



British
Dental Health
Foundation



International
Dental Health
Foundation

British Dental Health Foundation
Impact Report 14/15

Better oral health for all
A charity dedicated to improving oral health

OUR MISSION

To improve oral health by providing impartial and independent advice, information and education



THE MAJOR CHALLENGES WE FACE...

- To improve oral healthcare and promote practice in good oral hygiene.
- To be a key source for oral health information for members of the public.
- To effectively lobby and influence Government policy on behalf of the public.
- To increase oral health awareness in the workforce by designing a workplace programme.
- To increase the awareness of mouth cancer and reduce mortality rates through early detection and the changing of lifestyle habits.
- To see the addition of fluoride to drinking water.
- To increase the number of people visiting a dentist on a regular basis.
- To continue to be a successful independent supplier of oral health promotional material to the health community.

WE ACHIEVE OUR GOALS THROUGH...

- Campaigns
- Education
- Advice and Information
- Product Accreditation
- Influence



IMPACT 2014/15

The British Dental Health Foundation is the leading national charity working to improve oral health. Our goal is to improve people's lives by reducing the harm caused by oral diseases – many of which are entirely preventable.

Established more than 40 years ago, we continue to provide expert, independent and impartial advice on all aspects of oral health to those who need it most.

We work closely with Government, dental and health professionals, manufacturers, the dental trade, national and local agencies and the public, to achieve our mission of addressing the inequalities which exist in oral health, changing people's lives for the better.

This short review tells you about our achievements between August 2014 and July 2015.

British Dental Health Foundation | Smile House, 2 East Union Street, Rugby, CV22 6AJ.
Registered charity number 263198 | Company number: 1027738 limited by guarantee
Tel: 01788 546 365 | Fax: 01788 541 982 | Email: mail@dentalhealth.org | Website: www.dentalhealth.org

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OUR YEAR IN NUMBERS

£1.1 million
spent on improving oral health

£242,404 raised
from donations & sponsorship

£104,864 invested
in mouth cancer action

Supplied 700
different items for
oral health education

150 accredited
products worldwide

Messages reaching
407 million
people

Direct help and advice to
11,000 people

Facilitated and assisted in
2,500
community events

3.5 million
online visitors

2,681 active
customers investing in resources

850 charity
supporters

1,950 articles
in the media

20,000 followers
on social media

It gives me great pleasure as Chief Executive of the British Dental Health Foundation, to introduce this annual review, looking back at our activity and achievements over the past year, as we endeavour to improve oral health.

I would firstly like to acknowledge the magnificent work that our President and Board Chair, Dr Tony Newton, has done for the charity as his two-year term comes to an end. I thank him for the valuable contribution he has made to the Board while welcoming in our new President from December 2015, Janet Goodwin.

This year has marked my 40th in the dental profession and much of that I have spent being involved with the British Dental Health Foundation. I am proud that our values and principles remain the same today as when I first arrived here while the satisfaction and honour I feel around the work that we do, and the people that we help, is greater than ever.

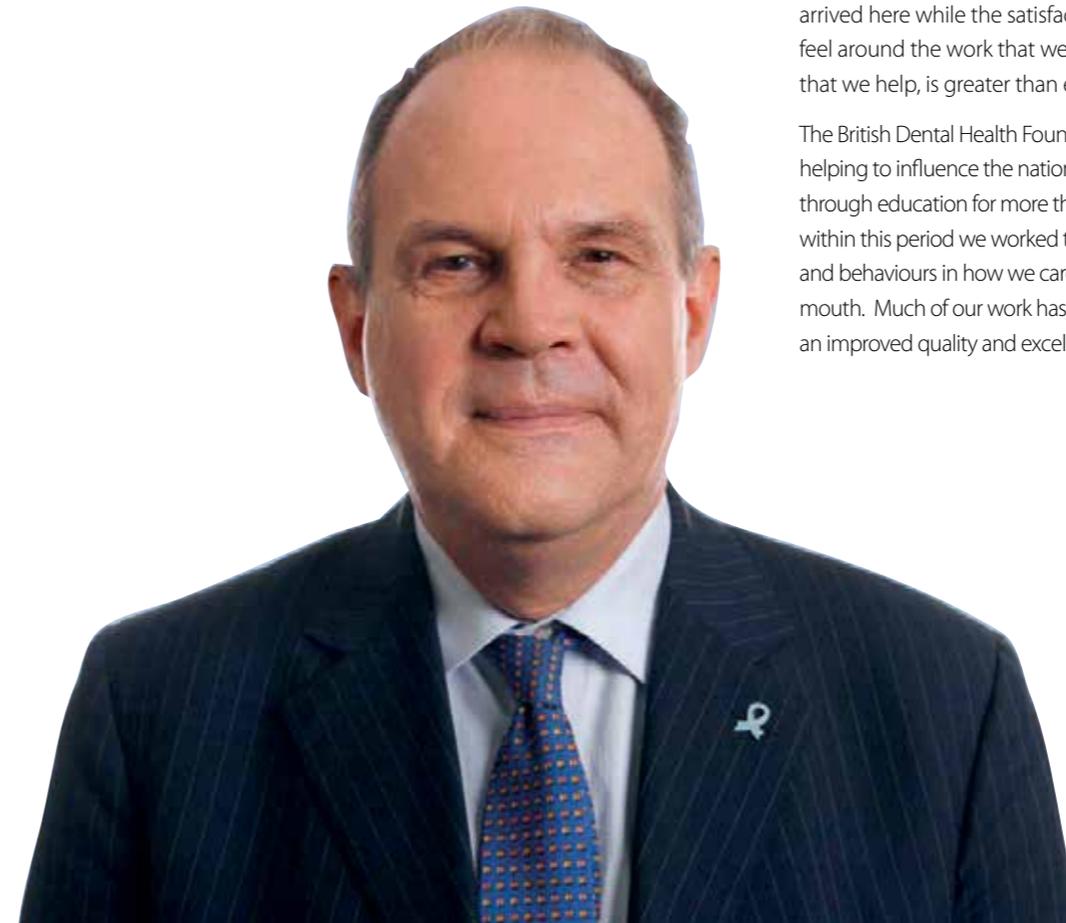
The British Dental Health Foundation has been helping to influence the nation's dental health through education for more than four decades and within this period we worked to improve attitudes and behaviours in how we care and look after our mouth. Much of our work has also coincided with an improved quality and excellence of delivering

primary health care while we have also been witness and played a major role in significant changes in government policy which have had a direct effect on our oral health as a population.

Despite the vast improvement in our oral health during this time, there is still the need to understand that nearly all dental diseases are entirely preventable. Twice daily brushing, low sugar diets and regular dental visits remain key messages in what we do. The rise of mouth cancer, along with gender-neutral vaccination for the human papilloma virus (HPV) are fundamental areas that we need to address. These are coupled with our on-going work regarding the prevention of dental caries and our role promoting fluoridation.

This impact report is part of a legacy highlighting what we have accomplished in improving oral health over the last year. I hope it inspires you, as we all focus together on the health and wellbeing of the population, and especially those vulnerable people in disadvantaged communities that still very much exist, in the UK as well as globally.

Dr Nigel Carter BDS LDS OBE
Chief Executive
British Dental Health Foundation



CAMPAIGNING FOR MOUTH CANCER ACTION

Last year, more than 7,300 people were told they had mouth cancer. It's one of the UK's fastest increasing cancers, with cases rising by more than a third in the last decade alone. Hearing you have cancer can be devastating, which is why we are passionate and committed to increasing awareness of mouth cancer and reducing the number of lives affected by the disease each year.

Throughout November, our dedicated campaign Mouth Cancer Action Month, spreads the message 'if in doubt, get checked out' and is an influential springboard in educating the public about mouth cancer.

The campaign is about taking action and raising awareness, particularly among those groups who are most at risk. Our team uses the campaign as an opportunity to work closely with oral health educators, health professionals, schools and workplaces, to increase their important work of delivering oral health education, especially in disadvantaged communities and regions of known poor oral health, to deliver better awareness of mouth cancer.

For more than a decade Mouth Cancer Action Month has helped facilitate thousands of events and projects, and continues to act as a focal point for providing organised grassroots activities such as oral health checks and free mouth cancer examinations, talks, sponsored events, roadshows, displays, open sessions – all of which have the ultimate goal of engaging people in the importance of being aware of mouth cancer.

Although there are risk factors heavily linked to the disease – tobacco use, drinking alcohol to excess, the human papillomavirus (HPV) (transmitted via oral sex) and poor diet – mouth cancer can affect anybody. That's why it's so important that we encourage everybody to know what to look out for.

We encourage people to be aware of changes in the mouth; ulcers which do not heal within three weeks, red and white patches in the mouth, and unusual lumps or swellings, which can all be early warning signs of mouth cancer. We also promote regular visits to the dentist to ensure everyone is checked for signs of mouth cancer.

We are delighted to say that Mouth Cancer Action Month is growing in support. Last year, the campaign was backed by more than 1,200 health organisations, with many of those holding mouth cancer awareness events. More than one million patients were educated about mouth cancer while exposure through the media, from dedicated community events and activities raising awareness of mouth cancer, reached an estimated 18 million people.

We would like to say a huge thank you to everybody who helped us raise awareness of mouth cancer, not only throughout Mouth Cancer Action Month but all year round. Your participation no matter how big or small, was warmly received and made a positive difference to the campaign's success. Our thanks also go to our sponsors Denplan, supporters Dentists' Provident and the Association of Dental Groups, whose contributions ensured we were able to reach the maximum number of people with our messages of education, prevention and early detection.

The journey of those diagnosed with mouth cancer can be difficult. They often have difficulties with breathing, swallowing, drinking and eating. Speech may also be affected, and occasionally even lost, while facial disfigurement can also occur. This can lead to other problems such as nutritional deficiency, and depression. Issues with communication, low self-esteem, social isolation and the impact on relationships can cause as much distress as the cancer itself.

And it's not only the sufferer that needs support. Often, the family and friends of those effected also need help coming to terms with the change. It is very important that all these people receive the right information, care and compassion to help along with the process.

In addition to helping those with mouth cancer, Mouth Cancer Action Month continues to invest in providing educational materials and resources to raise awareness of the disease. Your support has meant that over the last three years we have been able to invest £270,000 to help raise awareness of mouth cancer. Much of this work has taken place in some of the poorest and most disadvantaged areas of the UK – areas where rates of mouth cancer are significantly higher.



 **Mouth Cancer
Action Month
November 2014**



250,000 of you now wear our Blue Ribbon to show your support for mouth cancer action

BLUE LIP SELFIE

For last year's Mouth Cancer Action Month, we joined forces with campaign sponsors Denplan who created a fantastic new online project to help raise awareness of mouth cancer on social media and online channels. Blue Lip Selfie saw hundreds of people wear blue lips as a visible sign of support for mouth cancer and post a selfie alongside #bluelipselfie.

Blue lips were chosen as a visible sign of support – to pair with Mouth Cancer Action Month's existing Blue Ribbon Badge. In the Blue Lip Selfie we looked for a campaign which retained the educational values of the campaign while creating a fun and eye-catching activity which had the ability to go viral.

The campaign became a focal point to engage the general public while providing a creative platform for dental practices and healthcare providers to get involved. This positive and interactive approach significantly boosted awareness of the disease and get everybody taking about mouth cancer, the risk factors involved, the signs and symptoms, and what we can do to help reduce our risk.

#BlueLipSelfie



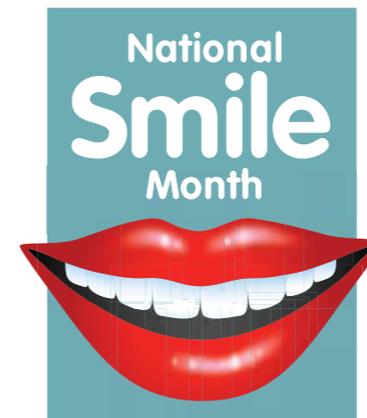
CREATING HEALTHY SMILES WITH NATIONAL SMILE MONTH

National Smile Month is the UK's largest and longest running campaign to help improve oral health. Our team at the British Dental Health Foundation use National Smile Month as a chance to work closely with individuals and groups all over the country, to co-ordinate events and activities with the sole aim of improving oral health.

National Smile Month promotes three key messages, all of which go a long way in helping us develop and maintain a healthy mouth. They are:

- Brush your teeth last thing at night and on at least one other occasion with a fluoride toothpaste.
- Cut down on how often you have sugary foods and drinks.
- Visit your dentist regularly, as often as they recommend.

With the help and enthusiasm of those who are passionate about health and wellbeing, National Smile Month continues make an impact to educate and engage people about the importance of a healthy mouth. The campaign, which reaches millions of people, delivers education and resources in disadvantaged areas and regions of known poor oral health.



Between May and June, National Smile Month continued to raise awareness of important health issues and make a positive difference to the oral health of millions of people throughout the UK. We are delighted to see the campaign grow from strength-to-strength and coincide with some of the most significant improvements in UK oral health.

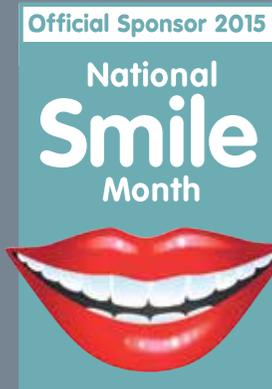
National Smile Month 2015 provided more people than ever before with the opportunity to participate in the challenge of improving oral health and it is wonderful to see the level of support for the campaign increase each and every year.

In addition to the campaign being backed by more than 4,000 organisations in 2015, National

Smile Month helped facilitate no fewer than 2,500 dedicated oral health events and projects. The campaign continued to act as the spearhead for providing organised grassroots activities such as fun days, talks, sponsored events, roadshows, displays, open sessions and competitions – all of which have the ultimate goal of engaging people in the importance of oral health.

SPONSORS

The educational grants and marketing expertise of three major sponsors helped to make National Smile Month a success in 2015. Oral-B, Wrigley and Invisalign enabled us to undertake 62 radio interviews and conduct research on oral health issues with over 2,000 members of the general public. Overall, the number of recorded news stories grew to in excess of 680 while the campaign's oral health messages were read in the press an estimated 77 million times – the largest campaign exposure to date. And with increased involvement in National Smile Month from our Retail Partner, Boots, campaign messages are now being broadcast to millions of shoppers throughout the UK. We would also like to thank Denplan, TePe and Philips for their continued Sponsorship of National Smile Month – their generous donations help us reach more people with oral health education every year.



A SMILE...

...it's one of the most powerful and emotive gestures we can do. Smiling shows confidence and has been proved to have a positive effect on our relationships, careers and overall image. It's so simple, yet so many people just don't do it, often caused by poor oral hygiene over the years.

National Smile Month focuses on education and stresses the importance of a healthy mouth – but the key to the success of the campaign is that we get people smiling, feeling good about themselves and ensuring that they realise the true value of their smile.

And that's where our Smiley comes in. With our Smiley, you will find it impossible not to smile behind it. More than 150,000 Smileys were sent out as part of the campaign and resulted in a mass of Smiley Selfies taking over on social media.

During the campaign we saw thousands of you taking part in National Smile Month online. Participation with the Smiley and getting patients, friends and family members involved too, doesn't just help promote the work of our charity and the campaign, but it also helps broadcast oral health messages to a global audience. This year, our National Smile Month social media posts alone reached 250,000 people!



A healthy smile can be a great asset. Not only can it benefit us socially and help us in other things such as our careers and relationships, but it also has many more practical benefits. Our teeth have such an important role to play in our lives.

They help us chew and digest food, they help us to talk and speak clearly and they also give our face its shape. Because of this, it makes sense to give our oral health the best care possible.

National Smile Month is our chance to take a look at our oral health, learn more about why a healthy smile is so important and share tips on how to improve and maintain it.

A huge thank you to all of you who made National Smile Month so special

Whether you did something in your practice or hospital, visited a school or went out into your local community – taking the time to deliver oral health education through National Smile Month has made such a positive difference. We really hope you will join us in 2016, and help celebrate the campaign's 40th Birthday!

 @smilemonth
www.smilemonth.org

ADVISING & REASSURING THROUGH THE DENTAL HELPLINE

For almost 20 years, the British Dental Health Foundation's Dental Helpline has been a truly charitable service which has provided members of the public with free and impartial advice on a range of oral health problems. Today, the crucial work by our experts continues to make a positive difference to the public and professionals alike, proving an invaluable resource in educating thousands on a range of dental and oral health related matters.

Our dedicated team of qualified dental nurses and oral health educators have given their clinical expertise to advise almost 400,000 people on a wide variety of dental issues. Many of the people who call us are often in distress and feeling like there's nowhere else to turn. Our team provides reassurance and support to all of those who call us looking for help about their oral health and has a long-standing record of delivering calm and comforting counsel.

 **Dental Helpline**
01788 539780
www.dentalhealth.org

The most common of the 11,719 enquiries in 2014/15 have been about the NHS dentistry regulations, information regarding how to deal with problems during dental treatment and dental charges.

The Dental Helpline continues to offer its support to the British Dental Association (BDA) and NHS England, while each call costs us around £9, highlighting the importance of income from supporters, educational resource sales, product accreditation and sponsorship.

Please give the Dental Helpline a call on 01788 539 780, or get your question answered by email at helpline@dentalhealth.org



Through organising and participating in positive campaigns we can shape the landscape of oral health and wellbeing. Playing a major role in the creation and support of leading activities and events to deliver healthy messages with a defined purpose is at the very heart of what the British Dental Health Foundation does. Not only does this allow us to raise awareness of certain health issues but it also allows us to change attitudes and perceptions of oral health, not only in the UK but around the world.

Here are just some of the campaigns that in 2014/15 we have either organised or are an influencing partner in:

DELIVERING CAMPAIGNS TO IMPROVE ORAL HEALTH CARE

DENTAL BUDDY

Our educational programme to improve children's oral health asks dental professionals, teachers and educators all over the UK to take up the challenge and deliver oral health learning in a bid to increase the oral health and well-being of children aged 3-11. In 2014/15 we had thousands of people downloading free materials from the initiative's website in a bid to increase oral health education in the classroom.

TOOTH WHITENING

Our work as a founding member of the Tooth Whitening Information Group continues to protect the public and provide information on how to achieve safe tooth whitening with effective and long-lasting results. In the last year we have been able to report hundreds of unqualified people carrying out illegal tooth whitening, and companies that sell illegal and harmful products.

HPV

The human papilloma virus (HPV) is predicted to become the leading cause of mouth cancer within the next decade. As long-standing campaigners for action on mouth cancer, we are proud to support HPV Action to reduce the health burden of HPV, and achieve gender-neutral HPV vaccination. This means that all boys and girls will be routinely offered vaccination against HPV at the age of 12/13.

EUROPE

Our membership to the Platform for Better Oral Health in Europe puts us in a key position to promote oral health and the cost-effective prevention of oral diseases in Europe. The group seeks a common European approach towards education, prevention and access to better oral health in Europe.



COMMUNICATING, MOTIVATING, EDUCATING

One of the most effective ways in which we can reduce the harm caused by oral diseases in the UK is to help individuals and communities understand the true value of good oral health. We continually look to improve knowledge through greater education and inspire changes in behaviour through positive learning experiences.

At the British Dental Health Foundation, we provide an array of high quality information, resources and other oral health education products to help health professionals all across the UK directly improve oral health.

In 2014/15 we had 2,681 active customers comprising of dental surgeries, health centres, hospitals and education centres, offering a product range with more than 700 items.

We have continued developing our own brand products, which offers value and quality to health professionals seeking oral health education and motivation materials for the patient and the public.

Alongside our successful patient leaflet range (Tell Me About) which now has 52 titles, our dental goody bags have proved particularly popular in 2014/15. These dental goody bags group a selection of our very best selling individual resources and are perfect for patients to use at home or while on the run. We have goody bags for adults and children as well as special kits for orthodontic dental care and plaque too.

Dental practice products continue to be an integral part of our work, and with more than 30 years' experience of advising members of the public how to improve their oral health, we have a wealth of knowledge on the dentist-patient communication process and offer constant support to our customers.



To find out more about our educational resources, please visit our online shop at www.educatingsmiles.org or request a free catalogue by email at order@dentalhealth.org

Accreditation provides consumers with information, protection and education about the oral health products which they buy.

Visit www.dentalhealth.org/approved-products to find our latest list of accredited products.

INSPIRING CONSUMER CONFIDENCE THROUGH ACCREDITATION

For nearly 25 years we have helped dental professionals and consumers make informed choices about the dental products they buy. Our Accreditation programme gives us the opportunity to provide individuals and groups with information, protection and education, to reassure them that the oral care products they buy, perform the way they claim to do.

This is delivered in a 'shorthand' form, via recognition of the British Dental Health Foundation's 'Approved' Smiley-face logo, and can be seen on the packaging of those products that have taken part in the scheme.

A nationwide study we conducted discovered that we spend more on oral care products at the supermarkets than we do on any other health or beauty items. Despite this, fewer than one in four of us understand what ingredients they are made up from while around three in four do not always believe the claims made on dental products.

We believe that it is of the utmost importance that consumers are given the added level of assurance they need and deserve. That is why we go to such great lengths, working closely with an independent panel of internationally recognised dental experts, who study and evaluate all the manufacturers' claims carefully, to make sure they are true, not exaggerated, and backed up by reliable scientific evidence.

We're delighted to report that it was another successful year for our Accreditation programme, both domestically and internationally. Income generated by the programme grew by 20% compared with the previous year and is now one of the largest accreditation schemes in the world, with almost 200 products spanning across more than 60 territories.



THE MEDIA & INFLUENCING POLICY

With increasing inequalities, multiculturalism and divisions within our society, we realise that getting our messages out to different audiences is crucial. That's why our press team is in constant communication with journalists, newspapers and broadcasters all across the country, in order to elevate oral health in the media agenda.

Throughout 2014/15, we had more media coverage than we have ever had before. A remarkable 1,950 articles featuring content from British Dental Health Foundation featured in national, regional, online news and magazines. We also had major national coverage promoting oral health on average once a week while we also took part in 150 radio interviews.

Extraordinarily, our messages that aim to educate and inform people about their oral health, had a combined UK readership in excess of 400 million – more than six times our population!

But it's not only the media which we wish to shape. As a charity looking to make a positive impact in the public arena, lobbying and influencing policy on all matters pertaining to oral health remains essential. We want to affect the direction and decision-making of certain issues, policies or laws so that we can achieve a higher level of care and health as a nation.

We continue to spend a great deal of time lending our support and joining forces with like-minded organisations who are petitioning on behalf of the general public. Much of our work involves smoking and alcohol legislation while topical issues such as sugar and diet, along with gender-neutral vaccination for the human papilloma virus (HPV) remain high on our agenda.

DISCOVERING ONLINE & DIGITAL PLATFORMS

Over the last decade, the Internet has grown rapidly to become an increasingly important tool for people gathering information and this is especially true regarding matters of health and wellbeing. Not all of what is seen and read online can be trusted however, and there are many examples of conflicting advice, from sources which are unreliable, which could potentially pose a risk to our health. That's why we have continued to invest heavily in online development, so that we can provide most comprehensive and reliable collection of oral health material on the web.

We're delighted that so many of you value and trust our advice. More than 3.5 million of you have visited our main website at www.dentalhealth.org over the past year to learn more about your oral health. Additionally, we have had in excess of 250,000 visitors to our campaign sites such as National Smile Month and Mouth Cancer Action Month.

During the summer we were thrilled to launch a brand new multi-lingual project which saw our range of oral health information and advice translated into nine of the world's most spoken languages. Taking over a year to develop, and funded by a grant from Proctor & Gamble, we now provide oral health education online in Mandarin, Arabic, Hindi, Spanish, German, Russian, French, Polish and Portuguese.

We have already had a wonderful response to this project and will continue our commitment to reach billions of non-English speakers around the world, reflecting our ambition to share valuable knowledge and information with a wider audience.

But our online development doesn't just stop at websites... Electronic communications, our digital e-magazine Word of Mouth, and our growing social media activity demonstrate our desire to reach new audiences via a multitude of platforms. Combined, these activities reach almost half a million people.



TREASURING OUR SUPPORTERS

As an entirely independent charity, which does not receive government grants nor is backed by wealthy donors, we heavily rely on the generosity and goodwill of our supporters to help us fulfil our mission of improving oral health.

Despite the difficult economic times we're facing, we have been moved by the kindness and support that continues to be shown. Financial support by individuals and groups through fundraising, donations and corporate sponsorship of our oral health campaigns means that we have been able to provide important information and support for children, the elderly and vulnerable, people with special needs and those living in deprivation all around the UK.

As inequalities in oral health continue to grow, and with incidences of mouth cancer on the rise, our role as a leader in oral health education and preventive action becomes ever more crucial. At its heart, the British Dental Health Foundation is an inclusive organisation that provides opportunities for everyone interested in oral health to participate. Our supporters continue to reflect the diverse range of people and organisations involved, including dentists, oral health professionals, surgeries, companies, huge multi-nationals and members of the general public.

The connection created between us and our supporters is precious, helping us to champion oral health in the public domain, whether it's out on the high street, in the dental practice, or contributing to government consultations on fluoridation, minimum pricing alcohol or plain packaging on cigarettes.

We would like to say a huge thank you to all of you who have supported the British Dental Health Foundation's work in the last year – without your support, much of what we do would simply not be possible.



For more information about how you can support the British Dental Health Foundation, either through regular annual donation, or one-off donations please visit www.dentalhealth.org/our-work/support-us, call us on **01788 546 365** or email mail@dentalhealth.org

WORKING IN PARTNERSHIPS

We would like to thank Oral-B, Wrigley and Invisalign for their generous sponsorship of National Smile Month and Denplan for their long-standing support of Mouth Cancer Action Month.

We also had substantial campaign sponsorship in 2014-15 from Philips, TePe, Boots, Association of Dental Groups and Dentists' Provident.

A huge thank you also goes out to the Probe, Smile and Dental Update for helping to raise the profile of our campaign work while Healthcare Learning invested heavily in providing us with two terrific campaign websites.

Additionally, over the last year we were delighted to begin a charity partnership with Mercy Ships – a team who uses hospital ships to deliver world-class health care services, capacity building and sustainable development to those without access in the developing world. As part of National Smile Month 2015 we were delighted to help promote and highlight their important work and we are looking forward to building on this relationship in 2016.

Finally, we would like to thank the British Dental Industry Association for their support at the BDIA Dental Showcase and Purple Media Solutions for recognising the Best National Smile Month Event at their annual Dental Awards ceremony.



BECOME A PARTNER

If your team or organisation is keen to partner with the British Dental Health Foundation or interested in supporting or sponsoring our campaign and activities, please call us on **01788 546 365** or email pr@dentalhealth.org

FINANCIAL SUMMARY

During the financial year we were able to spend more than £1 million on charitable activities to increase oral health awareness and education, particularly among vulnerable groups.

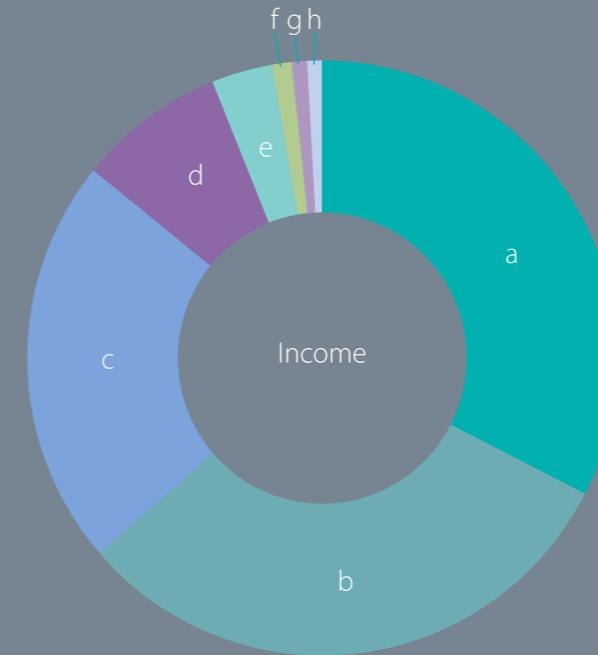
The charity's total expenditure for the year was £1,154,366. This included £353,377 invested on raising awareness of important oral health issues, £77,650 on providing invaluable advice through the Dental Helpline, and £104,864 on mouth cancer awareness. Educational resources, supporters and external contacts made up the remainder while governance accounted for less than 4% of total spend.

We are also pleased, particularly given the current environment, that public and private sector spending on oral health educational resources has remained stable, generating £358,912 for the charity to help us fulfil our aims.

The British Dental Health Foundation's accreditation programme also grew almost a fifth compared with last year, bringing in an income of £342,748 while revenue generated from donations and sponsorship was £242,404 – making up almost a quarter of the charity's total income.

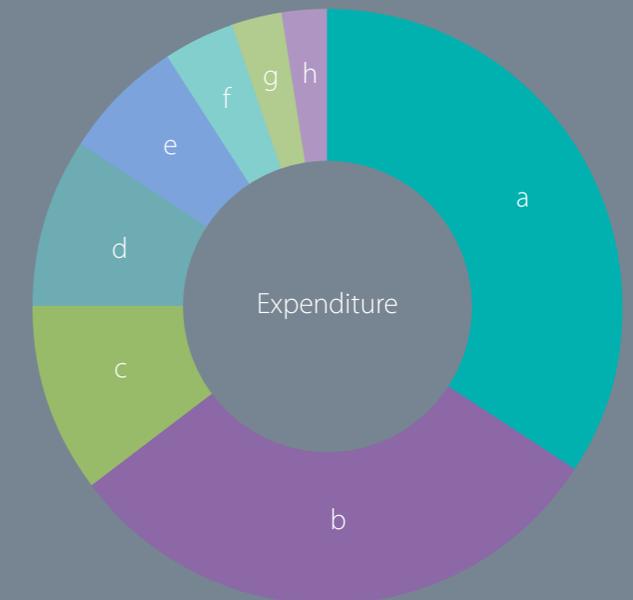
By the end of the reporting period, the British Dental Health Foundation operated at a deficit of approximately £57,000.

Auditors: Clement Keys Chartered Accountants. Full Copies of the annual accounts are available on request to the Foundation. Please email pr@dentalhealth.org.



	Income 2014-15	%
a	Educational Resources	32.7
b	Accreditation	31.2
c	Donations & Sponsorship	22.1
d	Supporter Subscriptions	8.1
e	External Contracts	3.3
f	Investments	1.1
g	Rental Income	1.0
h	Helpline Income	0.6

	Expenditure 2014-15	%
a	Educational Resources	34.3
b	Information & Awareness	30.6
c	Accreditation	10.3
d	Mouth Cancer Awareness	9.1
e	Dental Helpline	6.7
f	Governance Costs	3.9
g	External Contracts	2.6
h	Supporters	2.4





BOARD OF TRUSTEES

The full trustee board which consists of 8-12 members meet at least four times a year. The Board are responsible for the governance, strategic direction and policies of the British Dental Health Foundation and International Dental Health Foundation.

President	Dr Tony Newton DBA MSc FHEA PGCAP BDS LDS
President Elect	Janet Goodwin BA (Hons)
Immediate Past President	John Siebert BA (Hons)
Trustees	Dr Ben Atkins BDS Mhari Coxon Simon Gambold Lorna Grazette BA (Hons) Professor Elizabeth Kay MPH Phd FDSRCPS FDSRCS James Mehta BDS Ken Lavery BDS MBChB FDSRCS FRCS LLM Nairn Wilson CBE, DSc (hc), FDS, FFGDP, FFD, FKC
Company Secretary	Dr Nigel L Carter OBE BDS LDS (RCS)
Honorary Vice-Presidents	Graham Barnby BDS DGDP (RCS) UK Daniel Davis Tom Harman-Smith BDS LDS (RCS) Avril Joy BDS Michael Joy Ivan Lee FCCA MICM Stephen Selwyn BDS LDS DOrth (RCS)

HEADQUARTERS STAFF

Chief Executive	Dr Nigel Carter OBE BDS LDS (RCS)
Director of Operations	Sharon Broom
Director of Educational Resources	Amanda Oakey
Finance Manager	Dawn Thomas
Dental Consumer Services Advisor	Karen Coates RDN Cert OHE ABPI
Dental Consumer Services Advisor	Louise Chidlow RDN
Dental Consumer Services Advisor	Yvonne Lee RDN
Communications Manager	David Arnold MCIPR MA BA (Hons)
PR and Press Officer	David Westgarth BA (Hons)
Website Officer	Doychin Sakutov BA (Hons)
Sales & Marketing Executive	Becky Sollis
Accounts Co-ordinator	Ket Hancock
Customer & Membership Co-ordinator	Sarah Hollis
Office Administrator	Selina Vegad

CONTACT

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Email: mail@dentalhealth.org

To find out more about the British
Dental Health Foundation and its work
please visit www.dentalhealth.org

HELP US IMPROVE ORAL HEALTH

The British Dental Health Foundation campaigns to address the inequalities in oral health and as a self-funded UK charity we are dependent on the generous support of the public, as well as the dental and health professions.

The connection created between us and our supporters is precious, helping us to champion oral health in the public domain, whether it's out on the high street, in the dental practice, or contributing to government consultations on fluoridation, mouth cancer, alcohol, tobacco, and other vital oral health legislation.

Any donations, however large or small, will be warmly received and really will allow us to continue our important mission of providing independent and impartial information, education and advice to those who need it most.

DONATE...

Online

The easiest, safest and quickest way to donate is online. Visit www.dentalhealth.org/donate where you can make one-off donations or setup a direct debit – don't forget to include Gift Aid in your donations too!

By Bank Transfer

If it makes you feel more secure, you can donate directly through your bank...

Call our team on 01788 546 365 for more details....

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