Official campaign sponsors 2012

Thank you to the following major sponsors who are helping to make everyone smile in 2012 with their educational grants and generous charitable support.

Platinum Sponsors

LISTERINE®

LISTERINE® are proud to partner with the British Dental Health Foundation to support National Smile Month 2012. We are dedicated to improving oral hygiene in the UK and think that National Smile Month is a great way to get people thinking about the importance of a good oral hygiene routine. Every single thing you put into your mouth is covered in germs. There could be as many as seven billion bacteria in your mouth at any one time. That’s so many, that not even brushing can get rid of them all! Brushing may leave your teeth feeling clean, but it doesn’t get rid of all the bad bacteria that have set up home in your mouth. But don’t worry, keeping your mouth at its best isn’t as hard as you may think. LISTERINE® powers through your whole mouth to provide a deep clean in even those hard-to-reach places. It kills up to 99 per cent of germs left behind after brushing, keeping your mouth fresh for up to 12 hours. With a variety of adult mouthwashes, you’re sure to find the Listerine® that suits you.

Wrigley’s Extra is proud to, once again, be a Platinum Sponsor of National Smile Month in 2012. Wrigley is committed to improving oral care understanding across the UK through its Oral Healthcare Program and work alongside the British Dental Health Foundation and other organisations to promote better oral healthcare messages through dental professionals and directly to consumers. Our ‘Eat, Drink, Chew’ message is a simple and compelling way to express the evidence-based oral health benefits of sugarfree gum: chewing after meals and snacks has been proven to be beneficial to dental health as it helps neutralize harmful plaque acids and remineralize tooth enamel. So not only does Extra sugarfree gum taste great, it’s also a convenient and practical addition to the oral health care routine of regular check-ups, brushing and flossing.

Oral-B are delighted to be working with the British Dental Health Foundation again in their common aim to improve dental health in the UK. Oral-B sells a range of oral care products, including their most recent innovation, Pro-Expert toothpaste. This product’s unique formulation provides benefits, protecting the user against plaque, gum problems, caries, halitosis, calculus formation, staining, dental hypersensitivity and enamel erosion. It is not surprising, therefore, that Pro-Expert has been accredited by the Foundation which hailed the development as “the most significant toothpaste launch of the decade.” Oral-B Pro-Expert toothpaste is a perfect partner to the Company’s flagship power toothbrush, “Triumph with Smartguide”, the only adult powerbrush brand to be accredited by the British Dental Health Foundation. Oral-B applaud the Foundation for their efforts and implore dental professionals, the media and manufacturers to all do their bit to get behind the campaign and promote better oral health.

Silver Sponsor

Steradent is a proud Silver Sponsor of National Smile Month 2012, working alongside the British Dental Health Foundation in promoting better oral care for all ages. Steradent offers a leading, comprehensive range of denture cleaners catering for both full and partial denture wearers. Approved by the British Dental Health Foundation, all Steradent cleaners kill 99.9% of bacteria. National Smile Month 2012 is an excellent medium to promote oral hygiene and we applaud the British Dental Health Foundation for their tireless work.

Do you, or do you know someone who needs advice, information or help to improve oral health? Our SmileLine service is free and run by qualified dental professionals. Simply call during office hours or drop them an email at helpline@dentalhealth.org

National Smile Month is organised by The British Dental Health Foundation, Smile House, 2 East Union Street, Rugby, CV22 6AJ

Email pr@dentalhealth.org | Tel: 01788 546365 | www.dentalhealth.org
Be part of the UK’s biggest oral health campaign!

Welcome to the campaign and resources guide for National Smile Month 2012. National Smile Month is one of the longest running health campaigns in the UK and has coincided with major improvements in the nation’s oral health since it was established in 1977. The campaign is run by the British Dental Health Foundation, which is an independent, not-for-profit charity dedicated to improving the nation’s oral health.

The campaign messages

The success of National Smile Month over the past 36 years is based on three simple messages which we hope everyone can share throughout National Smile Month. The messages are suitable for nearly everyone in the UK and form the basis for great oral health throughout life:

• Brush your teeth for 2 minutes twice a day with a fluoride toothpaste
• Cut down on how often you have sugary foods and drinks
• Visit your dentist regularly, as often as they recommend

National Smile Month is also a great opportunity to remind people about other ways to improve their oral health:

• Clean between your teeth with interdental brushes or floss at least once a day
• Use a mouthwash as part of your regular oral health routine
• Chew sugar-free gum in between meals to help protect your teeth throughout the day
• If you wear dentures, clean them twice a day

What’s new in 2012?

National Smile Month in 2012 has a brand new look and we hope it will make an even bigger difference to improving oral health. Here’s just a few of the improvements and features which we hope will make National Smile Month 2012 an unmissable event:

• A new campaign symbol – the ‘Smiley’ – guaranteed to make everyone smile!
• A dedicated free helpline service for the public called Smileline on 0845 063 1188
• More free campaign resources including newsletters and logos
• Better value for money with educational resources starting from as little as £1.49
• A brand new website at www.smilemonth.org and Facebook page

We hope you’ll support this year’s campaign (and have some fun too) and join the thousands of dental practices, dental teams, schools, oral health educators, employers, registered childminders, doctors, carers, community groups and many other organisations and individuals committed to improving the health of the nation.

How many people can you make smile?

National Smile Month is not just about education, it’s also about having lots of fun. And this year we hope everyone will make each other smile with National Smile Month’s very own ‘Smiley.’ They are great fun whether in the workplace, at school, hospitals, dental practices, toddler groups – in fact just about anywhere you can think of. They are educational too. On the back of each ‘Smiley’ there’s a reminder about how to take good care of your oral health.

We’re giving away 10,000 free ‘Smileys’ – visit www.smilemonth.org to register

20th May – 20th June 2012
How to get involved in National Smile Month

The success of National Smile Month depends on thousands of individuals and organisations working together to raise awareness of the importance of good oral health and organising events and activities, no matter how big or small.

We’ve listed some of the things you can do below and you can visit www.smilemonth.org over the next few months to find out what everyone else is doing across the UK. The Foundation also offers a wide range of campaign and educational resources which you can use to support your work. So whether you have a whole month, a week, a day, an afternoon, an hour or just one minute, we hope you get involved, get smiling, and do something great for National Smile Month!

‘Smileathons’ – Get your hands on our ‘Smileys’ and organise your own ‘Smileathon’. They are 100% guaranteed to make everyone smile and we are giving away 10,000 free on a first-come first-save basis – just visit www.smilemonth.org to register. You can also get your hands on a pack of ten for just £1.49 (every pack sold helps us to fund next year’s campaign!).

‘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 and get brushing together!

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, especially the elderly. 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.

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.

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)? The main thing to remember is that it’s not the amount of sugar, but the frequency of eating sugary foods and drinks that harms your teeth and gums.

Work together – Make your activities bigger and more effective by working with others and sharing resources. Whether you are a dental professional, teacher or just interested in oral health, start the ball rolling and make contact with people and organisations in your area.

Ideas to help promote good oral health

If you are new to National Smile Month 2012, or an experienced campaigner, it’s always a good idea to have a plan and a clear idea of 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 that worked well across the UK last year:

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

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

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.

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 draws, a free scale and polish or 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 make contact with 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 make contact with hundreds of people in your community. Don’t forget to follow the British Dental Health Foundation’s Twitter account @smilemonth.

Costume day – Come into work as something unusual like a tooth fairy. It will get your patients, customers or colleagues talking and it is a great conversation starter for explaining what the campaign is. If you’re really brave, hit the streets in fancy dress to promote National Smile Month.

Advertise your event – Simple leaflets, flyers, e-mails and text messages are just some of the cheap and effective ways of promoting an event or activity. Remember not to leave it too late to tell everyone what you are doing!
Why everyone should support National Smile Month

With your support, National Smile Month reaches around 50 million people each year and is the biggest and most effective annual reminder of the importance of good oral health. But there is still more work to do. A third of all children starting school have tooth decay. Around a quarter of all adults say they have not visited a dentist in the past two years. Three in every ten adults suffer from regular dental pain. A quarter of adults don’t brush their teeth twice a day and over four-fifths of the population have at least one filling.

Poor oral health doesn’t just cause problems inside the mouth. A smile is hugely important to our personalities, self-confidence, relationships and success. General health is also at risk too as studies continue to associate poor oral health to serious health problems such as diabetes, heart disease, strokes, pneumonia, premature babies and other major conditions. With a good oral health routine, most of these conditions are preventable and your support during National Smile Month can make a big difference.

Useful dental health statistics
The following information gives a snapshot of the nation’s oral health. The information is useful to help you decide your priorities and who you would like to help during National Smile Month 2012.

**Brushing twice a day**
- 25 per cent of adults don’t brush twice a day, including a third of men
- People who only brush once a day are a third more likely to develop tooth decay

**Cleaning habits**
- 42 per cent of adults use just a toothbrush and toothpaste for their oral care
- 31 per cent of adults use mouthwash
- 21 per cent of adults use dental floss

**Visits to the dentist**
- 50 per cent of adults say they visit their dentist every 6 months
- 21 per cent of adults say they visit their dentist annually
- Visiting the dentist annually reduces the risk of tooth decay by 60 per cent

**Reasons for visiting the dentist**
- 27 per cent of adults only visit their dentist when they have a problem
- 9 per cent of adults visit their dentist with pain
- 90 per cent of visits to the dentist are for check-ups

**Which dentist?**
- 70 per cent of adults use the NHS for their dental care
- 27 per cent of adults use a private dentist
- 32 per cent of adults use a private dentist because they can’t find an NHS one

**Tooth loss and dentures**
- 6 per cent of adults have no natural teeth
- 74 per cent of all adults have had a tooth extracted
- 19 per cent of adults have full or partial dentures

**Fillings and other treatments**
- 84 per cent of all adults have at least one or more fillings
- Each adult has an average of 7 fillings

**Other oral health indicators**
- 31 per cent of adults have tooth decay
- 66 per cent of adults have visible plaque
- 29 per cent of adults suffer from regular dental pain

**Children’s oral health**
- Over three in every ten children starting school (31 per cent) have tooth decay
- A third of children aged 12 have visible dental decay

**Affordability**
- 88 per cent of adults have no dental insurance
- 63 per cent of adults use NHS dentists for cost reasons
- 19 per cent of adults have delayed their treatment due to cost

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**Official campaign supporters 2012**

The British Dental Health Foundation would like to thank the following organisations for their support for National Smile Month 2012.

- **Aldi** is proud to support UK National Smile Month in 2012. Visit www.aldi.co.uk
- **Dencover** is proud to support National Smile Month 2012. Dencover helps customers pay for dental treatment by covering up to 100 per cent of costs of regular dental check-up and other costs whether Private or NHS.
- **SleepRight** is delighted to be supporting UK National Smile Month. SleepRight is fast becoming the dental guard of choice to combat bruxism and is approved by the British Dental Health Foundation.
- **Bupa** is proud to support UK National Smile Month in 2012. Visit www.bupa.co.uk
- **Denplan** is pleased and proud to support the British Dental Health Foundation and National Smile Month 2012 and wishes them every success with this important national campaign.
- **Lloyds Pharmacy** are pleased and proud to support UK National Smile Month in 2012 as principal Pharmacy partner.
- **Wilkinson** is an official Supporter of UK National Smile Month 2012.

**Sponsorship in 2013**
If you would like to support or sponsor National Smile Month in 2013, please contact the British Dental Health Foundation at pr@dentalhealth.org for a media pack.