



Oral Health Promotion Action Plan
2014-2017:
Pre-school children

Introduction

On the 17th December, 2013, the Oral Health Promotion Partnership Board finalised, agreed and endorsed Leicester's Oral Health Promotion Strategy, which focuses on preschool children in the first instance. The document sets out the strategic direction to drive forward oral health improvement work for preschool children and families in Leicester. The Oral Health Promotion Partnership Board recognises the need to give children the best possible start in life and has emphasised a commitment to improve both oral and general health in our most disadvantaged communities. This Oral Health Promotion Action Plan sets out a programme of work to be undertaken over the next few years to ensure that the Strategy is implemented.

Dr. Jasmine Murphy
Consultant in Public Health
Leicester City Council

Oral Health Promotion Action Plan

| No. | Area of work | Action | Timeframe |
|-----------|-------------------|--|-----------|
| 1. | Maternity | | |
| 1.1 | | Ensure the provision of oral health information and signposting to all pregnant women by midwives. | Jan-2015 |
| 1.2 | | Increase the proportion of pregnant women accessing NHS dental services. | Ongoing |
| 1.3 | | Ensure oral health promotion leaflets are included in Bounty Packs. | Sept-2014 |
| 1.4 | | Develop FNP pathway for oral health. | Jan-2015 |
| 2. | Parenting | | |
| 2.1 | | Ensure oral health input in antenatal classes and parenting classes including weaning sessions. | Aug-2015 |
| 2.2 | | Provide oral health resource packs at antenatal classes in Children's Centres. | Jan-2015 |
| 2.3 | | Develop educational oral health programmes for parenting classes. | Aug-2015 |
| 3. | Infancy | | |
| 3.1 | | Ensure oral health input into infant feeding guidelines. | Ongoing |
| 3.2 | | Commission oral health resources. | Aug-2014 |
| 3.3 | | Distribute free toothbrushes and toothpastes to every child in the City at 4 months (to include weaning/drinking cups) and 1 year. | Jan-2015 |
| 3.4 | | Amend the child health record (red book) to include oral health promotion information. | Sept-2014 |
| 3.5 | | Amend health visiting Standard Operating Procedure to incorporate oral health pathway. | Oct-2014 |
| 3.6 | | Develop oral health booklet for babies. | May-2014 |
| 3.7 | | Ensure oral health booklet included in BookStart pack for babies. | Dec-2014 |
| 4. | Pre-school | | |
| 4.1 | | Distribute free toothbrushes and toothpastes to every child in the City at 2 years, 3 years and 4 years. | Jan-2015 |
| 4.2 | | Develop supervised tooth brushing protocol. | June-2014 |
| 4.3 | | Train Children's Centres and Early Years settings to provide supervised tooth brushing sessions. | Ongoing |
| 4.3 | | Introduce the sale of affordable 'Healthy Teeth, Happy Smiles' packs at Children's Centres. | Jan-2016 |
| 4.4 | | Undertake audit of tooth brushing programme to help develop programmes of | Sept-2015 |

| | | | |
|-----------|--------------------------|--|---|
| | | education and training for early years staff and assist with resource prioritisation. | |
| 4.5 | | Develop oral health booklet for pre-schoolers. | Sept-2014 |
| 4.6 | | Ensure oral health booklet included in BookStart pack for pre-schoolers. | Dec-2014 |
| 4.7 | | Establish an accreditation process for early years settings that offer healthy food/snack policies and daily supervised tooth brushing. | Dec-16 |
| 5. | School | | |
| 5.1 | | All schools offered opportunity to be involved in supervised tooth brushing programme. | Ongoing |
| 5.2 | | Undertake audit of tooth brushing programme to help develop programmes of education and training for school staff required and to assist with resource prioritisation. | Sept-2015 |
| 5.3 | | Amend School Nursing Standard Operating Procedure to incorporate oral health pathway. | Oct-14 |
| 5.4 | | Develop oral health education resource for schools. | Sept-2016 |
| 5.5 | | Develop Healthy Teeth, Happy Smiles accreditation programme for schools. | Sept-2016 |
| 6. | Raising awareness | | |
| 6.1 | | Commission social marketing exercise. | Aug-15 |
| 6.2 | | Use social marketing methods to promote oral health messages within a range of settings. | Aug-15 |
| 6.3 | | Develop a range of oral health promotion leaflets. | Ongoing |
| 6.4 | | Develop Healthy Teeth, Happy Smiles website. | Oct-2014 |
| 6.5 | | Commission oral health promotion films. | Oct-2014 |
| 6.6 | | Develop communication plan to support National Smile Month and Mouth Cancer Awareness annual campaigns. | Yearly (to coincide with the campaigns) |
| 6.7. | | Actively participate in annual National Smile Month and Mouth Cancer Awareness campaigns. | Yearly (to coincide with the campaigns) |
| 7. | Training | | |
| 7.1 | | Conduct oral health workshops for all front line staff including early years settings. | March-2015 |
| 7.2 | | Incorporate oral health input into early years training programmes provided in the City. | March-2015 |
| 7.3 | | Incorporate oral health input into midwifery, health visiting and school nursing courses at DeMontford University. | Oct-2014 |
| 7.4 | | Provide training to the local dental profession on non-pharmacological behaviour | Jan-2016 |

| | | | |
|------------|--------------------------|--|-----------|
| | | management techniques for preschool children. | |
| 7.5 | | Increase local dental profession's awareness/understanding of oral health issues affecting different sectors of the community | Jan-2016 |
| 7.6 | | Ensure local dental profession receive training in Delivering Better Oral Health. | Oct-2014 |
| 7.7 | | Develop general health promoting knowledge and skills of the dental team. | Ongoing |
| 8. | Dental practice | | |
| 8.1 | | Establish an accreditation process for NHS dental practices providing a child friendly preventative focus. | Jan-2016 |
| 8.2 | | Build relationships between accredited NHS dental services and Neighbourhood Advisory Boards, Children's Centres and early years settings. | Jan-2016 |
| 8.3 | | Strengthen links between smoking cessation and alcohol services and the dental team. | Sept-2015 |
| 8.4 | | Promote referral from GPs into smoking cessation services. | Jan-2016 |
| 8.5 | | Develop CPD strategy on oral health improvement for dental profession. | Jan-2016 |
| 9. | Pharmacy | | |
| 9.1 | | Engage with pharmacies in promoting oral health. | Aug-2016 |
| 9.2 | | Establish Healthy Teeth, Happy Smiles accreditation programme for pharmacies. | Aug-2016 |
| 10. | Data | | |
| 10.1 | | Ensure data sharing agreements in place to identify and target those at high risk for dental decay. | Dec-2014 |
| 10.2 | | Undertake dental health equity audit. | Feb-2015 |
| 10.3 | | Commission consumer insight report. | Feb-2015 |
| 10.4 | | Ensure enhanced dental epidemiology sampling in order to understand dental health inequalities by ward level. | June-2016 |
| 11. | Vulnerable groups | | |
| 11.1 | | Ensure the oral health needs of newly arrived children in the City are identified and met through collaborative working. | 2017 |
| 11.2 | | Ensure the oral health needs of gypsy/Roma children in the City are identified and met through collaborative working. | 2017 |
| 11.3 | | Ensure the oral health needs of looked after children in the City are identified and met through collaborative working. | 2017 |
| 11.4 | | Ensure the oral health needs of disabled children in the City are identified and met through collaborative working. | 2017 |

| | | | |
|------------|-------------------|---|-----------|
| 11.5 | | Ensure that a whole family approach to dental decay prevention is provided when one child has required a dental extraction under general anaesthesia. | 2017 |
| 11.6 | | Provide oral health training for foster carers and staff at children's homes. | Mar-2015 |
| 11.7 | | Work with communities to understand barriers to improving oral health for ethnic minority communities. | 2017 |
| 12. | Workforce | | |
| 12.1 | | Recruit oral health promoters to cascade oral health promotion by working through others. | Dec-2014 |
| 12.2 | | Establish community oral health champion programme and recruit community advocates. | Jan-2015 |
| 13. | Evaluation | | |
| 13.1 | | Commission evaluation of strategy. | Sept-2014 |
| 13.2 | | Establish evaluation sub-group of the Board. | Oct-2014 |