

ORGANIZATIONAL DECISION MAKING

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PARTNERSHIPS



THE PARTNERSHIP

CONTENT



- **Connection**
- **Impact on our Community**
- **Type of Partnership**
- **Annually Collaboration**
- **Connection**
- **Benefit**
- **Analyze and conclusion**

THE CONNECTION

Oral Care



Decrease Poor
Oral Health
*“Share More Time,
Share More Smiles”*

IMPACT ON OUR COMMUNITY

Which focuses on the importance of prevention and the impact of good dental health on overall health. Good habits (like brushing for two minutes, twice a day with fluoride toothpaste and visiting a dentist regularly) helps keep smiles healthy.



Logo for Oral Health Month featuring a globe and the text "ORAL HEALTH MONTH" and "Colombia".

Logo for ADA (American Dental Association) with the text "in collaboration with ADA".

Text: "SHARE MORE THINGS" and "SHARE MORE SMILES".

Text: "I can't smile without you." with a cartoon toothbrush character.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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Text: "CHECK OFF EACH OF THE 2 BOXES EVERY TIME YOU BRUSH. MAKE IT A HABIT FOR A GREAT SMILE!"

Text: "HEALTHY.ORG/ORALHEALTHMONTH AND COL" (partially visible)

How to Brush

Brush twice a day for two minutes with fluoride toothpaste.

- Place the toothbrush at a 45-degree angle to the gums.

- Move the brush back and forth gently in short strokes.
- Brush the outer surfaces, the inside surfaces and the chewing surfaces of all teeth.

- To clean the inside surface of the front teeth, tilt the brush vertically and make several up-and-down strokes.

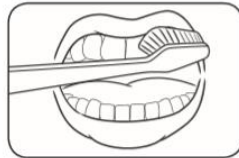
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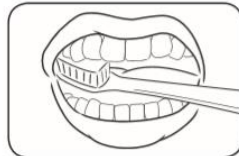
SHARE MORE TIME,
SHARE MORE SMILES

How to Brush

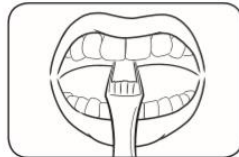
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- Place the toothbrush at a 45-degree angle to the gums.



- Move the brush back and forth gently in short strokes.
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- To clean the inside surface of the front teeth, tilt the brush vertically and make several up-and-down strokes.

LEARN MORE AT MOUTHHEALTHY.ORG/ORALHEALTHMONTH
AND COLGATE.COM/SONRISAS

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**SHARE MORE TIME,
SHARE MORE SMILES**

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>I can't smile without you.</p>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
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CHECK OFF EACH OF THE 2 BOXES EVERY TIME YOU BRUSH. MAKE IT A HABIT FOR A GREAT SMILE!

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Type of Partnership

TRANSACTIONAL

- ✓ The Colgate-Palmolive Company and the American Dental Association (ADA) have announced a collaboration in support of Colgate's annual Oral Health Month program.



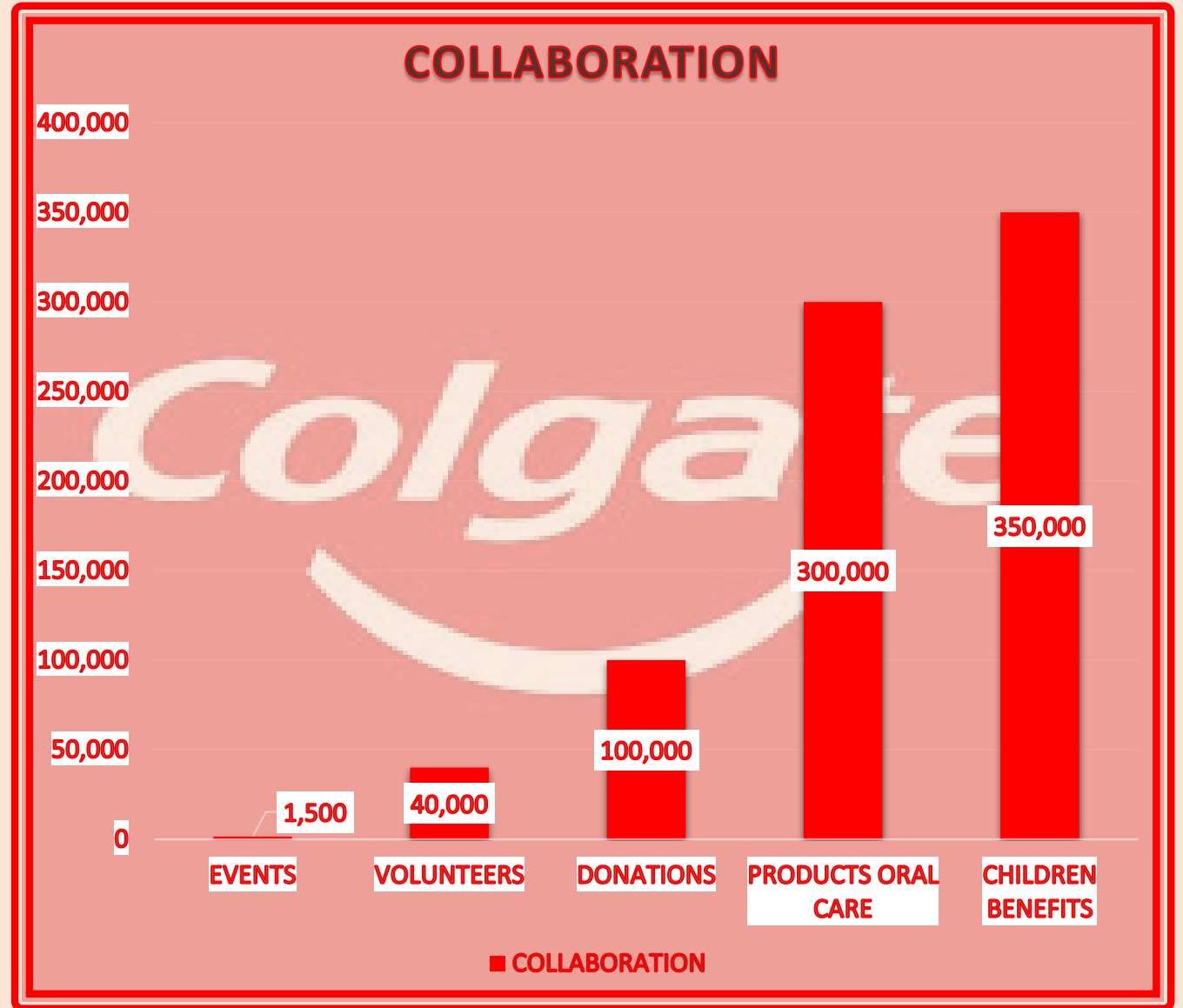
INTEGRATIVE

- ✓ Around the social media hashtag #TimeToSmile. For each image posted on Facebook, Twitter, Instagram or Google+ of family members practicing oral hygiene and tagged on social networks, Colgate will donate \$1 .



ANNUALLY COLLABORATION

✓ Colgate partners with the American Dental Association Foundation each year to sponsor the “Give Kids A Smile®” program.



BENEFITS



Brand Value



Competitive Advantage.



Business Performance

FUTURE PARTNERSHIP

Sustainability

Building a
Future to
Smile About.

WORKS CITED

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- <https://www.terracycle.com/en-US/brigades/colgate>
- <https://www.colgatepalmolive.com/en-us/core-values/sustainability/partnerships>

Always Have a



Thank You