Your ultimate guide to NATIONAL SMILE MONTH
18 May – 18 June 2020

A charity campaign by the Oral Health Foundation
We invite you to take part in the UK’s biggest oral health campaign

This charity campaign, National Smile Month, champions the benefits of having good oral health and promotes the value of a healthy smile.

We know you are passionate about health and wellbeing, keen to raise awareness of important health issues, and ultimately, ready to put a smile on somebody’s face.

We want you to join us and make a positive difference to the oral health of millions of people.

Throughout this guide, we’ll give you lots of great ideas on how to make National Smile Month work for you and your local community.

For more ideas and information, visit our new campaign website at www.smilemonth.org

Why your support is needed

Maintaining a healthy smile can be simple but for so many this can be very difficult.

Despite the many improvements in oral health over the last 40 years, inequalities continue to be a burden for countless individuals. By supporting National Smile Month, you will be able to help us reach groups where oral disease is far too common. These include:

• Children and families.
• Older people.
• Those on lower incomes or in areas of low social equality.
• People with educational barriers or learning difficulties.
• Those with reduced mobility, physical or mental disabilities.
• The marginalised or isolated.

Oral health inequalities are almost entirely preventable. By supporting these groups during the campaign, we stand up to this unjust imbalance.

How National Smile Month benefits you

National Smile Month is your chance to reach people in the heart of your community, to achieve better oral health with important oral health messages.

Here’s how taking part in National Smile Month can benefit you:

• Build more relationships with your local community.
• Improve the health of your local community.
• Enhanced employee relations and morale.
• Better public relations.
• Network opportunities with other local businesses.
• A chance to win a National Dental Award with the ‘Best National Smile Month Event’.

A smile is hugely important to our personalities, self-confidence, relationships and success.

Poor oral health doesn’t just cause problems inside the mouth. General health is also at risk. Studies continue to associate poor oral health to serious health problems such as diabetes, heart disease, stroke, pneumonia, premature babies and other major conditions. With a good oral health routine, most of these conditions are preventable and your support can make a big difference.

Creating happier, healthier smiles with the Oral Health Foundation

We believe that everybody deserves a healthy smile. A person’s oral health is a crucial part of their overall wellbeing. That’s why, after nearly 50 years, our charity continues to provide oral health support and help to anybody who needs it.

Our activities and programmes, including National Smile Month, help some of the most vulnerable members of society. These can make a real difference to a person’s oral health. Supporting healthier lives through better oral health reflects everything that we do. Our goal is to live in a world where everybody has a healthy mouth.

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This is why the Oral Health Foundation runs campaigns like National Smile Month.

An average of 3 SCHOOL DAYS missed every year due to DENTAL PROBLEMS.

25% of adults DO NOT attend a DENTIST REGULARLY.

1 in 3 have NEVER FLOTTED or INTERDENTALLY cleaned.

8,337 new cases of MOUTH CANCER a year.

3.5 million people with REGULAR ORAL PAIN.

1 in every 7 ADULTS suffer from EXTREME DENTAL ANXIETY.

7,926 children under 5 have had teeth extracted.

66% of adults have VISIBLE PLAQUE.

39% of adults do not attend a DENTIST REGULARLY.

31% of adults have TOOTH DECAY.

60 million Brits without FLUORIDATED WATER.

2 million Brits travelling 40 miles to access dental care.

6 million SMOKERS.

3 million DRINKERS.

20+ units OF ALCOHOL A WEEK.

84% of adults have at least one or more fillings.

This is how much sugar we consume every day. In some cases, it’s almost 3 times the recommended amount.

Children 4-10: 60.8g
Teenagers 11-18: 74.2g
Adults 19-64: 58.8g
Adults 65+: 51.6g

6 million people were touched by oral health activities.

The difference you make...

National Smile Month continues to raise awareness of important health issues and make a positive difference to the oral health of millions of people.

Last year, the campaign helped engage and educate all sorts people about their oral health.

Highlights from last year’s National Smile Month campaign:

3 families won a special day to UK theme parks in a children’s poster & poem competition.

500 dental packs donated to the homeless.

4 amazing people were rewarded for their role in oral health promotion as part of Nominate a Smile.

3,102 dedicated oral health events delivered in local communities across the UK.

35 interviews on national radio & television highlighting the importance of a healthy smile.

5,000 organisations pledged to educate employees, patients or customers.

311,528 people accessed online oral health information on www.dentalhealth.org.

194 articles published in the media promoting good oral health.

536,000 people reached on social media with oral health advice.

165,000 Smileyزs helped engage people about oral health... they were also used for lots of Smiley selfies.

181,027 oral health resources helped thousands achieve a healthy smile.

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6 million people were touched by oral health activities.

Help us provide dental packs for school children by donating today at www.dentalhealth.org/donate.

# mysmileyselfie
@smilemonth
NationalSmileMonth
@oralhealthfoundation
Here are some ideas to get you going!

**Health and the workplace**
The UK loses thousands of working days to poor oral health each year. If you are responsible for managing people, National Smile Month is an easy way to have some fun and promote a healthier workplace. Why not get in touch with us to find out about our occupational health programme?

**Toothbrush amnesty**
Why not encourage your patients to trade in their old toothbrush for a new one? Most people don’t change their toothbrush often enough and National Smile Month is an ideal time to remind people that old toothbrushes may damage gums and won’t clean teeth properly.

**Talks and displays**
Talks are always popular, especially in the community, and can influence people who do not visit their dentist on a regular basis. Another great alternative are displays – in virtually anywhere you can think of – to help people learn about oral health at their own pace and in their own time.

**Healthy food initiatives**
Why not use National Smile Month to promote healthier eating (starting with yourself)? Remember, it’s both the amount and frequency of sugar that harms teeth and gums. You can give people advice on some of the worst offenders and try to suggest low-in-sugar alternatives. Perhaps even organise a sugar free breakfast?

**Take to the high street**
Some of the best National Smile Month events take place in shopping centres, public venues and on the high street. From health buses to simple exhibition stands, being out in the community is an excellent way to raise awareness of oral health. Why not try something different this year?

**Smileathons**
Get your hands on some campaign Smiley. They are 100% guaranteed to get everyone smiling and are a great tool for starting a conversation with someone about their oral health. Gather your friends, family and post your pictures on social media using #mysmileyselfie and well enter you into a draw to win some fantastic prizes. You can pick up a pack of ten for just £1.75. Every pack sold helps to support people in need.

**‘Brushathons’ and the two-minute challenge**
A sponsored ‘Brushathon’ and other teeth-brushing challenges are a fun way to follow a healthy dental routine. Just persuade everyone to bring in their toothbrushes, or turn to our resources to find out about our occupational health programme?

Every child matters
National Smile Month creates excellent opportunities for parents, schools, children’s centres, childminders, dental and health professionals to work together to improve children’s oral health. Every child matters, so get them involved with tooth-brushing demonstrations, drawing competitions, a quiz, or even get them to write their own smiley poems!

Open your doors
If you are a dental practice, it’s worth remembering that your workplace is a fascinating place with its many items of equipment and terminology. Why not give people an educational experience and show them how everything works with a series of Open Days?

Carers have a crucial role
Many people rely upon advice and guidance from carers for their oral health. This includes the elderly, as well as those with physical or learning disabilities. If you care for someone, National Smile Month is a great time to learn about oral health and share knowledge. It’s also a good opportunity for dental teams to find out how to help local care homes, childminders and carers’ networks.

**How to nominate**
All you have to do is send in a picture of your nominee, along with a brief description of why you are nominating them to us at pr@dentalhealth.org and we’ll take it from there.

**Nominate a Smile**
We want to hear about people in your team, the public, family members, someone from the community and patients – anybody who you think deserves to be nominated for doing something special or always brightens up your day.

Throughout National Smile Month we will be selecting a winner each week. All winners will receive a special prize from us.

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**S4S Dental Lab help people with bruxism...they also love National Smile Month!**

| Smilemonth.org | Help fund our Dental Helpline take a call from somebody in need. Donate today at www.dentalhealth.org/donate | Donate today at www.dentalhealth.org/donate | #mySmileySelfie | @smilemonth | NationalSmileMonth | @oralhealthfoundation | Nominate a Smile | S4S Dental Lab help people with bruxism...they also love National Smile Month! |
Fundraising

It doesn’t matter if you are a local dental practice, pharmacy, school or hospital department, you can choose to organise activities and events while fundraising during National Smile Month. This is your chance to get involved in the UK’s biggest oral health campaign alongside the people you work with and have a lot of fun!

By doing something no matter how big, you’ll be contributing to your local community and making a positive difference to the wider landscape of oral health. All the funds we receive will go directly into our charitable work to support the most at-risk groups.

Create your fundraising page
Once you have decided how to fundraise during National Smile Month, you can visit our website and create your very own fundraising page. Tell everybody exactly what you are doing and when. Finally, share your page and let the donations roll in. If you need any help along the way, contact our fundraising team, who will be happy to help you with your page.

Here are some ideas to help you put the fun in fundraising:

Organise an event
There are lots of events you can do - from a sponsored run, walk, hike, cycle to something more daring like a skydive. Or why not host a dinner, dance, or a quiz night for colleagues, family and friends? The choices are endless. We would love to hear about your plans or if you need any help or advice in planning your event.

Team-building challenges
Corporate challenges are a fantastic way to encourage team building, networking and getting your colleagues involved in a charity partnership. We could help you to organise an overseas trek or enter a team into a UK challenge.

Staff fundraising
There are so many great ways to fundraise in or out of the office, including raffles, auctions, dress down days, sports event, coffee mornings, and bake sales.

Charity of the year
Choosing the Oral Health Foundation as your chosen charity partner is a great way to focus charitable efforts and encourage staff, customers and clients to work together. We can help you to organise a programme of fundraising activities and publicity to maximise your benefits.

Donations
Collecting donations for the Oral Health Foundation will mean that even more people can receive a little more help and support when it comes to their oral health. Whether it’s a small individual donation or a larger company donation, we would really value your support.

Visit www.dentalhealth.org/fundraising to get started.

Coventry Community Dental Service

Shouting about your event
If you are new to National Smile Month, or an experienced campaigner, it’s always a good idea to have a plan and a clear idea what you want to achieve. You can find our recommended ten-point plan for planning your campaign at www.smilemonth.org. Here are just some of the promotional activities and ideas that worked well across the UK last year:

Tell us
The Oral Health Foundation would love to hear about your National Smile Month events and help you make them as successful as possible.

Advertise
Simple leaflets, flyers, e-mails and text messages are just some of the low cost and effective ways of promoting an event or activity. Remember not to leave it too late to tell everyone what you are doing!

Write a news release
It’s easier than you think. Just download and complete a template from www.smilemonth.org. Then send it to your local newspaper and radio station.

Smile for the camera!
News desks always love a good photograph to accompany a press release or story, whether it’s online or in a newspaper.

Prizes and competitions
Prizes are fantastic for generating interest with the general public and the local media, who are often keen to work with you to promote competitions to their readers ‘Tooth-Healthy’ food hampers, a year’s supply of dental products, £100 worth of dental products, £250 cash prize draw, a free scale and polish and free electric toothbrushes, are just some of the prizes known to work.

Contact local groups and employers
Care homes, schools, children’s centres, Scouts, Brownies, Girl Guides, local businesses, parent and toddler groups and voluntary groups are great to contact during National Smile Month and can help share oral health messages to lots of people.

Go viral
Create a social networking page on Facebook and Twitter. They are free, take just a few minutes to set-up and can help you to contact hundreds of people in your community. Don’t forget to share National Smile Month your activities using #smilemonth and follow the Oral Health Foundation’s Twitter account: @oralhealthfoundation

Visit www.smilemonth.org
Thank you to our Campaign Sponsors

Thank you to our campaign sponsors
Because of the generous and charitable support from this year’s campaign partners, we can help more people achieve a healthy smile.

Learn more about our work with partners online at www.smilemonth.org
Get in touch to discover more about being a National Smile Month campaign partner in 2021, when the Oral Health Foundation celebrates its 50th birthday.

More amazing National Smile Month sponsors

You can also join us as an annual Supporter
As a self-funded not-for-profit charity, we rely on donations to continue improving oral health in the UK and worldwide. Whether you are an individual, or a company, we welcome new supporters who can help provide us with a regular source of income. This helps us to continue supporting some of the most vulnerable members in our society.

To become a supporter of the Oral Health Foundation, go to www.dentalhealth.org/supporter or email us at pr@dentalhealth.org

Our supporters and media partners

Platinum Sponsor
Johnson & Johnson Ltd., the makers of LISTERINE®, are delighted to be a platinum sponsor of National Smile Month, in support of the nation’s oral health.

In theory, it is possible to control plaque using mechanical methods alone, however many people are unable to accomplish this on an ongoing basis.*

A landmark meta-analysis of 29 studies involving more than 5,000 participants demonstrated that adding LISTERINE® essential oils mouthwash to mechanical methods delivers over 5x more plaque-free sites than mechanical methods alone.*

Essential oil mouthwash is suitable for daily use as an adjunct to mechanical cleaning to deliver an optimised daily regimen at home.*

For further information, visit www.listerineprofessional.co.uk

References
1. Barnett M L. The rationale for the daily use of an antiseptic mouthrinses. JADA 2006; 137: 165-165

IN THE COMMUNITY
- Organise an oral health event in a school
- Organise an oral health event in a residential home
- Organise an oral health event for a community group
- Organise an oral health event alongside a local business
- Purchase resources for your event from www.dentalhealthshop.org
- Tell the local press about your event
- Take 50 photographs of local people with the Smiley and send to pr@dentalhealth.org. Each photo gives you the chance to win some amazing prizes as part of the #MySmileySelfie competition
- Enter somebody in your community for our Nominate A Smile Award. Send a photo and your nominations to pr@dentalhealth.org

FUNDRAISING
- Pick a fundraising challenge that you and colleagues can take part in
- Create an online fundraising page at www.smilemonth.org
- Recruit support by promoting your event
- Take photos of your fundraising activity and send them to pr@dentalhealth.org so we can share them on social media
- Donate the money you have raised to the Oral Health Foundation at www.dentalhealth.org/donate

ONLINE & DIGITAL
- Download FREE digital materials from the campaign website: www.smilemonth.org
- Post about National Smile Month on social media #smilemonth
- Post positive oral health messages and advice on social media #smilemonth
- Post your photos online using #smilemonth and #mysmileyselfie

OTHER
- Nominate A Smile
- Organise an oral health event in a community group
- Organise an oral health event in a residential home
- Organise an oral health event for a community group
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THE BASICS
- Get inspired and visit www.smilemonth.org
- Spread the word with your colleagues
- Make a commitment to take part by organising an event or activity
- Keep us updated we may be able to help with your plans pr@dentalhealth.org
- Purchase the campaign products you need for your event or activity (e.g. Posters and Smileys) www.dentalhealthshop.org

Your National Smile Month Checklist

Sussex Community NHS doing an oral health roadshow at Brighton General Hospital

Your support allows us to create programmes and projects that reach the most vulnerable. Donate today at www.dentalhealth.org/donate

#mysmileyselfie
@smilemonth
NationalSmileMonth
@oralhealthfoundation
The Oral Health Foundation would like to thank you for taking part in National Smile Month 2020.

This annual health campaign supports more than 5000 passionate people, just like you, to spread important oral health messages in a fun and positive way in local communities up and down the country.

Whether you’re buying campaign products from inside this guide for your activities, or holding a fundraising event with friends, family or colleagues, know that you’re making a difference in our fight to eliminate dental disease in the UK.

Every donation we receive goes directly towards improving people’s quality of life through better oral health. Every penny helps support our campaigns, programmes and charitable work.

You can make a donation to the Oral Health Foundation online at www.dentalhealth.org/donate
You can also make your donation by calling us on 01788 546 365

The Isebrook Dental Team!
MyDentist Dental Practice, Lodden
Manchester Royal Eye Hospital
BBC, Plymouth
Elgin Park Dental Practice, Bristol
Bridge Dental, Blackwood, Caerphilly
Long Lawford Little Lightenings
@foliotypo and family!
@oralhealthfoundation
# mysmileyselfie 
NationalSmileMonth
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18th May - 18th June 2020
www.smilemonth.org