



Your Smile Matters Scholarship Competition Sponsored by the Utah Dental Association

The **Your Smile Matters** campaign focuses on educating the public about the impact of dental decay on children and youth. Dental disease is the most common chronic condition among children, yet almost entirely preventable. This scholarship invites students to create powerful messages that highlight regular dental visits, good homecare habits and healthy eating choices.

Project Requirements

- Public Service Announcement (PSA) Video: 60-90 seconds
- Three (3) Visual Images: Used as billboard and in print publications
- Social Media Posts (3 total)

Awards:

1 st Place	\$4,000
2 nd Place	\$2,000
3 rd Place	\$500

Eligibility

Open to all students enrolled in a Utah College or University enrolled in

- Dental Schools
- Dental Hygiene Programs
- Marketing/Communication Programs

Submission Guidelines

- All entries must be submitted electronically (video file + graphic/image files in high-resolution formats).
- Each submission must include a completed application and proof of enrollment.
- Deadline: October 15, 2025
- Send entries to: becky@uda.org

More information and applications are available at



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