



WORD OF MOUTH

MAGAZINE



**Oral Health
Foundation**

Better oral health for all

ISSUE 86 | DECEMBER 2019 As we approach the end of the year, we've got some timely Christmas advice which will help make sure you know how to maintain great oral health over the break!

Editor's Welcome

Hello and welcome to a brand-new issue of Word of Mouth – the Oral Health Foundation's digital magazine.

I would like to start the final issue of 2019 by saying a very warm thank you for your fantastic support this year.

Together we have spread information about the importance of a healthy smile and raise awareness of mouth cancer.

This year we have reached more people than ever before. This would not be possible without you.

We hope you will allow us to continue our work to bring about better oral health to all.

To do this, please show your support for the Save A Smile appeal today.

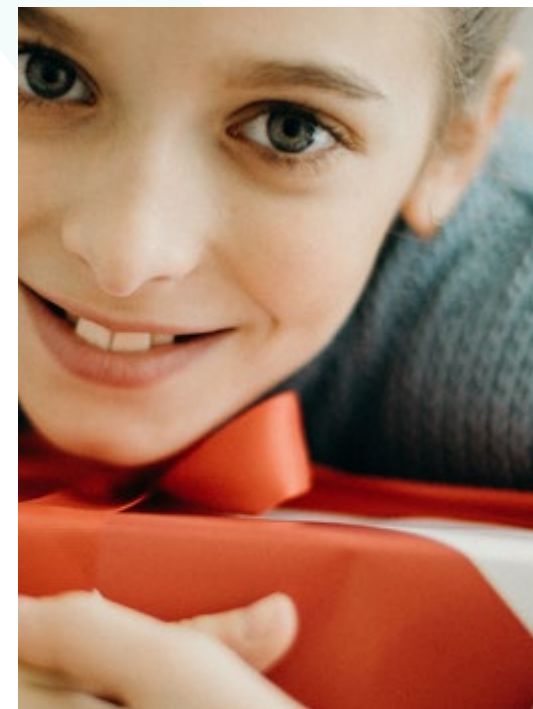
In this edition, you will find information about our Save A Smile appeal, how you can maintain a healthy smile over Christmas and much more.

Have a merry Christmas and a wonderful new year!

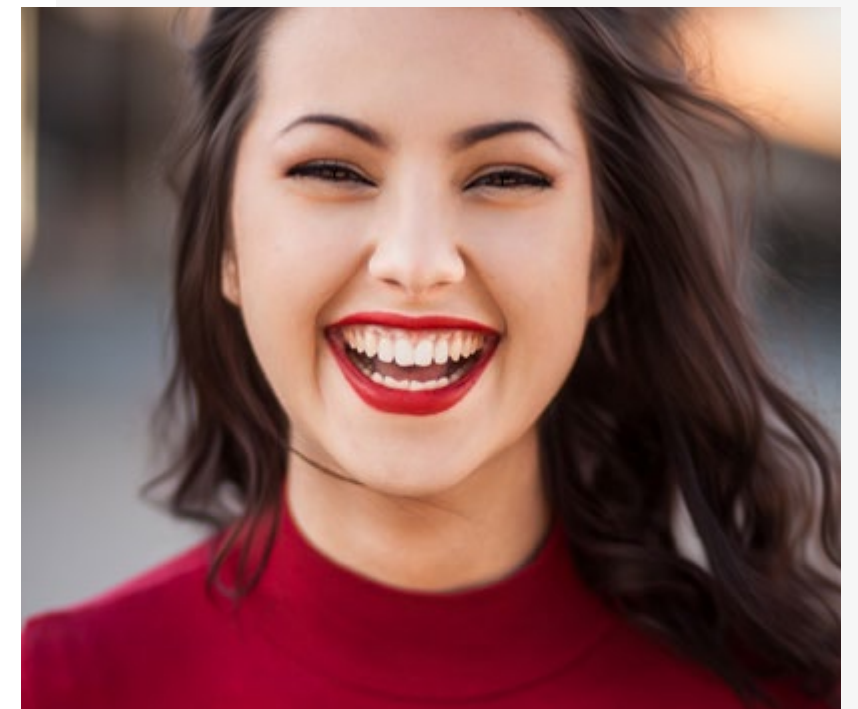
Please enjoy this edition of Word of Mouth and thank you once again for the fantastic support you've shown over the year.



David Arnold
Editor, Word of Mouth



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The festive season is well and truly upon us and nation's leading oral health charity, the Oral Health Foundation, is calling on Brits to 'Save a Smile' this Christmas.

As we come towards the end of the decade, the charity is encouraging people to show their support for the Save a Smile appeal and help them continue helping people to achieve better oral health.

Speaking on the launch of the appeal, Dr Nigel Carter OBE, Chief Executive of the Oral Health Foundation says:

"For almost 50 years the charity has been there for people who are looking for support, reassurance and help for their oral health.

"As we head into a new year, we urgently need to continue to provide support and aid to meet the growing demand for services and tackle inequalities in oral health. This is where we need your help.

"By making a donation, you can help fund some of the programmes, campaigns and resources that provide everyone with the tools they need to properly take care of their oral health.

"There is still plenty of work to be done to address serious oral health issues in the UK. Any funds raised will go directly into some really important projects and initiatives, including our work with children, the elderly and those with additional needs. We'll also be continuing to campaign on a national and global level against sugar, alcohol and tobacco that have such a detrimental impact on people's health.

"In 2020, we will focus on giving these issues the urgent attention they require to help improve the quality of life for millions. But we cannot do that without you."

If you would like to support the Oral Health Foundation by donating to their Save a Smile appeal, please head to www.dentalhealth.org/SaveASmile.

Earlier this year, the Oral Health Foundation shared their strategy to 2024, which outlines their roadmap across the next five years to help more people achieve better oral health.

The charity's new President, Dr Ben Atkins, adds: "As an entirely self-funded charity, we depend on your fantastic support to allow us to achieve the goals set out in our strategy as we head into 2020.

"No matter how you would like to contribute, we would greatly value your support.

"We will work tirelessly to ensure every penny can go towards helping people across the UK and beyond to achieve a healthy smile.

"We simply cannot do it without you, so help us overcome the challenges ahead and build a better future for everybody."

Save a Smile today

UK action triggers European-wide coalition to eliminate HPV cancers

The United Kingdom's recent decision to vaccinate boys and girls from HPV-cancers has inspired the formation of a European-wide group to put an end to the virus.



The new 'HPV Action Network' was announced earlier this month as high-level cancer experts from across Europe gathered in Brussels.

The alliance has been formed by the European CanCER Organisation (ECCO) with the goal to end all cancers caused by HPV across Europe.

HPV causes 5% of all cancers. Including cervical, mouth, head and neck, anal and penile cancers.

The UK began vaccinating girls from HPV in 2008 and boys from September 2019. The Oral Health Foundation was one of the groups instrumental in campaigning for the

UK vaccination. Chief Executive of the charity, Dr Nigel Carter OBE, says HPV remains one of the most destructive public health problems in Europe.

Dr Carter says: "HPV cancers and diseases affect hundreds of thousands of people across Europe every year. We now have an effective vaccination that can protect people against HPV, but despite this, most countries across Europe are not yet vaccinating both boys and girls.

"In September, when the UK extended the HPV vaccination to boys, it was one of the most important and significant milestones

in public health in recent times. It was a decision that will save thousands of lives. This now needs extending across Europe."

HPV accounts for around 53,000 new cases of cancer across 31 European countries every year.

Members of the European Parliament heard a widespread voicing of support for the network's goal of eliminating HPV across Europe over the next four years.

Professor Veronique Trillet-Lenoir MEP, the co-chair of the MEPs Against Cancer Group, says: "By 2030, effective strategies to eliminate cancers caused by HPV as a public health problem should be implemented in all European countries."

Whilst almost all causes of cervical cancer are linked to HPV, it is also associated with up to 70% of mouth cancers, 90% of anal cancers, 60% of penile cancers, 75% of vaginal cancers and 70% of vulval cancers.

Cervical cancer screening is provided in most EU countries, but not all. However, most countries do not yet offer HPV testing, now recognised to be the most effective screening method. Meanwhile, the uptake of screening varies widely across countries, as do treatment outcomes.

HPV cancers in Europe are rising and are thought to be the main reason why mouth cancer cases in the UK

have more than doubled within the last generation.

While European health experts begin their campaign to introduce a HPV vaccination for girls and boys across the continent, UK groups want to make sure as many Brits as possible receive the vaccine.

"Whether you are the parent of a girl or boy, please make sure they receive the HPV vaccination without delay," adds Dr Carter. "As the vaccine gets less effective as teenagers get older, we recommend having the vaccination straight away."

The UK group HPV Action is a collaborative partnership of 51 patient and professional organisations that are working to reduce the health burden of HPV. Campaign Director, Peter Baker, says: "It's fantastic news that HPV vaccination will now be offered to 12/13-year-old boys across the UK. We made the case for this for five long years because we know that universal vaccination will save men's and women's lives, reduce suffering and in the long run save money too.

"Every effort should now be made nationally and locally to encourage boys and their parents to take up the offer of vaccination in large numbers. We will continue to make the case for a catch-up programme for older boys who are still at school, so they are also protected."



Keeping a healthy smile over the Christmas break

The festive season is well and truly upon us. This probably means you're preparing to throw yourself into the many traditions and routines you have this time of year with loved ones, friends and colleagues.

Eating and drinking plays a big role in the social calendar and Christmas is no exception. Filling food and tasty treats are the norm for many. But while it may be easy to over-indulge during this time of year, just take a moment to think about the impact this can have on our oral health.

Our teeth are really susceptible to damage and wear during the holidays. This is not only down to our choice of food and drink, but how much and how often we are having it. Our oral health also tends to slip down the priority list and might mean we care for it a little less than usual.

To keep our teeth fighting fit heading into the new year, we have put together five top tips for maintaining oral health during the festive period. By following these simple rules, you can keep a healthy smile, which is the best gift you can give yourself this Christmas.

Take snacking sugar off the table

Whether it's a selection box, giant Toblerone or another slice of Christmas cake, snacking on sugar is one of our biggest problems during Christmas.

It means our mouth is constantly exposed to acid attacks and does not have chance to recover. Eating too much sugar too often leads to tooth decay, the leading cause of tooth loss. It might even leave us with a nasty toothache.

The best thing to do is keep sugar consumption to mealtimes. It means we can still enjoy our favourite treats while reducing the number of times during the day that our teeth are vulnerable to sugar.

Still feeling peckish? Try sugar-free or low-in-sugar alternatives. Cheese and nuts are fantastic festive snacks that won't torment our teeth.



Moderate alcohol

'Tis the season to be jolly, and Christmas classics like mulled wine are frequently consumed alongside beer, white wine, cider and other alcoholic concoctions. Last Christmas, the average Brit consumed 26 units of alcohol a day and more than half the population (52%) admit to drinking more than usual throughout the holiday.

Most alcohol is packed full of sugar and can be extremely acidic. When consumed in bulk, this will cause erosion of the tooth enamel, leading to pain and sensitivity. We are also far more likely to forget to brush our teeth after drinking heavily – leaving the sugar and acid to bubble away in our mouth all night – another disaster for our oral health.

Keeping our drinking in moderation, alongside having some alcohol-free days over the winter break will not only do our oral health the world of good, but also our overall bodily healthiness.

Maintain a normal oral health routine

We all have jam-packed diaries in the build-up to the big day. Christmas is the time for socialising with family and friends, but even so, this isn't an excuse for us to slack-off when it comes to our daily routine.

It doesn't matter whether we are out until the early hours celebrating or at home binging on Christmas films – it is important to stick to our normal routine.

We can keep a healthy smile by brushing twice a day for two minutes with a fluoride toothpaste. The best time to do this is last thing at night and at any other time during the day.

Cleaning in between our teeth daily using interdental brushes is also really important, as it removes the plaque a toothbrush can't reach. A dental check-up either before the holidays, or afterwards in the new year can also be a really good idea to catch any problems and make sure they don't go unnoticed.

Stay hydrated by drinking lots of water

Keeping fully hydrated during the cold months is important for the health of our mouth and our general health too. Be sure to make the right choices when choosing tooth-smart beverages. Water is the best option for our oral health.

Drinking water directly after eating has been shown to help remove acids from the mouth, reducing the effects on dental decay and erosion.

Fluoride is a naturally occurring mineral found in water (bottled and tap) that can help to reduce the risk of tooth decay by making tooth enamel more resistant to acid attack.

Take advantage of Christmas bargains

The holidays are a great chance to pick up a bargain and treat ourselves to something that could really help our smile shine.

Whether we are looking to replace our old toothbrush, have an eye on a new air flosser, or change those frayed brush heads, there are plenty of special offers to be had.

Taking advantage of these offers will make our daily home routine even better and our oral health something to smile about as we move into 2020.



Puzzle Page

Check out our selection of fun Christmas related puzzles!

W	R	P	H	T	D	N	F	U	X
S	E	T	R	Q	E	L	F	G	R
T	I	O	W	E	P	N	S	A	E
D	N	C	D	E	S	T	S	S	T
Q	D	A	Y	S	N	E	A	T	K
A	E	R	J	F	O	O	N	E	L
S	E	R	M	I	W	E	T	T	F
N	R	O	Q	B	M	N	A	T	S
O	S	T	R	K	A	E	J	F	Q
W	S	E	Z	I	N	K	A	M	N



WORDS
REINDEER
SANTA
CARROT
SNOW
PRESENTS
SNOWMAN
ELF

COLOUR
ME IN!



BETTER ORAL HEALTH FOR ALL

Everybody deserves to have good oral health.

The Oral Health Foundation helps everybody to achieve a healthier life through better oral health.

Our vision is a world where everybody has a healthy mouth. With your help, we are making progress. We are determined to succeed.

WWW.DENTALHEALTH.ORG



Save a Smile - five ways your support can give Brits a better quality of life

The festive season is well and truly upon us. Trees are dressed in tinsel, elves are on shelves and it's finally universally acceptable to play Christmas songs all day long.

Spirits are high across the country and the Oral Health Foundation is asking you to draw on your giving side to help Save A Smile. You can support the work of the nation's leading oral health charity by donating to this appeal at www.dentalhealth.org/SaveASmile.

Every penny goes towards helping the charity achieve their goals in 2020. But what do you know what they are?

Here are five ways the Oral Health Foundation will improve the lives of people across the country with your support...

Building healthier communities

It is important that everyone can access information and support to achieve better oral health. Continuing to aid to those who are most vulnerable is one of the big priorities for the Oral Health Foundation in 2020.

To achieve this, the charity will continue to communicate positive oral health messages through campaigns like National Smile Month, as well as vital awareness programmes such as Mouth Cancer Action Month.

They also have pledged to organise new oral health campaigns on topics including sugar, alcohol and smoking, exploring different ways they can champion oral health in the new decade.



Supporting the nation with expert advice

Did you know that the Oral Health Foundation runs a Dental Helpline, where you can get information, advice and support about the health of your mouth?

It is a completely free service provided by the charity which will continue to give free, practical and emotional support to people across the country.

Around 10,000 people reached out to the Dental Helpline last year and with your support, they can continue to provide vital oral health information to those who don't know where to turn.

Giving the tools people need

All funds raised through the Save A Smile appeal will go towards helping people receive educational materials and resources around oral health.

These tools are invaluable and will help people of all ages to understand more about the importance of a healthy mouth and how to achieve it.

The charity works with schools, care homes, residential centres and community groups to give people the know-how and confidence to tackle any oral health issues that may arise.



Putting a halt to a deadly disease

Almost one person every hour is diagnosed with mouth cancer in the UK. Sadly, over 2,700 lost their lives to the disease in 2019.

Despite mouth cancer cases doubling in the last generation, awareness of the disease is concerningly low across the country, with around two-in-three adults unable to identify the major symptoms of the disease.

In 2020, the Oral Health Foundation will continue their work to address this, raise awareness of the disease and you can help them save lives.

Ending oral disease

Every year, one in two people worldwide are affected by oral health problems. Tooth decay is a growing issue in British children and gum disease remains the leading cause of tooth loss.

Oral disease not only causes discomfort but affects the quality of life for countless people across the UK and beyond.

Everyone deserves to have good oral health but there are different problems which prevents Brits from achieving this. With your support, the Oral Health Foundation can be part of the solution.

By providing oral health education, campaigning for action and investing in support services which help those most in need, they want to change lives for the better.

If you would like to donate, please head to www.dentalhealth.org/SaveASmile today.

Save A Smile this Christmas.



Head to the link below to Save A Smile today:

www.dentalhealth.org/SaveASmile

Charity boss leads new European oral health manifesto

European oral health experts, including the Oral Health Foundation's Dr Nigel Carter OBE, have launched a new manifesto for improving oral health around the EU.

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Having good oral health is a fundamental right for every European citizen. A European-wide approach to reducing oral disease is essential.

Dr Nigel Carter OBE,
Chief Executive of the
Oral Health Foundation



The manifesto, called 'Why Oral Health Matters', features five main policy areas that will advance oral health in Europe.

The recommendations have been published by the Platform for Better Oral Health in Europe and have been released to coincide with the new intake of MEP's and European Commission members.

Dr Carter, who is Chair of the Platform for Better Oral Health in Europe, presented the manifesto in Brussels and says a European-wide approach to reducing oral disease is essential.

Dr Carter says: "Having good oral health is fundamental right for every European citizen. This can only be achieved by ensuring consideration of

oral health across all policy areas.

"We have created an exciting opportunity for health leaders from all around Europe to come together and deliver effective solutions for reducing the burden of oral disease."

Tooth decay is the most prevalent non-communicable disease both worldwide and in Europe. It can result in pain, tooth loss, infection, and loss of productivity.

The total cost for treating oral health related diseases in the EU is an estimated £85 billion per year.

Leading figures and associate members of the Platform for Better Oral Health in Europe met earlier this month at the European Parliament in Brussels to discuss ways to advance oral health in Europe.

Why Oral Health Matters calls on policy-makers to take the necessary actions to actively promote good oral health by taking forward the following five policy



recommendations:

1. Promote joined-up policies and adopt adequate budgets to alleviate the burden of oral health inequalities amongst European citizens.
2. Support the adoption of the WHO recommendations to reduce sugar consumption among EU citizens through a range of policy options, such as through ensuring proper implementation of the Audio-visual Media Services Directive.
3. Encourage countries to adopt European evidence-based best practices on oral health promotion and education throughout the life-course, such as through tooth brushing with fluoride toothpaste in schools and care homes.
4. Adopt policy recommendations to support the achievement of Universal Health Coverage and SDG Goal 3, including ensuring access for all EU citizens to affordable quality oral health care.
5. Ensure systematic collection of relevant oral health data to allow for better data-driven policy-making to reduce health inequalities and promote better health.

The full manifesto is available to download [here](#).

Liberal Democrat MEP Jane Brophy opened the session and urged her colleagues in the European Parliament to push for the introduction of more oral health related matters on the parliamentary agenda. The MEP for North-West England also issued a rallying cry to her fellow members to fight against health inequalities, promote good oral and general health and prevent the development of non-communicable diseases.

Professor Richard Watt followed by reminding senior politicians of the oral health crisis currently besetting our planet. During his presentation of The Lancet series on oral health, he highlighted that oral diseases affect around 3.5 billion people around the world. This makes them the most prevalent diseases worldwide.

Antonella Cardone, representing the European Cancer Patient Coalition, concluded the discussions by giving the perspective of patients suffering with mouth cancer and neck cancer within the framework of the new EU Commission priorities for health.

To find out more about the Platform for Better Oral Health in Europe's work across the continent, visit www.oralhealthplatform.eu.



Praise for the Starting Well campaign and DCby1

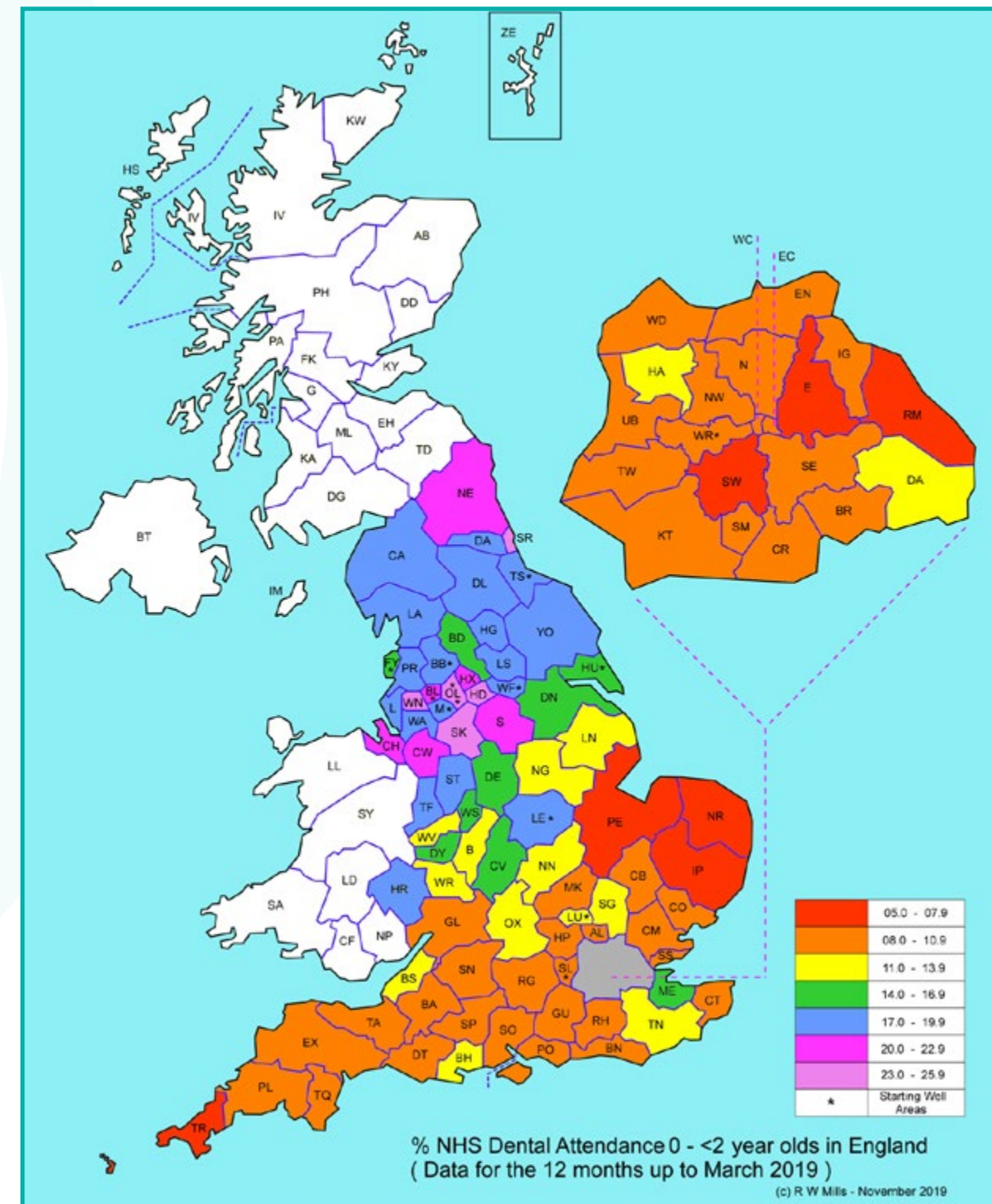
The North South divide is turned on its head when it comes to children's dentistry and attendance at an NHS dentist. Dr Robin Mills, a specialist in paediatric dentistry and former BSPD President, has used NHS Digital figures to produce a map (attached) which shows that the children in the North of England are more likely to have seen an NHS dentist in the last year.

The map also shows that the Starting Well campaign is delivering on the commitment to improve children's oral health.

Dr Mills' map reflects dental attendance according to postcode areas. He has highlighted the 13 areas where the Starting Well programme to tackle poor dental attendance and poor oral health, was introduced. His work shows there has been an overall improvement in the rankings of the 13 Starting Well postcode areas, indicating that the Department of Health initiative is working. The Dental Check by One (DCby1) campaign, 1 which aims to get children seeing a dentist as their first teeth come through, was launched by BSPD in partnership with the Office of the Chief Dental Officer (OCDO) in 2017. Dental Check by One is integral to Starting Well which is now available as a core programme to all local authorities.

The NHS England figures analysed by Dr Mills are for March 2018 to March 2019 and so are only early signs at this stage. However, Dr Mills believes the figures are promising. He commented: "It's very clear that of 13 Starting Well Local Authorities, 12 were in the top 50% while seven were in the top 25% and none were in the lowest 25%. This is an initiative which appears to be having an impact."

"What we are also seeing is a North South divide with more children seeing an NHS dentist in the North West and North East than in the South and even the Starting Well initiatives appear better in the North."



For more information on the DCby1 campaign, head to:

www.dentalcheckbyone.co.uk



MERRY CHRISTMAS!

Thank you for your wonderful support throughout 2019.

We look forward to working with you in 2020 as we continue to bring better oral health to all.

For now, from everybody at the Oral Health Foundation, we wish you a very Merry Christmas and a fantastic new year.



**Oral Health
Foundation**
Better oral health for all