



WORD OF MOUTH

MAGAZINE



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

ISSUE 87 | JANUARY 2020 Happy New Year to you all. Thank you so much for your fantastic support over the last twelve months and we hope we can count on you again as we look to continue championing great oral health in 2020.

Editor's Welcome

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

We are very excited to continue our work in 2020 to bring healthy smiles to more people than ever before.

We hope we can continue to count on your fantastic support which helps bring us closer to our ultimate goal – better oral health for all.

In the first issue of 2020, we look at research which has found that one in ten children leave school unable to brush their teeth independently.

It is never too early for children to learn about the importance of a healthy smile.

In this issue, you'll find some great advice on how to look after children's teeth.

You will also find information about World Cancer Day, water fluoridation and how to get the year off to a good start when it comes to your oral health.

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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New survey finds one in ten school leavers are unable to brush teeth

New research finds that one in ten (10%) children leave primary school without essential life skills, like brushing their teeth.



The study, conducted by Tic Watches, involved 500 parents and revealed that this essential oral health skill is just one of a number of basic skills that thousands of primary school leavers lack as they head toward their teenage years.

Following this alarming study, the Oral Health Foundation is calling for greater attention to be paid to the oral health of young children across the UK.

Dr Nigel Carter OBE, Chief Executive of the Oral Health Foundation, says: "Learning to brush our teeth should be one of the first life skills we learn as youngsters and carry forward with us as we grow older.

"It is never too early to learn about the importance of good oral health and all aspects of how to achieve a good hygiene.

"By the age of 11, children should be able to

brush their own teeth, with a fluoride toothpaste. The earlier they take an active role in maintaining good hygiene, the more likely they are to maintain these habits as they get older.

"Having great oral health can provide a number of benefits throughout our lives, so ensuring children learn how to achieve it must be a priority."

The research also highlighted that girls are significantly likely to be able to brush their teeth than their male counterparts.

According to the study, one in seven (15%) of girls leave primary school unable to brush their teeth without help, compared to just 4% of boys.

"Parents and teachers have an important role to play in educating children from an early age on the importance of maintaining good oral health, but they need support," adds Dr Carter.

"Scotland and Wales have had some success in educating youngsters through a designated oral health programme, but we are yet to see similar initiatives in England.

"The government must prioritise oral health education across the country and ensure children have the tools and information they need to look after their mouths as they grow and develop.

Top tips for children's oral health!

1. Start early

It's never too early for children to learn about the value of a healthy smile!

2. Brushing better together

Set a good example and brush your teeth together with your child.

3. Fluoride is king

Let your child choose a toothpaste they like the taste of - just make sure it has the right level of fluoride!

4. Tooth-friendly lunchboxes

When it comes to packing a lunch, avoid sugary foods and drinks as much as possible.

5. Think about drinks

The only things children should be drinking at school are plain still water or milk.



Quick easy wins to gain a **healthy smile** in 2020

George Bushell | Senior PR Officer

New years resolutions. If you're anything like me then by the time February rolls around, you've already forgotten half the things you wanted to achieve this year.

A trap many of us fall into is setting targets that are perhaps a little ambitious. We tend not to realise this until we're well into a new year, by then you've told all your friends and family that you're going to lose five stone, go to the gym six days a week, save enough money to backpack across the USA and achieve world peace all before people start saying the 'c' word again. No going back now...

But I have good news for you! Not all positive changes in your life are out of reach or particularly difficult to achieve. For the most part becoming fitter, smarter or healthier involves making small changes here and there. It really does all add up and make a big difference in the end.

Gaining better oral health is a great example of this. There are plenty of small changes you can make to your day-to-day routine, that aren't too taxing but go a long way to helping to get a healthier smile.

To help you out, we have compiled a list of seven small but effective ways you can improve your oral health and wellbeing, starting right now!





Start drinking water

Believe it or not, it's the answer to a lot of common problems that people have.

Want to improve your oral health? Drink water. Want to lose weight? Drink water. Want to cut down on sugar? Drink water. Want a date for Valentine's Day? Drink water.

Okay maybe not that last one. But drinking water really can work wonders for your health in plenty of other ways. Your oral health is no exception.

Drinking water will not increase your risk of tooth decay, erosion or gum disease. However, it can help you tackle morning breath, keep you hydrated and if it's fluoridated then it can actually make your teeth stronger!

Not to mention it's free. Quick, easy and painless. #Winning.

Chew sugar-free gum

Chewing gum offers more benefits than just looking cool and blowing bubbles. Something that not many people know about gum is that it can actually help protect your teeth and gums between meals.

Saliva is the mouth's natural defence against acid. Seems unrelated and random I know but stay with me! Chewing gum for just 20 minutes encourages the mouth to produce more saliva, helping you keep oral health issues at bay and your breath smelling fresh.

Just make sure it's sugar-free and you're on your way to another quick win.

Clean in between your teeth

I have good and bad news. Since most people want the latter first, that's what I'll go with.

So, the bad news is, if you only clean your teeth using a toothbrush then only 60% of your teeth are actually clean. I know, this is big, but here comes the good news. You can fix this in just one minute each day by using interdental brushes.

Tight spaces in between your teeth are not areas that your toothbrush can reach. So, each day, use an interdental brush to clean those nooks and crannies. Doing this will reduce your risk of gum disease and bad breath. So get on the hype! Good oral health and fresh smelling breath are here to stay in 2020!



Read up on mouth cancer

There are something's that can be put off with little or no consequence. Returning a text, catching up on Love Island, reading that book you got for Christmas – just to name a few.

But in all seriousness, learning about mouth cancer is something we should all make a priority. It's a deadly disease that does not discriminate, it can affect any one of us. Knowing your stuff when it comes to mouth cancer could seriously save lives, it could save yours.

So the next time you get a chance, spend just five minutes online reading information on the disease at www.mouthcancer.org. There you can learn about the key warning signs and risk factors of the disease.

Five minutes of your time that could save a life. Minimum pain with potentially life-altering gain. I cannot stress the importance of this enough.

Always check the label

They say shopping when you're hungry is a bad idea. For the record, it is. But I'll tell you what's worse: shopping without checking the label.

A lot of the food and drink we buy contains a lot more of the bad stuff than we realise. By "bad stuff" I mean sugar, salt and fat – the kind of stuff that can have a bad influence on your health when you have too much of it.



Before you put things in your basket, just take a second to have a look at the label. Check what you're actually putting into your body. Food is your fuel and having the right fuel is essential if you want to achieve better oral and general health this year.

For the tech-savvy among you, download the free Change4Life Food Scanner app. It does what it says on the tin. Scan the bar code on any product and it'll tell you what you need to know.

Spit, but don't rinse

This one is really easy. When you've finished brush your teeth, hopefully with a fluoride toothpaste, spit out the excess but don't rinse.

Part of the benefit of brushing with a fluoride toothpaste is what happens after you've put down your toothbrush. Refraining from rinsing allows the fluoride to remain on your teeth for longer, providing you with extra protection throughout the day. It's that simple.

Visit your dentist

Last but by no means least, I'm here to remind you that your dentist is your friend! They're here to help you. Not just when you have a problem but to make it less likely that you'll have more in the future.

So, don't put off your dental appointments. Making your oral health a priority means having the odd date with the dentist here and there.

The important thing to remember with all of these is that bettering your oral health is great for your whole body, so the benefits go beyond a great smile.

If you need advice on any of the topics mentioned in this blog then please contact our Dental Helpline. They'll be more than happy to help you achieve better oral health.



Puzzle Page

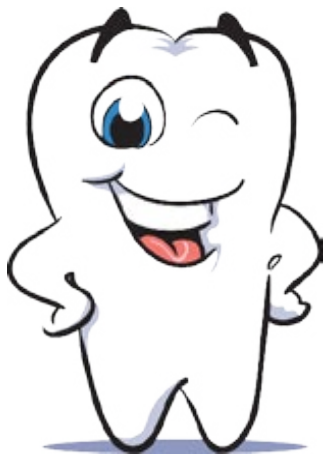
Check out our selection of fun oral health related puzzles!

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

WORDS

CANINE
CHEW
HEALTHY
MIRROR
FLOSS
PLAQUE
ROOT

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



**Oral Health
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Spread the word on mouth cancer and save lives on **World Cancer Day**

Cancer is an absolutely devastating disease. It causes untold pain and suffering for countless people across the globe.

The pain of just one person receiving a diagnosis ripples through friends and family like an earthquake leaves despair in its wake

According to the Union for International Cancer Control (UICC), cancer claims the lives of 9.6 million people every year. In the next decade, experts predict that this number will rise by many millions more.

But together, we can all make a difference.

February 4th is World Cancer Day and our charity is urging you to do something to share information on mouth cancer that could save someone's life.

More than one third of cancer cases are entirely preventable. A further third can be cured if detected early and treated appropriately.

Mouth cancer is no exception to any of these statistics. Rates of the disease have risen to rate of almost one person diagnosed every hour in the UK alone. Despite this, millions of Brits do not know key information about mouth cancer, including risk factors and major signs and symptoms.

Knowing this vital information could be the difference between a family still being together like they belong and the already high cancer toll continuing to rise.



You can help someone avoid the latter.

For World Cancer Day, do something that helps spread awareness of mouth cancer. Whether it is a post on social media, a conversation with a colleague or anything else you can think of. Help more people become mouthaware on Tuesday 4th February.

Here's the information we all need to know:

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

Reducing your risk of mouth cancer

- Consumption of tobacco and excess alcohol are two of the biggest risk factors of mouth cancer. Lower your risk by quitting smoking or smokeless tobacco and stay within the recommended weekly alcohol limit of 14 units.
- The human papillomavirus (HPV) is predicted to become the leading cause of mouth cancer in the coming years. It is transmitted by oral sex. Lower your risk by limiting your number of partners and practicing safe sex.
- Too much ultraviolet (UV) radiation, from sunlight or sunbeds, can be dangerous. Reduce your risk by using a good



protective sun cream and put the correct type of barrier cream on your lips.

- You can also reduce your risk of developing most cancers by having a good diet including plenty of fruit, vegetables and rich in vitamins A, C and E.

Catching mouth cancer early

It is vital to keep an eye out for any changes in your mouth. The most common signs to look out for are:

- Mouth ulcers which do not heal in three weeks.
- Red and white patches in the mouth.
- Unusual lumps or swellings in the mouth or head and neck area.

If you notice any of these warning signs, contact your dentist or doctor immediately.

Generally, you should try to maintain regular visits to your dentist, especially if you smoke or drink. They can see spaces in your mouth easier than you can and may spot a problem before you notice it.

Share your activity on social media using #WorldCancerDay and #IAmAndIWill.

If you share mouth cancer information, make sure you use #MouthCancerAction and #Mouthaware.

For more information on World Cancer Day, visit the official website at www.worldcancerday.org.

To get more information about mouth cancer, visit www.mouthcancer.org.

Get involved with World Cancer Day and together, we can make a difference.



Head to the link below to find out more about mouth cancer today

www.mouthcancer.org



“Water fluoridation key to improving nation’s oral health” – that’s the message left to ring in the ears of attendees at the Conservative Dentists meeting by Dr Nigel Carter OBE, Chief Executive of the Oral Health Foundation.

Dr Carter spoke at the event urging dental professionals to promote the benefits of water fluoridation, something he has been a long-standing supporter of.

Speaking on the issue, Dr Carter said: “Fluoridation of public drinking water is the most important single measure that the UK Government can take to make a real difference when it comes to the nation’s oral health.

“It is a highly effective, and safe, way of significantly reducing dental health inequalities across England and will reduce cases of childhood tooth decay across the country.

“During my time as a dentist in Birmingham, I witnessed first-hand the huge benefits of water fluoridation, with children from Birmingham, which had water with added fluoride, having little or no decay and their neighbours, from then un-fluoridated Sandwell, experiencing significantly higher levels of decay.

“I could literally tell which side of the road they lived on by looking at their teeth.

“In terms of finding cost-effective ways to improve the oral health of people in the UK, I strongly believe there are few better solutions than nationwide water fluoridation.”

At present, only 11% of the UK population benefit from fluoridated water.

The Centres for Disease Control and Prevention (CDC), the World Health Organization (WHO) and the British Dental Association (BDA), amongst many other groups, have long celebrated the benefits of adding fluoride to drinking water.

“The concept of adding fluoride to public water supply has been research for over 70 years,” Dr Carter adds.

“Over that time, many studies and papers have concluded that doing so would not pose a threat to the health of people in the UK.

“The bottom line is that nationwide water fluoridation would provide us with a safe and effective measure to better the oral health of people for years to come.”

For more information about fluoride and oral health, visit www.dentalhealth.org/fluoride

Thumbs up for fluoride

Brighter Smiles Secured for children in Bugle and Nanpean

Almost 450 nursery and primary school children in the heart of the Cornish clay area will be improving their long term oral health outcomes thanks to the generous support of Bristol-based DecaDent Ltd, leading provider of dental surgery equipment and service.

The three-year commitment from DecaDent will enable the expert Brighter Smiles team from Smile Together to set up toothbrushing clubs in the reception classes of Bugle

School, apply fluoride varnish to the teeth of reception and year 1 pupils, and deliver oral health education to all the schools' pupils with home education packs for the whole family.

The Brighter Smiles team are already funded by Cornwall Council to work in the adjoining Piccolo Early Years Group and this funding from DecaDent will at last enable them to extend their valuable oral health education programme into Bugle School and maintain continuity.

Luke Rees, Head of Bugle School which is part of the Aspire Academy Trust, said: "We've seen first-hand just how fun and effective this oral health programme is in Piccolo's as many of those children transition here.

"With so many of our families struggling to access regular dental care we do experience issues with tooth decay amongst our pupils and have therefore been really keen to engage Brighter Smiles but couldn't do so without a financial supporter.

"Our school motto is 'learning together by including' and thanks to DecaDent we can now work together to help improve longer term oral health outcomes in our school and local community".

DecaDent's impact will go even further in this Cornish clay community.

Since May 2018, Brighter Smiles have been making a real difference to the oral health of children in Nanpean Community Primary School and Nanpean Nippers Nursery, thanks to funding from St Dennis & Nanpean Community Trust. Sadly, this recently ceased but this generous support from DecaDent will enable the team to continue with their oral health programme for a further three years.

(Smile:Together)



Headteacher at Nanpean Community Primary School, Matthew Nicholls, said "This is wonderful news for children in Nanpean and our sincere thanks go to DecaDent for making this possible.

"Not only do our children really look forward to visits from the Brighter Smiles team and their dragon but we are beginning to see a real reduction in the levels of tooth decay here and were so sad at the prospect of the programme ceasing.

"Now we can look forward to having even more fun whilst learning valuable oral health lessons."

This funding from DecaDent sees the company join a growing group of organisations committed to supporting Smile Together in addressing what has become a serious public health issue. One which sees

around 20 children aged 5-9 admitted to hospital each week to have their teeth removed under general anaesthetic - the number one reason for hospital admissions amongst the age group but 100% avoidable according to fellow campaigners.

Miles Tucker, Managing Director and Founder of DecaDent Ltd said: “We have been creating great dental environments for Smile Together in Cornwall for a number of years and pride ourselves in partnering with our customers.

“We’ve therefore seen the extraordinary impact their Brighter Smiles programme is having on the oral health of children across the county, and the importance of companies such as ourselves playing our part.

“We are thrilled to be supporting these school communities over the next three years and seeing just what difference we can make together in preventing tooth decay and improving longer term oral health outcomes”.

Paul Critchley, managing director at Smile Together, creators of the Brighter Smiles campaign, explained: “When we set up as a community interest company in 2016, we turned to DecaDent Ltd to support us with our dental practice requirements. This has proved a very successful collaboration and their financial support for Brighter Smiles demonstrates the true spirit of partnership in the way we both like to do business”.

Paul continues: “Whilst our contract with Cornwall Council, which was recently extended for a further two years, has already helped over 1,500 children in the most vulnerable areas of the county, there is still a huge amount of work to do in order to reverse this worrying trend.

“It’s therefore encouraging to see a 149% increase in local children seen by the Brighter Smiles oral health campaign over the last 12 months, working with partners such as Brady Construction Services, Cornish Pirates, Fuel Communications, Imerys and now DecaDent.

“If anyone would also like to join us in supporting this campaign in a Cornish school, please contact my colleague tracy.wilson17@nhs.net – we’d love to hear from you”.



For more information on looking after children’s teeth, head to:
www.dentalhealth.org/childrens-teeth

Oral health facts & tips: gum health

The impact the health of our teeth and gums has on the rest of our body really shouldn't be overlooked.

We all spend a lot of time looking for ways to improve our wellbeing, be healthier and ultimately live longer lives. So, it's important to remember that our dental health really can have an impact on all three of these aims.

To help you look after your oral health and become healthier generally, here is some valuable information that can help you achieve just that. best advice for managing it.

Ten facts you need to know

1. There are two forms of gum disease: gingivitis and periodontal disease.
2. The first sign of gum disease is blood on your toothbrush or in the toothpaste you spit out after cleaning your teeth.
3. Bad breath is also a sign that a person may potentially have gum disease.
4. People with gum disease are almost twice as likely to have heart disease than people without.
5. Mouth infections also have been linked with strokes. People who have had a stroke are more likely to have gum disease than people who have not had one.
6. Good oral health is essential for women who are pregnant. Those who are pregnant and have gum disease may be three times more likely to have a baby that is premature and, as a result, has a low birth weight.
7. There is a one-in-four chance that a pregnant woman with gum disease will give birth before 35 weeks.
8. People who smoke are significantly more likely to develop gum disease.
9. Gum disease is one of the leading causes of tooth loss in adults worldwide.
10. Gum disease is entirely preventable through keeping a good level of oral hygiene.



Top tips for you to follow

1. Brushing each day with a fluoride toothpaste is vital. Make sure that you do this for two minutes, last thing at night before you go to bed and at least one other time during the day.
2. Clean between your teeth at least once-a-day with interdental brushes or floss. Ask your dental team if you need any assistance and they will show you how to do this properly, ensuring these tight spaces your toothbrush cannot reach are clean.
3. Try your best to cut down and quit smoking. Smoking tobacco can make gum disease worse and can also have other adverse health effects. For example, it is a leading cause of mouth cancer.
4. Maintain regular visits to your dental team. They can give you a thorough check-up of your teeth and gums, remove harmful plaque and tartar and advise you on how best to look after your oral health between appointments.
5. Get out there and exercise. A recent study has shown that people who stay fit are less likely to develop serious gum infections that lead to gum disease. Remember that oral health and general wellbeing is all linked.



Expert comment from Dr Nigel Carter OBE

"The benefits of looking after our teeth and gums go far beyond just having a healthy smile.

"Never underestimate the importance of having great oral hygiene. Prevention is always better than cure and just by doing a few simple things each day to stay on top of our oral health we can reduce our risk of encountering health issues that threaten our quality of life.

"Look after your oral health to have a better chance at having a happier, healthier and longer life."

"If you need further help and advice on how to keep gum disease at bay, you can call our Dental Helpline on 01788 539780 to speak to one of our friendly dental experts and receive impartial expert advice."



HAPPY NEW YEAR!

We hope that you will continue to help us promote the importance of great oral health in 2020.

With a new year comes new opportunity and we cannot wait to work with you to bring healthy smiles to more people than ever before.

Better oral health for all is the aim. Let's do it together.



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