Leicester City: Oral Health Promotion Action Plan (DRAFT)

Jasmine Murphy Consultant in Public Health Leicester City Council

Year 1 (April 2013 – March 2014)

Tasks	4	5	6	7	8	9	10	11	12	1	2	3
Publish Oral Health												
Needs Assessment												
Recruit and appoint												
Project Manager												
Project Manager starts												
post												
Establish Oral Health												
Programme Board and												
agree Terms of												
Reference												
Define and agree Oral												
Health Promotion												
Strategy												
Design Oral Health												
Promotion leaflets												
Pilot the distribution of	1	1	1	1	1							
Healthy Teeth, Happy												
Smiles resource												
(leaflets, toothbrush and												
toothpaste)												
Develop evaluation and												
benchmarking tools												
Develop dental health												
pathway												
Equality Impact												
Assessment												
Identify task and finish												
groups												
Recruitment to task and												
finish groups												
Consultation exercise on												
equitable access to NHS												
dentistry												
Identify training needs of												
all front-line staff												
Develop accreditation												
scheme for Dental												
Practices, Nurseries,												
Child-minders, Play												
groups, Children's												
Centres and Schools												
Investigate feasibility of												
community fluoride												
varnish programme												
including modelling												
exercise												
Procure services for web												
design and social media												
package												
Procure oral health												

package/resources (toothbrushes, toothpastes, leaflets, weaning cups)						
Procure social marketing research						
Procure evaluation of project						
Develop training packages for all front-line staff						
Oral health input into infant feeding guidelines						

Year 2 (April 2014 – March 2015)

Tasks	4	5	6	7	8	9	10	11	12	1	2	3
Develop local guidelines												
for reducing sugar												
consumption												
Promote adverts for												
healthy foods												
Lobby for sweet free												
checkouts												
Continued development												
of training packages for												
all front line staff												
Implement training of all												
front line staff												
Core training embedded												
in professional												
development Commence accreditation												
scheme for dental												
practices and early years												
settings												
Commence oral health												
component in ante-natal												
parenting classes												
Commence distribution												
of oral health resources												
by health visitors												
Build partnership and												
links between accredited												
Dental Practices and												
nurseries, Children's												
Centres and schools												
according to												
Neighbourhood Advisory												
Board area												
Commence supervised												
daily toothbrushing at												
Children's Centres (Cook												
and Eat sessions),												
nurseries and primary												
schools												
Scope initiatives to build												
community interest												
Develop oral health												

champion training package						
Commence training members from different sectors of the community as oral health champions						
Commence community fluoride varnish programme (if proven feasible)						
Commence cross-cutting social marketing campaign						

Year 3: (April 2015 – March 2016)

• Embed sustainability of programme

- Year 4: (April 2016 March 2017) Embed sustainability of programme
 - Evaluation and lessons learnt

October 2013