ANNUAL REVIEW 2003-04
The British Dental Health Foundation is the only organisation in the country dedicated to offering free impartial dental advice to the public.

Every year, the experts in the British Dental Health Foundation Dental Helpline provide advice and support to tens of thousands of callers suffering with oral health problems.

In addition to this, the Foundation also provides information to the public via its website: www.dentalhealth.org

By taking oral health information to the public via its extensive work in the media, working with community organisations, schools and retailers, and involving government, industry and the dental profession, the Foundation ensures that good oral health information reaches as many people as possible.

Using its status as an independent oral health charity, the Foundation also runs a world-leading accreditation scheme. When you add to this the Foundation’s extensive work for National Smile Week and Mouth Cancer Awareness Week you start to get a picture of the breadth of the organisation’s valuable work.

Cover picture: During Smile Week one of the Foundation’s Dental Helpline team visited a local Rugby school.

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Finance Manager - Dawn Thomas MAAT
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Consumer Services Advisor - Alison Hewitt RDN
Consumer Services Advisor - Joanne Horrillo RDN PG Dip Health Development
Consumer Services Advisor - Jane Pitt RDN
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Auditors: Baker Tilley, Chartered Accountants
British Dental Health Foundation is a registered charity no. 263198
Company no: 1027738 limited by guarantee
The demand for all of the Foundation's services is now greater than ever.

Last year we had more Dental Helpline enquiries than at any time in our 33 year history. We also distributed more of our educational resources, took our accreditation scheme into new markets and achieved a significant growth in the press circulation of our national campaign articles.

Like many helplines once supported by a grant from the community fund, the Foundation Dental Helpline is now solely maintained by the efforts of the Foundation.

With the number of helpline enquiries increasing again this year - and we anticipate further growth with the introduction of the new dental contract - it is very pleasing to see us continuing to provide such a very high standard of service.

The importance of the helpline is now recognised by many leading health organisations, with an increasing number of calls being referred from NHS Direct, the British Dental Association, the General Dental Council and Primary Care Trusts.

This quality of service would not be possible without the support of the Foundation's members and we would very much like to thank the companies and individuals whose support enables us to continue with our aim - to provide free, impartial, professional dental advice to the public.

Stuart Boulton
President
YEAR IN REVIEW

“It has been an excellent year for the British Dental Health Foundation with increases in Dental Helpline enquiries, distribution of educational resources and the number of accredited products. Media coverage of the Foundation’s campaigns has also increased significantly.

The service provided by the Foundation is now more vital than ever.

Last year the number of calls to the Dental Helpline increased by 21 percent to more than 35,000.

Another major success last year was our campaign work. November 2003 saw the first Mouth Cancer Awareness Week co-ordinated by the Foundation and this proved to be a major success.

In fact, both National Smile Week and Mouth Cancer Awareness Week really captured the imagination of the public. More event organiser guides than ever before were sent out for National Smile Week and some 25,000 guides to Mouth Cancer Awareness were produced for the first time.

Both events attracted increased coverage in the media and National Smile Week articles reached an incredible 45 million people - that’s up 65 percent on the 2003 event - while Mouth Cancer Awareness Week achieved a 66 percent growth in circulation to more than 17 million.

The Foundation’s substantial and varied work is carried out at considerable cost. The cost of running the Dental Helpline alone was well in excess of £100,000 last year.

For the last three years the majority of this cost was covered by a grant from the Community Fund. However, the grant ended in June 2003 so it is very important that we achieve a growth in income to allow us to offer the same high standard of service in the future.

A 15 percent growth in income from the distribution of educational resources went some way to covering the gap left by the end of the grant, but we need additional support now more than ever.

The growth in income from educational resources was principally down to improved communication. We now have more regular contact with our customers through product newsletters and the Foundation Webshop has enjoyed a 100 percent growth in the number of users since it was updated to include pictures and detailed descriptions of all resources.
Another major source of funds for the Foundation is our accreditation scheme, which last year accounted for 41 percent of our total income. Accreditation gives manufacturers of quality products a clear marketing advantage and gives the public assurance that the claims being made by a product have third party validation. Our own research has found the majority of people are happy to pay more for dental products that have been approved by an independent body, such as the Foundation.

Last year we accredited products in the UK for such market leaders as Tesco and Superdrug whilst Steradent took on accreditation for all their worldwide products. We also made a move into accreditation of sugar-free confectionery with the Chupa Chups Cremosa lollipop, initially in around 20 key markets worldwide.

Internationally, the Foundation is set to expand the scheme across even more countries, with the newly developed multi-language International Dental Health Foundation logos being a main selling point.

Plans are advancing to put the website into the main European and ethnic minority languages and the Foundation will begin campaign actions in countries where we have accredited products.

The continued growth of the Foundation last year was encouraging; however there is now a recognised need for us to focus increasingly on specific fundraising activities if we are to continue to provide the high levels of service being demanded of us.

Recognising the importance of providing services to those most in need, the Foundation has also embarked on a major fundraising campaign concerning Mouth Cancer Awareness.

The campaign amounting to £1 million over 3 years will expand awareness through media campaigns such as Mouth Cancer Awareness Week and outreach to the most at risk communities of the elderly and ethnic minorities. Initial approaches have been made to grant making Trusts and Foundations and this is to be followed with a major campaign of corporate and personal fundraising.

We look forward in the next year to further building on the successes already achieved and to reaching even more people with our key messages on oral health.

Nigel Carter
Chief Executive

Mouth Cancer Awareness Week achieved a 66 percent growth in circulation to more than 17 million

“We also made a move into accreditation of sugar-free confectionery”
The British Dental Health Foundation is dedicated to providing the public with the information they need to improve their oral health. We do this in a number of ways.

**Free Dental Helpline**

The Foundation Dental Helpline provides members of the public with free, impartial expert advice on a range of oral health problems.

Last year, our qualified staff dealt with the enquiries of over 35,000 callers – that’s more than ever before!

The problem of NHS access has been well-documented in the press this year.

Many patients are unable to find an NHS dentist and some are unable to afford private fees. This makes the free service provided by the Foundation more valuable than ever.

In 2003-04 the Dental Helpline team offered advice on subjects as varied as children’s teeth, bad breath, dental charges and cosmetic options.

The Foundation’s status as an independent charity gives our dental advice authority, ensuring patient confidence.

The growing importance of the service is recognised by the increase in the number of enquiries referred to the Foundation Dental Helpline by other leading health organisations. Last year, NHS Direct alone were responsible for 24 percent of calls to the helpline. A further 22 percent came from British Dental Association referrals.

**Comprehensive website**

The Foundation also provides information to the public via its website: www.dentalhealth.org.

This is the most comprehensive oral health site on the World Wide Web. Last year the Foundation site had more than 237,000 unique visitors – that’s over 650 visitors per day!

Members of the public visiting the site have a huge bank of information at their fingertips with frequently asked questions, downloadable puzzles, games and policy statements freely available. They can also download any of the Foundation’s 52 ‘Tell Me About...’ patient information leaflets completely free of charge.

The website also contains a link to the Foundation Dental Helpline, allowing the public to send our experts questions by email.

**Press Activity**

The Foundation takes oral health information to the public via the press.

Last year, the Foundation press office generated more than 1,200 articles promoting good oral health.

These articles, which included pieces in *The Sun, Daily Mail, Daily Telegraph, The Independent, Radio Times, OK! and Readers Digest* reached an audience of more than 100 million.
CAMPAIGNING FOR DENTAL HEALTH

National Smile Week - Your Teeth are for Life

National Smile Week is the biggest annual oral health campaign in the country.

A key factor in the Foundation's success in taking practical oral health information to the public, the event has been running for 28 years.

Under the theme 'the Four Ages of Dental Health', in 2004 the campaign looked at how our dental needs change throughout life. The tagline 'Your Teeth Are For Life' allowed emphasis on the importance of developing good habits early, and maintaining them throughout life.

This theme proved hugely popular with both the press and the public.

A major reason for the success of National Smile Week is the enthusiasm and hard work of the thousands of event organisers dedicated to helping the Foundation spread the message of good oral health. Last year an incredible 35,000 copies of the Event Organiser's Guide were distributed to people looking to get involved in the campaign - that's more than ever before. These guides were not only sent to dentists. Nursery schools, primary schools, pharmacies, businesses and other organisations all got involved in the week, and were instrumental in helping the Foundation to increase awareness of the need for good oral health.

The press reaction was equally pleasing. Articles dedicated to National Smile Week 2004 reached an incredible 45 million people nationwide! Among the many hundreds of articles were pieces in The Times, The Independent, Daily Telegraph, News of the World, OK! and Radio Times as well as hundreds of articles in the local press.

Mouth Cancer Awareness Week - Watch Your Mouth

This was the Foundation's first year as co-ordinator of Mouth Cancer Awareness Week.

Like the Smile Week campaign, Mouth Cancer Awareness Week provided the public and the profession with practical information on the causes and symptoms of mouth cancer.

The Foundation was pleased to work with numerous leading health organisations during Mouth Cancer Awareness Week. These included Action on Smoking and Health (ASH), British Dental Association, British Association of Head and Neck Oncologists, British Association of Oral and Maxillofacial Surgeons, Cancer Research UK, GKT, the health departments of the four UK countries, QUIT and Scope. The Foundation gratefully acknowledges the contribution made by Denplan, who produced posters for the event.

Press coverage improved considerably this year with 250 cuttings being generated by Mouth Cancer Awareness Week activity - this was an increase of 41 percent on the 2002 event.

Articles generated by the campaign in Mouth Cancer Awareness Week included major stories in the Sunday Telegraph, Daily Mail and the Daily Record, with mentions in the Times and The Sun.

These articles reached more than 17 million people across the country, dramatically increasing the profile of a disease that a recent survey found one in two people had not even heard of. Had the Foundation paid for these articles as advertising space it would have cost them a total of £134,425.

Further campaigns

This year we were very pleased to see the Government making alterations in area's where our campaigning has been vocal. Successful lobbying of MP’s and Peers by the Foundation played a major part in securing the amendment to the Water Bill which compels water companies to introduce water fluoridation following public consultations in each local area. Lobbying also led to the introduction of the Food in Schools Plan.
Accreditation

Accreditation by the Foundation gives a product credibility as it assures the consumer that it has been approved by a trusted independent health organisation.

The Foundation’s oral health accreditation scheme is now the biggest in the world.

Last year the Foundation took its first steps into the growing sugar-free confectionery market by endorsing the Chupa Chups Cremosa lollipop. The Isomalt containing lollipop has been proven to reduce decay by increasing the flow of saliva - the mouth’s natural defence mechanism.

The Foundation also approved a wide range of own-brand supermarket products.

The income generated from accreditation goes towards funding the Foundation’s free advice service and campaigning activities.

Education and information resources

Good communication is a vital aspect of a dental professional’s work and the Foundation’s information and education resources help considerably with this.

The Foundation’s most popular resource is their ‘Tell Me About...’ patient information leaflet range. Last year, dentists around the country distributed more than 700,000 of these leaflets to patients as a communication aid.

Recent research in the British Medical Journal showed that up to 80 percent of information given verbally to patients is forgotten immediately, while of the information remembered, half of it is recalled incorrectly. Foundation information leaflets can be a vital tool in ensuring that the information given by dentist’s is remembered and understood.

The benefits of improved communication with patients is reflected in the continued growth in income generated by the sale of Foundation resources. Last year, income from educational resources grew by 15 percent to its highest ever level. The introduction of a quarterly four-page advertising leaflet for new products and the creation of an on-line web-shop ensured a closer relationship between the Foundation and its customers.

As with accreditation, the income generated from resource sales goes towards funding the Foundation’s campaigning activities and advice services.
Last year, the Foundation generated an income of £705,238.

Membership income rose by five percent to £80,804.

Income from educational resources grew even more significantly to £269,977, an increase of 17 percent.

In 2003 the 3-year Community Fund grant ended. The increased income from both membership and sales of educational resources has so far allowed the Foundation to continue to meet the increasing demands placed upon it, including the continuing provision of the Free Dental Helpline Service.

However, at the end of the year 2002-03 the £97,341 received per year from the Community Fund ended.

The ending of the Community Fund Grant inevitably had an adverse effect on the Foundations income, but the Foundation was able to limit the effect of this to seven percent this year.

“Membership income rose by five percent to £80,804”

“..income from educational resources grew even more significantly to £269,977 an increase of 17 percent”

“...at the end of the year 2002-03 the £97,341 received per year from the Community Fund ended”
HELP US TO HELP THE PUBLIC

To continue our work in providing the public with free, impartial dental advice we depend on your support

With the increase in the popularity of our services and the ending of the Community Fund grant we need your help now more than ever

Make a donation
- You can make one-off donations at any time
- Payment by cheque through the post or credit/debit card over the phone would be much appreciated
- You can also donate via the Foundation's website by visiting its 'public' area at www.dentalhealth.org using the Charities Aid Foundation secure server

Membership
The Foundation has more than 30 years experience of providing clear and accurate information and advice to the public through its Dental Helpline service, campaign management and press activity.

The money generated by membership fees plays a big part in allowing the charity to continue with its valuable work.

The Foundation is able to offer members:
- a wide range of personal benefits and exclusive discounts to members
- members receive a number of free publications from the Foundation
- use the Foundation's logo on company stationery

Corporate support
The Foundation is supported by many corporate partners with whom we work closely. Support can be provided in a variety of ways, ranging from annual corporate membership subscription to sponsorship activities in National Smile Week and Mouth Cancer Awareness week.

Mutual benefits derive from our relationships with our corporate partners, who gain many benefits by association with the Foundation's two key annual events National Smile Week in May and Mouth Cancer Awareness week in November.

Both events attract massive national media coverage and association with the Foundation itself and with these events - particularly through sponsorship - offers unrivalled national media coverage and press exposure at relatively low cost.

How to apply
Anyone - either individual or corporate can make an application
- over the phone (0870 770 4015)
- by filling out the form in the Catalogue of Resources
- by visiting www.dentalhealth.org.uk
  Click on 'become a member' in the professional section of the site

A member of West Norfolk PCT’s Dental Health Education Team demonstrates brushing techniques using Foundation resources during Smile Week

You can make one-off donations at any time
MEMBERSHIP APPLICATION FORM

Please enrol me as a member of the British Dental Health Foundation

Dr/Mr/Mrs/Miss/Ms _____________ Surname ___________________________________________________
Practice _______________________________________________________________________________
Address _______________________________________________________________________________
_____________________________________________________________________________________
Postcode _________________________ Telephone __________________________________ Fax________________________________________
Email ______________________________________ Website ____________________________________
____________________________________________________
Signature _______________________________________ Date ___________________________________________

Membership rates - Save by Direct Debit*

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Instruction to your bank to pay by direct debit

To the Manager _______________________________________________________Bank/Building Society
_____________________________________________________________________________________
Postcode _________________________ Name of account ________________________________________________________________________
____________________________________________________
Account number (8 digits) ___________ Sort code (6 digits) _______________

Originator’s identification number 926125 Originator’s reference _________________________
(For official use)

Under reference number ______________________Final payment date____________________________

Your instructions to the Bank/Building Society

I instruct you to pay direct debits from my account at the request of the British Dental Health Foundation
The amounts are variable and may be debited on various dates
I understand that the British Dental Health Foundation may charge the amounts and dates only after giving me prior notice
Please cancel all previous Standing Order/Direct Debiting instructions in favour of the British Dental Health Foundation
I will inform the Bank/Building Society in writing if I wish to cancel this instruction
I understand that if any Direct Debit is paid which breaks the terms of this instruction, the Bank/Building Society will make a refund

Signature _____________________________________ Date _________________________________
Signature _____________________________________ Date _________________________________

Fill in this form and send it with your completed direct debit form or cheque to British Dental Health Foundation,
FREEPOST MID24780, RUGBY CV21 3BR