



Healthy Teeth, Happy Smiles!
Dental Practice Accreditation
Pilot Scheme

*Improving Oral Health for
Leicester*



Contents

Page

Foreword	3
Introduction	4
Ethos of HTHS! Dental Practice	4
Benefits of implementing HTHS!	4
Proposed HTHS! Pilot Dental Practice Accreditation Requirements	5
Associate membership	5
Full membership	5
Accreditation process	6
Communication with the dental profession	7
Community Based Public Health Contracts	7
The importance of a trained and informed team	8
Team leadership	8
Oral Health Champion	8
The role of the Oral Health Champion	8
The need for Oral Health Champions	8
Training of an Oral Health Champion	8
Joining the scheme	9
Assessment of achievement of HTHS! standards	9
Maintenance of HTHS! accreditation	9
Removal of HTHS! accreditation	9
Evaluation	9
Expression of interest application form for Associate Membership to the HTHS! Pilot Dental Practice Accreditation Scheme	10

FOREWORD

Welcome to the pilot Healthy Teeth, Happy Smiles! (HTHS!) Dental Practice Accreditation scheme. Following a call from the Chair of the Local Dental Network in 2014, it was very encouraging that many dentists expressed an interest in becoming Oral Health Champions across Leicester. This pilot scheme is an exciting and innovative approach that has been developed through engagement with the local dental profession and sets out to support and develop highly motivated dentists and their teams in becoming local champions for oral health.

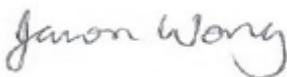
The Oral Health Promotion Partnership Board is committed to improving oral health and reducing oral health inequalities of Leicester residents. This pilot scheme will be administered by Leicester City Council with funding for the training elements for dental practices being supported by NHS Health Education East Midlands.

The scheme intends to provide the dental profession with the opportunity to establish NHS dental practices as not only places where good dental treatment and advice can be gained, but also the best place to go to for oral health promotion and prevention advice. In order to achieve that aim, it is proposed that HTHS! dental practices have a team that is pro-active in improving oral health as their core activity.

This pilot programme requires a change in ethos and effective leadership within the dental practice. There will need to be a commitment to staff training, development and capacity building of the whole dental team. It is the vision that the programme will be both personally and professionally rewarding for all members of the dental team whilst having a positive impact on the oral health for the people of Leicester.



Jasmine Murphy
Consultant in Public Health, Leicester City Council
Chair of the Oral Health Promotion Partnership Board



Jason Wong
Chair of NHS England Area Team Dental Local Professional Network
Vice-Chair of the Oral Health Promotion Partnership Board



Andrew Dickenson
Postgraduate Dental Dean, NHS Health Education East Midlands
Core member of the Oral Health Promotion Partnership Board

Introduction

The HTHS! pilot initiative has been developed to support local dental practices in improving oral health for their local population. Essentially, it is a quality assurance scheme designed to inspire the delivery of high standards of oral health promotion and prevention delivered by dedicated teams working in dental practices at the heart of each community. Dental teams will be able to offer not only a high quality dental service but will be publicly showing their commitment towards improving oral health.

The Scheme is not intended to impose new or heightened compliance requirements on dental practices. Accreditation is voluntary and dental practices are under no legal obligation to apply for accreditation but there may be many advantages. The scheme will include professional development and training programmes suitable for all members of the practice team. Fully accredited practices will display a quality mark of excellence demonstrating the provision of high standards of oral health promotion and prevention. This 'quality kitemark' can also be used by the local authority when commissioning community based dental public health services.

For the pilot, a focus shall be placed on dental practices that are not only motivated and committed to oral health improvement but also have most of the requirements already available. We will then work together in fine tuning them within the HTHS! framework to differentiate the oral health promotion delivery which aims to provide the optimum oral health benefits for the population that live and work in Leicester.

Ethos of a HTHS! Dental Practice

- Full commitment to delivering oral health promotion
- Proactive team supporting oral health improvement with patients and wider community
- Dedicated and designated Oral Health Champion within the practice
- Accessible, approachable, valued and trusted as providing a Child and Family Friendly preventive service
- Works closely with health and care providers, proactively and reactively

Benefits of implementing HTHS!

- Visible commitment to improving oral health: Easily identifiable by the public
- An Inspired Team: Participation develops knowledge, experience and confidence in all members of the team in the delivery of consistent and accurate advice on oral health
- Motivated patients: Maintains and improves relationships between patients and the dental practice through better communication and greater involvement
- Enhanced engagement and collaboration with other health and care professionals
- Raised awareness of the role of dental practices in supporting health and wellbeing for Leicester

HTHS! Pilot Dental Practice Accreditation Requirements

There are a number of requirements that a dental practice must meet in order to be awarded the HTHS! official kite mark. A HTHS! dental practice would be one where the ethos and approach have been transformed to be more proactive with a preventive and public health focus. Such a practice would invest in staff development which emphasises skill mix in the team. It is not proposed that the achievement of the HTHS! accreditation be defined by the delivery of units of dental activity but by the changes in staff attitudes and approach that encourage sharing of oral health promotion advice with all patients.

Evidence of compliance with the assessment standards will be collected and organised in a portfolio by the dental practice for local authority assessment. Once a dental practice has satisfied all the requirements for accreditation, they will be awarded their HTHS! Certificate and allowed to display the HTHS! logo (in their practice, on their practice website, NHS Choices website as well as Leicester City Council's website).

The accreditation consists of 2 stages:

Associate Membership

Practices to sign-up their commitment to becoming a HTHS! dental practice and will need to:

- identify a named, dedicated and designated member of staff who will lead on the practices' accreditation
- have an active email address which is regularly monitored
- audit their practice against the full membership requirements
- develop an action plan to achieve full membership

Full Membership

Practices to submit a portfolio for assessment covering the following:

1. The principal dentist or practice manager provides overall leadership to:
 - develop the workforce
 - engage with primary care and the community
2. The dental practice must have at least one member of staff who is a dental care professional identified as an Oral Health Champion who:
 - is a qualified oral health educator
 - is qualified in the application of fluoride varnish
 - has received the Royal Society of Public Health Level 2 award in Health Promotion (Oral Health)
 - has received training in communication and presentation skills
3. All team members must have received training on:
 - Delivering Better Oral Health
 - Smoke free and Smiling
 - Smile-On 'Prevention in Practice'
 - Prevention and management of the paediatric dental patient
 - Level 1 smoking cessation
 - Alcohol (Ask, Advise and Act)
 - Making Every Contact Count
 - Level 2 multiagency safeguarding
4. Regular staff meetings take place on oral health promotion.
5. There is at least one patient workshop on oral health promotion delivered annually.
6. Standard Operating Procedures in place at the practice on:

- Delivering Better Oral Health
 - Smoking
 - Alcohol
 - Oral Cancer
 - Social and Medical History taking
 - Signposting to relevant services and agencies
 - Safeguarding
7. Demonstration on how the practice is welcoming to children, families and mothers who breastfeed.
 8. Demonstration on the pro-active approach the practice has taken (within the practice) in the following campaigns:
 - National Smile Month
 - Mouth Cancer Awareness
 9. The waiting room/area is dedicated to oral health displays which are attractive, professional and regularly updated. Displays should be impactful to patients and raise interest.
 10. The practice:
 - actively seeks patient feedback
 - understands their local oral health and health outcomes data of their patient population
 - monitors compliance and delivery of Delivering Better Oral Health

Accreditation cost and support

There is an associate membership cost of £200.00/practice which would provide:

- A named, dedicated and designated oral health promoter who will work with the principal dentist/practice manager on the accreditation process
- Funding for one member of staff to receive Level 2 RSPH award in Health Promotion (Oral Health) as well as Communication and Presentation skills
- Training for all members of practice staff on:
 - Level 1 smoking cessation
 - Identification and Brief Advice on Alcohol
 - Smile-On 'Prevention in Practice'
 - Making Every Contact Count
 - Level 2 multiagency safeguarding
 - Prevention and management of the paediatric dental patient
- Regularly updated HTHS! oral health promotion resources
- Access to health and well-being data at community level
- Introductions, facilitation and relationship building between dental practices and their local community
- Assessment of achieving standards
- Award of certificates and logo

Dental practices are expected to gain their accreditation within one year of sign-up, after which if accreditation has not been awarded, they will need to sign-up again to the scheme

Pilot scheme

Due to the intensive level of support required, there will be a **limit of 6 dental practices** that will be accepted onto the accreditation scheme in the pilot phase.

Communication with the dental profession

- A regular newsletter/e-bulletin celebrating good practice
- Annual CPD HTHS! Showcase Event

Community Based Dental Public Health contracts

The local authority may decide to tender community based dental public health contracts and it may be a requirement that only accredited dental practices will be eligible to apply for such contracts, for example:

1. Being a distribution site for HTHS! toothbrush and toothpaste oral health resource packs.
 - Dental practices will receive a retainer fee for this service.
 - The HTHS! packs will be sold at cost price to any member of the public.
 - The HTHS! packs will be supplied free of charge to those with a valid HTHS! card which needs to be recorded as appropriate.
 - Monitoring forms need to be submitted electronically.
 - Dental practices will be in control of stock levels and will order stocks when required.
2. Delivering oral health promotion activities in the community.
 - Dental practices will be paid a set fee for delivering 2 oral health promotion activities in a year.
 - 1 must be in partnership with a charity, community organisation, voluntary sector organisation, Clinical Commissioning Group or health/care professional; and
 - 1 must be a special outreach event with an invited guest e.g. local GP, school teacher etc.
 - For these sessions, a short report and photographic evidence of activity along with evaluation/feedback must be submitted.
3. Training patients as oral health promotion champions.
 - Dental practices will be paid a set fee for training 2 patients as oral health promotion champions in a year.
 - A short report which includes follow-up and feedback is required.

The importance of a trained and informed team

HTHS! dental practices will have highly skilled and informed teams on oral health promotion.

Team leadership

Each accredited dental practice must have a person in a management role who has appropriate leadership in increasing the skills of their workforce. The individual identified as the team leader would be responsible for setting up a:

- record of supporting information within the practice e.g. diary or dedicated notebook or computer based log on how the dental practice team is supporting oral health promotion.
- plan of how staff training and development in this area is being supported.

Typical entries should include: Oral Health Champion support and development, how training is cascaded to staff and skill mix development.

Oral Health Champion

The lead manager of the dental practice should identify at least one suitably motivated and trained member of staff (a Dental Care Professional) who will actively promote oral health to patients as well as other members of staff.

The Role of the Oral Health Champion

Practice Managers will work with their Oral Health Champion to identify the activities which will best meet the needs of their patients and support services offered by the practice. To help with this, it is expected that an Oral Health Champion would be engaged in some or all of the following:

- Maintaining a supply of relevant and up to date oral health promotion literature, including stock levels of HTHS! leaflets.
- Co-ordinate the dental practice approach and delivery of campaigns including identifying which patients to target and how, ensuring that all adequate supplies of materials are obtained in advance.
- Train all dental staff to actively promote evidence-based oral health messages.
- Keep a written or electronic oral health promotion and staff training log detailing all dental practice oral health promotion campaigns including details of partner organisations and invited guests (where appropriate) and training provided or cascaded to the dental team.

The need for Oral Health Champions

Having a trained Oral Health Champion with a further nationally recognised qualification will provide increased confidence in delivering oral health promotion. Dental practice managers may decide (and are encouraged) to train more than one Oral Health Champion to ensure continuity of the provision of oral health promotion, particularly where part-time staff are employed. Oral Health Champions also provide an excellent opportunity not just to engage with patients, but to reach out to the communities and community organisations in the areas they serve.

Training of an Oral Health Champion

The qualification chosen by Public Health Leicester is the Royal Society for Public Health Level 2 Award in 'Health Promotion (Oral Health)'. Motivated staff may wish to complete further modules to complement this core requirement. Funding for this qualification will be provided for one member of staff per associate dental practice in the pilot. Assistance with networking opportunities to help trained and aspirant Oral Health Champions develop their skills and confidence will also be provided.

Joining the Scheme

- The Scheme will be voluntary and requires a **£200.00 associate membership fee**.
- In the pilot, **places are limited to 6 dental practices** in the first instance.
- Application to join the HTHS! pilot programme will be through an expression of interest to Public Health Leicester. All dental practices within Leicester City are eligible to apply to be part of the programme.
- Dental practices will be required to submit evidence for the accreditation scheme within 12 months of becoming an Associate Member.
- Full members will receive a certificate, plaque, recognition on NHS Choices and Leicester City Council's Healthy Teeth, Happy Smiles website (currently being developed).
- All HTHS! dental practices will be Mystery Shopped no more than once a year as part of monitoring.

Assessment of achievement of HTHS! standards

Assessment will be by submission of **Portfolio**, which demonstrates how the practice fulfils the requirements of the scheme.

Maintenance of HTHS! accreditation

The dental practice continues to comply with the all the requirements of the scheme on a rolling basis. If the Oral Health Champion leaves the dental practice within a year of being trained, the practice is expected to fund the training of a replacement within 6 months or they will lose their accreditation. All accredited practices are required to submit a log-book evidencing compliance annually along with a renewal fee of £50.00 to retain full membership to the scheme.

Removal of HTHS! accreditation

As the HTHS! awarding body, the Local Authority has the power to remove the HTHS! accreditation. This may take place, for example for:

- Failure to meet the HTHS! standards
- Failure to meet the GDC standards for dental professionals

Evaluation of HTHS! Pilot scheme

Leicester City Council has appointed University College London Consulting to undertake the evaluation of the pilot scheme.

**EXPRESSION OF INTEREST
APPLICATION FORM
ASSOCIATE MEMBERSHIP TO THE PILOT
HTHS! DENTAL PRACTICE ACCREDITATION SCHEME**

FORM 1 – DENTAL PRACTICE INFORMATION

Please provide as much information as you can on the form below. If necessary use additional pages.

Name of Dental Practice	
Practice Stamp/address	
Telephone No	
Fax No	
Email address	
No. of staff at practice	
Names of prospective Oral Health Champion How long has this member of staff been at the practice? Is this person a full-time member of staff?	
What NHS dental services are currently provided by the practice? Please indicate if you do not currently accept: Any new NHS patients Adults on the NHS Children on the NHS	
Please indicate if you have any previous experience of working	

with local communities in improving oral health				
Please describe a typical weeks' opening hours of the practice	Monday	:	to	:
	Tuesday	:	to	:
	Wednesday	:	to	:
	Thursday	:	to	:
	Friday	:	to	:
	Saturday	:	to	:

The prospective Oral Health Champion should complete the Application form below with a personal statement explaining why they would like to be part of the HTHS! pilot project and how they believe they can contribute to the improvement in oral health of their community through the pilot project.

Declaration

This declaration can only be completed by someone with the authority to do so. That person must be the Principal Dentist, or **someone with the capacity to act on their behalf**. For corporate organisations this may be the **Regional or Area Manager**. **Please note, only applications with the correct level of authorised signatory will be considered.**

I declare that the information contained on this application is correct (including the applications of the prospective Champion).

I would like my dental practice to be considered for the Healthy Teeth, Happy Smiles! pilot project. If my dental practice subsequently withdraws from the HTHS! pilot project, I understand that I will be liable for any training costs incurred.

Named Contact (Please Print)

Signed

Dated

Position

Contact Number

Email address

FORM 2 – ORAL HEALTH CHAMPION APPLICATION FORM

About the applicant

Name	
GDC No.	
Role	
How long have you been a member of the dental profession?	

Competencies of the applicant

Competency	Please tick	Competency	Please tick
Dental Nurse qualified		Oral health educator	
Dental Hygienist		Dental Therapist	
RSPH Level 2 qualification		Fluoride varnish application	
Please use the space below to list any other public health related qualifications or training courses undertaken:			
Course/Qualification:	Date	Outcome (qualification achieved, service provided etc.)	

Personal Statement – Prospective Oral Health Champion

Please include a brief statement about how you believe you can improve oral health of your community through the Healthy Teeth, Happy Smiles! pilot project and why you would like to become a Champion. Please also include any previous experience of working with local communities in improving oral health.

FORM 3 –PRINCIPAL DENTIST/PRACTICE MANAGER APPLICATION
FORM

Leader

Name	
GDC No.	
Role	
How long have you been a member of the dental profession?	
How many hours per week are you available at the practice?	

Personal Statement –Leader

Please include a brief statement about how you believe you can improve oral health of your community through the Healthy Teeth, Happy Smiles! pilot project and why you and your team would like to develop your practice to HTHS! status. Please also include any previous experience of working with local communities in improving oral health.

Please return forms to:

**Paul Akroyd,
Oral Health Project Manager,
Leicester City Council
Public Health
Floor 4, City Hall
115 Charles Street
Leicester
LE1 1FZ**

Preferably by Email: HealthyTeethHappySmiles@leicester.gov.uk

Initial applications must be received by 5pm Fri 6th March 2015

