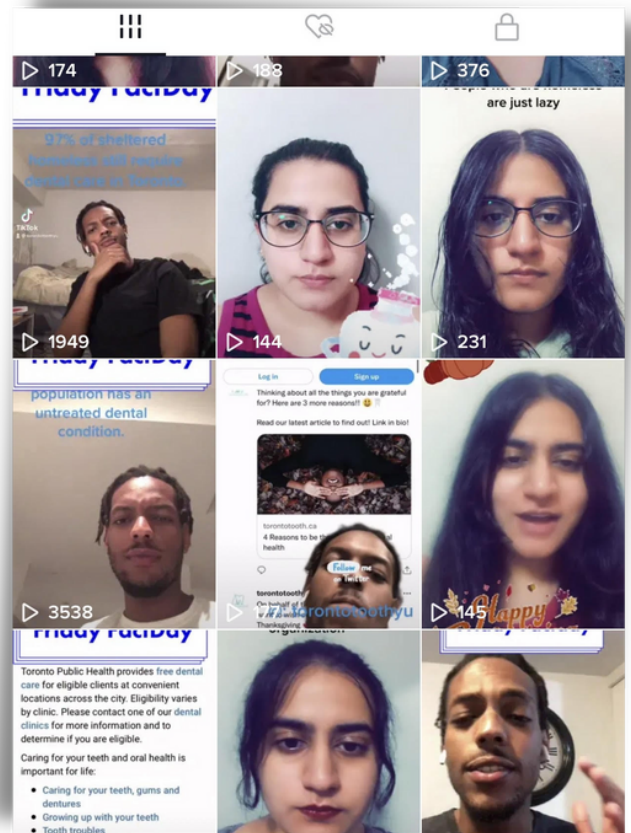
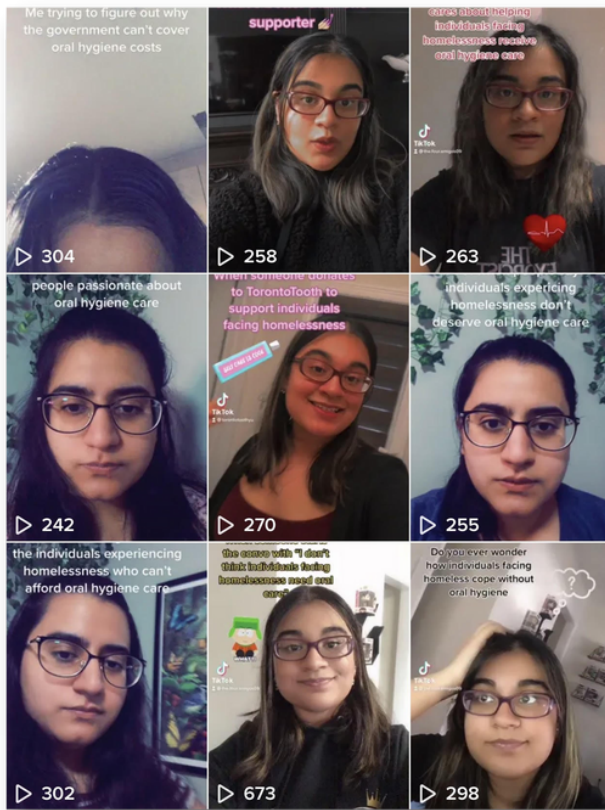
We aim to improve the health of the homeless community by **providing much-needed free oral hygiene supplies to shelters across the city of Toronto**.

Why should we donate?

"My parents don't have money to buy me tooth paste and tooth brush."



Our TikTok Page



Nirzaree - Co-host



Jasleen - Co-host

Our Blog



Gurher Sidhu • Sep 18, 2021 • 4 min read

Which of Canada's federal parties care about your smile? Read this before you vote.

It's no secret that dental care *is* healthcare.

Poor oral health contributes to heart disease, complications in pregnancy, and even pneumonia. And that's just the tip of the iceberg: factoring in the social and economic consequences of not having a healthy smile, it becomes clear that teeth are much more than cosmetic accessories.

Yet, for a country which is so proud of its healthcare system—its *universal* healthcare system, supposedly— there is currently no universal dental care system in Canada. Here, dental care is an *individual* responsibility. It is an individual responsibility, no matter if you've been pulsing in pain for the past two weeks from a cavity which could have been avoided with regular visits to the dentist—some for 22.4% of Canadians— and now you have delayed having visits being a financial burden. Too bad, so sad.

All this being said, the federal election is on Monday, Sep



Nikesha B • Jan 23 • 2 min read

Struggling to Keep Up With Your New Year Resolutions?



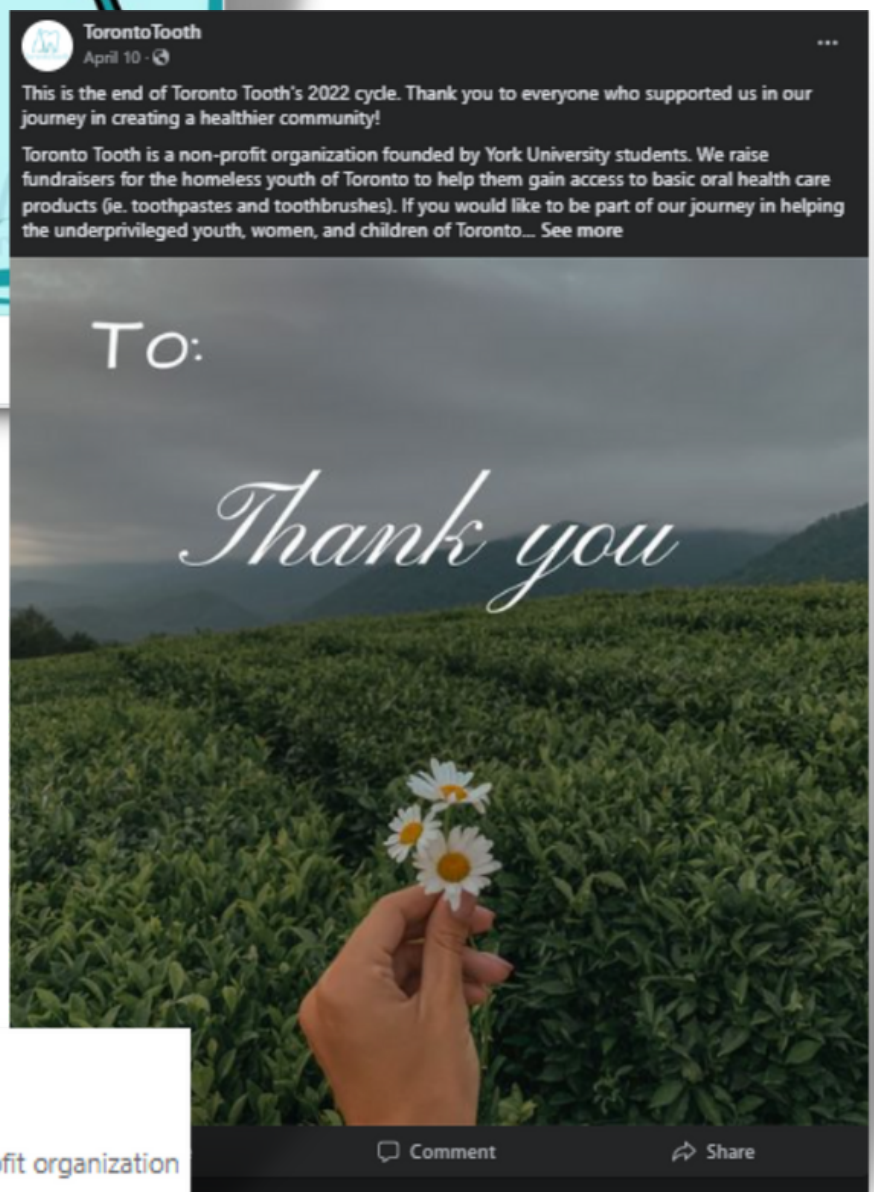
Gurher Sidhu • Mar 23 • 3 min read

Inequities in oral health: Indigenous populations in Canada

Between the 2015 ['calls to action'](#) released by the Truth and Reconciliation Commission of Canada, and the now-federally recognized ["Orange Shirt Day"](#), the spotlight is finally beginning to shine on the Indigenous peoples of Canada. The Indigenous populations in Canada include the First Nations, the Inuit, and the Metis. These populations are disadvantaged relative to the rest of the Canadian population—socially, economically, and systemically. Only recently is this truth becoming a mainstream understanding among the general population.

Did you know that this disadvantage manifests itself as poorer health outcomes for Indigenous peoples? This goes for oral health as well—a crucial component of

Our Facebook Page

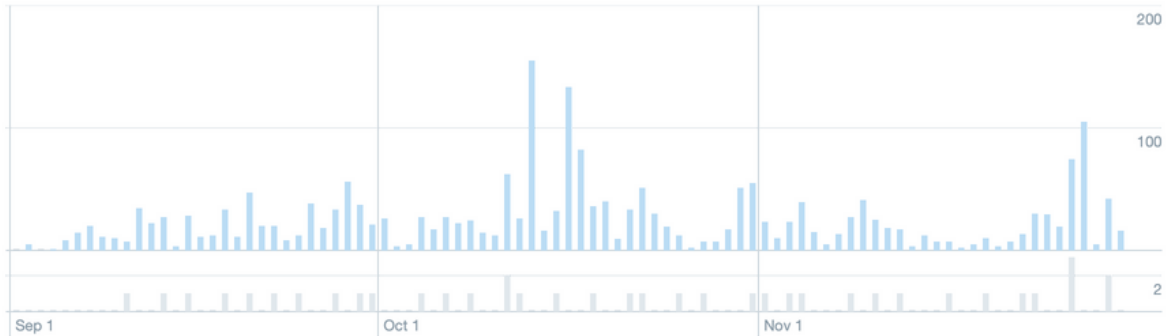


TorontoTooth

@Torontotoothyorku · Nonprofit organization

Our Twitter Page

Your Tweets earned **2.3K impressions** over this **91 day** period



Tweets **Top Tweets** Tweets and replies Promoted Impressions Engagements Engagement rate



torontotoothyu @torontotoothyu · Oct 31

On behalf of the Toronto Tooth team, we want to wish everyone a very Happy Halloween 🎃

-
-
-

#dental #torontotooth #oralcare #yorkuniversity #torontodentist #oralhygiene #oralhealth #colgate #nonprofit #crest #ontario pic.twitter.com/6xkG2w9L45

[View Tweet activity](#)

174

3

1.7%

OCT 2021 SUMMARY

Tweets

13

Tweet impressions

1,052

Profile visits

709

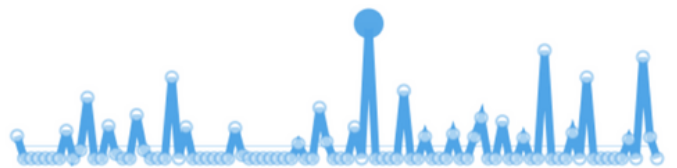
New followers

0

Engagement
6.4%

Jan 20

66.7% engagement rate



DEC 2021 SUMMARY

Tweets

8

Tweet impressions

337

Profile visits

398

New followers

5

MAR 2022 SUMMARY

Tweets

13

Tweet impressions

343

Profile visits

223

New followers

2

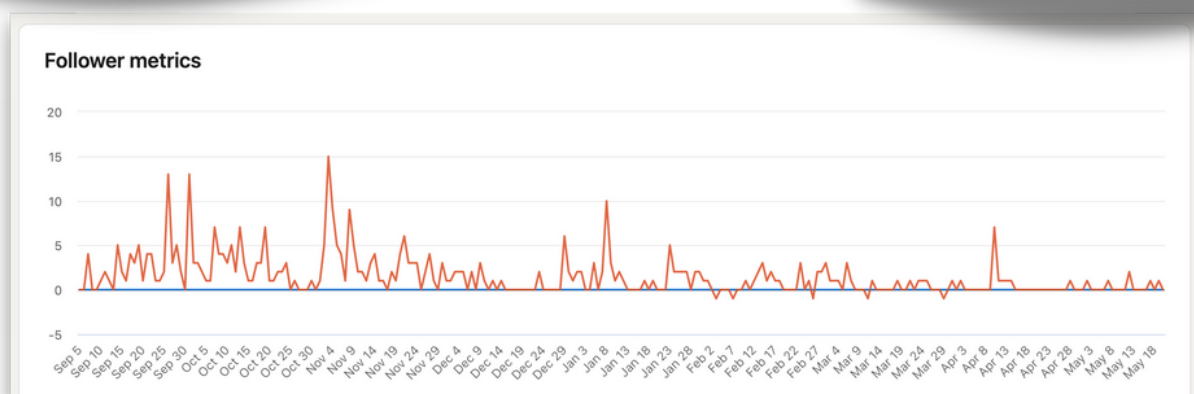
Our LinkedIn Page

The screenshot shows the TorontoTooth LinkedIn page in 'Super admin view'. The page header includes the TorontoTooth logo, the name 'TorontoTooth', and a 'Super admin view' button. A 'View as member' button is in the top right. Below the header is a navigation bar with 'All Pages', 'Content', 'Analytics', and 'Activity'. The main content area features the TorontoTooth logo, the tagline 'Providing oral hygiene products to the homeless community of Toronto', and a brief description: 'A York University not-for-profit providing oral hygiene products to individuals experiencing homelessness in Toronto'. It also shows '373 followers' and buttons for 'Edit Page' and 'Share Page'. On the left, an 'Analytics' widget shows '25 Search appearances' with a 78.6% increase. On the right, a 'Grow your followers' widget shows '250/250 credits available'.

This is a LinkedIn post from TorontoTooth, 3 months old. The text reads: 'End the stigma now! Let's talk about oral health inequality. Help us be a part of the conversation'. It includes a link to 'www.torontotooth.ca' and a list of hashtags: #torontotooth, #health, #oralhealth, #oralhealthcare, #oralhygiene, #nonprofit, #torontodentist, #dentist, #dentalcare, #dentistsoftoronto, #ontariouniversity, #colgate, and #crest. The post features an illustration of a man and a woman talking, with a speech bubble that says 'TorontoTooth Wants To... END THE STIGMA NOW. LET'S TALK ORAL HEALTH INEQUALITY. BE PART OF THE CONVERSATION.' At the bottom, it says 'JOIN US TO BE AN AGENT OF CHANGE! www.torontotooth.ca'.

This infographic from the Ontario Dental Association explains how mental health can affect dental health. It lists several factors: 'Anxious biting of the cheeks and lips can cause trauma to mouth, which has been linked to the development of canker sores.', 'Dental anxieties and phobias can contribute to poor oral hygiene, or even severe oral health problems.', 'Body dysmorphia illnesses can result in enamel erosion, tooth decay and other dental health issues.', 'Bruxism is often related to stress and anxiety, which can cause facial pain, headaches, and pitted teeth.', 'Over brushing may seem like a good problem to have, but 'toothbrush abrasion' can cause damaged teeth and receding gums.', and 'Some medications can cause dry mouth, which can cause other oral health issues if not addressed.'

This is a LinkedIn post from TorontoTooth, 4 months old. The text reads: 'Since the 1940's we have used fluoride to prevent tooth decay because it has been scientifically proven to strengthen tooth enamel, lower the amount of acid in our mouth, and rebuild the minerals that make our teeth stronger. In Canada, fluoride is found naturally in our water, air, food and soil. Our mission and make a donation to TorontoTooth to help experiencing homelessness in Toronto gain access to basic oral products (ie. toothpastes and toothbrushes) so they can prevent oral health diseases such as tooth decay. Your donation goes a long way! For more information and to donate, visit www.torontotooth.ca'. It includes the same list of hashtags as the previous post. The post features an illustration of a tooth with a green bandage and a toothbrush, with the text 'Did you know? Fluoride is a mineral, which in Canada is found naturally in our water, air, food, and soil.' At the bottom, it says 'Fluoride helps to strengthen your tooth enamel, prevent tooth decay, lower the amount of acid in your mouth, and rebuild minerals that make your teeth stronger!'.



Our Meetings and Drop-offs



2021/2022

