



Chair Health & Wellbeing Scrutiny Commission Briefing

Date : 3rd August 2016

Title of Report: Oral Health in Leicester

Introduction

In September 2013 Leicester City Council established the Oral Health Promotion Partnership Board (OHPPB) to facilitate and coordinate responsibilities and activities for improving oral health. Three months after being established, the Board agreed and endorsed the first Oral Health Promotion Strategy (OHPS) for preschool children (2014-2017).

The ambition of the board is to see a 10% increase in the number of 5 year olds decay free by 2019. Dental health survey results for five year olds released by Public Health England in May 2016 already show a significant 8% improvement.

Soon after it was established the board embarked on the establishment of Leicester's early intervention Healthy Teeth, Happy Smiles! (HTHS!) programme. A range of leaflets aimed at adults & children have been developed & distributed and are also available to download.

The Council has also been successful in its application for the Royal Society of Public Health (RSPH) Health & Wellbeing Awards 2015. The award is for 2 years and is for our planned and comprehensive programme of oral health improvement for children.

We also recently welcomed the Chief Dental Officer (CDO) for England, Sara Hurley to Leicester. Sara met with key strategic leads to better understand the work we are doing to improve oral health in the City and is currently looking into how the Leicester model can be fed into a national programme.

Leicester's first Oral Health Promotion Service was established in February 2015 this extension to the skills mix has been key in delivering operational aspects of the OHPS. To date 346 people have attended oral health training & 631 members of staff in pre-school settings have been trained to deliver Supervised Toothbrushing. The service has been at 65 venues & spoke to 5300 people about oral health during national campaigns like National Smile Month, World Oral Health Day & Mouth Cancer Action Month.

Children

Initiatives to improve the oral health of children include:

Supervised Toothbrushing Programmes : All pre-school settings in the City have been given the opportunity to take part in a supervised tooth brushing programme. At July 2016 20% (N=15) of Primary Schools & 45% (n=62) of nurseries in the city are taking part & 5300 children are benefitting.

Infomercials : Our range of Health Teeth, Happy Smiles! audio & animated infomercials are currently being featured on GEM, Sabras & Hospital Radio Fox & cinemas across the city.

Oral Health Resource Packs : Universal offer of free toothbrushes and toothpastes to all children in the city at 5 separate points in their lives by age 5. These packs are being given out by Health Visitors and schools. Over a 12 month period, it is expected that 30,000 children will benefit from a free pack. Targeted packs are also being distributed by the Family Nurse Partnership & Travelling Families Team.

Dental Practice Accreditation Scheme (Pilot) : Ten practices are currently working towards Healthy Teeth, Happy Smiles accreditation demonstrating their commitment to improving oral health by supporting and promoting dental prevention. A similar scheme is being developed for nurseries.

Healthy Child Programme : The local Personal Child Health Record (Red Book) has been amended to include HTHS! pages. These are distributed to all new parents across Leicester. Oral health pathways have been agreed with Health Visitors, School Nurses and the Family Nurse Partnership.

Bottle Swap: All Children, Young People & Families Centres (CYP&FC) offer a bottle swap with parents encouraged to swap a bottle for a free flow cup. Over the last 24 months 4500 cups have been given to CYP&FC for this purpose along with posters & leaflets promoting the initiative.

Adults

Oral health advice specifically aimed at adults has been developed & distributed. A booklet advising on Oral Health in Pregnancy is currently available in all maternity reception across UHL. Leaflets on tobacco & oral cancer were given out during Stoptober & Mouth Cancer Action Month. A general leaflet on adult oral health will be available in front line settings from September 2016.

During Mouth Cancer Action Month the Oral Health Promotion Service held a number of roadshows across the city raising awareness of mouth cancer and teaching members of the public how to self-check, these were delivered in partnership with NHS Health Education working across the East Midlands

A survey involving 1,100 residents was commissioned and undertaken to gather their views on their experience of and access to NHS dental services in Leicester; as well as their perception of their oral health. The survey is similar to the Adult Dental Health Survey which is done nationally (without the clinical component), respondents completed the survey themselves or are given help. The report identified that those with poor dental hygiene are significantly more likely to be male and from Asian ethnic backgrounds. Respondents appear to have a low level of self-reported dental health and approximately a quarter clean their teeth once a day or less frequently. These findings are being used to help address issues & barriers facing residents of Leicester. Recently commissioned social marketing research (which will be used to develop a social marketing strategy) focuses on wards with a high Asian population and samples fathers of pre-school children. Results of this exercise are due August 2016.

Key Messages

All HTHS! leaflets & booklets include details of how to find a dentist, what to do in an emergency & how to contact Healthwatch. Details are also included for the Brush DJ App (plays two minutes of music for brushing) & Change4Life Sugar Smart App (shows the numbers of cubes of sugar in your food and drink).

Other key messages include:

- NHS dental care is free up to the age of 18, whilst you are pregnant & for one year after birth.
- Brushing for two minutes twice a day and spit don't rinse after brushing
- Take your child to the dentist as soon as their first tooth appear. Thereafter visit regularly not just when in pain.
- Introduce drinking from a free flow cup from six months & stop bottle feeding by one year.
- Eat healthy foods & cut down on sugary snacks & drinks.
- Ask your dentist to brush on fluoride varnish for added protection against tooth decay this is available free on the NHS for children aged three & above
- Stop smoking
- Encouraging nurseries & primary schools in the city to take part in our Supervised Toothbrushing Programme.