



# Oral Health Awards

## for services

BECOME A CENTRE OF EXCELLENCE FOR  
ORAL HEALTH PROMOTION



### **Step 1: Register.**

Email: [catherine.wheatley@n-somerset.gov.uk](mailto:catherine.wheatley@n-somerset.gov.uk) to register your service for the scheme. Then flick through this handbook for ideas and all the proformas you'll need to gain your award.

### **Step 2: Plan.**

Go through the accreditation standards and choose the goals you want to achieve. Discuss this with the wider staff team, clients and families where possible. Talk it through with Better Health North Somerset (BHNS) to get input and support. Submit your plan to BHNS for approval.

### **Step 3: Act.**

Work through your plan, capturing stories, photos and evidence along the way.

### **Step 4: Share.**

Tell us and others what you've done using the proforma in the Accreditation Handbook or in a more creative way if you'd rather, just make sure you answer all the questions.



# Oral Health Awards for services

## Accreditation Handbook

To gain accreditation for integrating oral health promotion within your service provision, you must demonstrate meeting goals within each of the following standards:

Bronze Award	<b>One</b> goal in each standard
Silver Award	<b>Two</b> goals in each standard
Gold Award	<b>Three</b> goals in each standard
Platinum Award	<b>Three</b> goals in each standard as decided up and driven by clients

Health is created when people have control over the decisions that affect them and are equal partners in the schemes designed to support them. Therefore, for the top award client participation should be at its very best. However, any attempts to engage clients and/or their families with any level of this accreditation encourages autonomy and community action and will be commended by Better Health North Somerset.

Services					
Standard 1		Standard 2		Standard 3	
Educating		Integrating		Reinforcing	
	Oral health sessions		Staff training		Group Toothbrushing
	Oral health visitor		Smoking policy		Oral Health policy
	Family Engagement		Food and drink policy		Encourage dental care
	Display boards		Whole service change		Supply toothbrush packs
	Social media / leaflets		Opportunistic OH advice		Supporting self-care

This handbook attempts to give guidance for a broad spectrum of services; youth work providers, care homes, children's services, libraries and many more. How you interpret the standards and goals will be for you to decide in collaboration with Better Health North Somerset. The handbook provides some suggestions of what this might look like and the website has some useful links and downloads for you to explore. For any of the criteria listed below, Better Health North Somerset will be on hand to support and help you make it happen. Please contact our Oral Public Health Specialist for any guidance or information:  
Catherine.Wheatley@n-somerset.gov.uk



## Educating

### Oral Health Sessions

Get your clients interested in the causes of oral diseases and the science of taking care of teeth through one off sessions. They could be sessions that specifically focus on oral health and take a deep dive into the science of the processes, or the techniques of toothbrushing or, they could be a way in to exploring other topics. The sessions could be around personal hygiene and building a routine around self-care. Get in touch for support with weaving oral health into a session you are planning, or to plan an oral health specific session.

### Oral Health Visitor

Better Health North Somerset could help to arrange a visitor to come in and speak with clients in a fun, engaging and memorable way best suited for the users of your service. This could be arranged into any new or existing format as you see fit. Perhaps a standalone/one-off activity to which clients are invited; as part of a larger event or activity; as an information kiosk at a time when people are waiting around or transitioning from one place to another; or a visit to a group that regularly meets perhaps with another purpose (e.g. knitting!).

### Family Engagement

Invite the families of your clients in for a Health Promotion Event in which tips for taking care of teeth can be shared. This doesn't need to be restricted to oral health – why not cover physical activity, food and nutrition and mental health too? Perhaps your clients could deliver the lessons to those that attend, or alternatively you could invite professionals in from the local area to deliver it for you.

### Display boards

Noticeboards packed full of bites of information can grab attention and give clients, families and staff little take aways that will stay with them. Make an attention-grabbing display that people simply can't walk past without learning or being reminded of an important tip for taking care of their teeth. It could be about sugar, toothbrushing, smoking, mouth cancer checks... Just ask us for help with whatever you need.

### Social Media / Leaflets

Getting oral health messages to the families of clients can be one of the hardest things to achieve but get it right and it'll make all the difference. Think about how you can get key information about oral health into the hands, minds and hearts of those at home, to provide supportive environment for clients trying their best to improve their oral care. Various leaflets and social media posts are available for download and to order by post from the Department of Health and Social Care's (DHSC) Campaign Resource Centre.



## Integrating Staff Training

Better Health North Somerset provide training for the workforce to improve oral health promotion. This covers the basics of oral health and diseases, ideas for practice and behaviour change. This can be delivered for a whole staff team during a normal staff meeting or training session, or a few select staff at a convenient time. It will be adapted for the team / organisation / service specifications to include aspects relevant to them. eLearning, webinars and face-to-face training are available for different sectors. All training options are laid out on the Oral Health Awards section of the Better Health North Somerset website.

## Smoking Policy

Smoking impacts oral health in several negative and long-lasting ways. From staining tooth enamel to causing cancer, and many problems in between, promoting the stopping of smoking is a key step to promoting oral health. What adjustments could you make to your current policies, or what new policy could you introduce, that would support clients who want to stop, and make others think.

## Food and Drink Policy

Evaluate and improve the food and drink options available to clients throughout the day and year. This includes not only regular meals like lunch and puddings but also special occasions where treats are shared, such as birthdays or celebrations. Think about what people drink throughout the day and remember that milk and water are best for teeth, and tea if it doesn't have sugar added. Use the Food Policy Planner for guidance.

## Whole Service Change

Just because it is for the whole service it doesn't mean it has to be big. Little tweaks to the offer, routine, day or environment can have a big impact and sometimes last a lot longer than the big changes we try to introduce. Think about what little changes could be made around the place to promote healthier choices, toothbrushing, reducing sugar or visiting the dentist. You could think about where unhealthy food choices are inadvertently advertised to clients such as through vending machines or by staff eating in sight. Maybe you could ensure there is space and incentive for clients, particularly those with braces, to freshen up after eating?

## Opportunistic Oral Health Advice

This couples with staff training but can also be implemented if staff feel equipped to do so. Staff make the most of opportunities to drop in brief guidance around toothbrushing. This could be picking up on something seen or said informally (e.g. having sugar in tea or drinking cola everyday), or as part of a support (e.g. when discussing daily routines highlight the need to brush teeth for two minutes, twice a day).



## Reinforcing Group Toothbrushing

There are so many reasons that supervised toothbrushing might be so effective in reducing oral health inequalities: teaching the technique, providing opportunity to brush once a day, building a habit, providing social / peer support and encouragement from professionals. These reasons and probably more are identified as reasons that this intervention for just 2 or 3 critical years, keeps people brushing for a lifetime, protecting their teeth for years to come. Most of the evidence for the effectiveness of this is among 3–5-year-olds however, there is no reason why you shouldn't try this with different ages and demographics. Non-residential services remember, this does not substitute brushing at home but supplements it – even encourages it.

## Supporting Self-Care

The kind of service you run will determine what this looks like in practice. If oral health goals could form part of care or support plan, they could be discussed at regular support sessions, or checked in on regularly in as formal or informal way as is deemed appropriate. If you know of a few clients who struggle with their oral health routines, have had restorations fitted or teeth extracted recently, or are due to have some dental work done, perhaps you could instigate some kind of peer support by training one of the group in oral health promotion and sharing that with the group who share their barriers, difficulties and journey with each other. An example of this has been posted on the Oral Health Awards section of the Better Health North Somerset website.

## Oral Health Policy

An Oral Health Policy Example / Template is available which includes the promotion of dental care where appropriate, keeping sugar intake at school to a minimum, understanding the signs of dental neglect and knowing where to report this, and training staff in oral health promotion and promoting oral health through both one-off and whole school approaches.

## Encourage Dental Care

Consider what can be done to ensure that service engagement does not take precedence over dental care. You could: Foster relationships with local dentists and request to be told when they are taking on new patients, so that information can be passed onto clients; support eligible clients with referrals for the Primary Community Dental Service (details on the Oral Health Awards section of the Better Health North Somerset website); support low income clients with HC2 certificate applications for free dental care (among other entitlements); allow for missed appointments with your service in the case of attending a routine or urgent dental appointment.

## Supply Toothbrush Packs

Wholesale toothbrushes and toothpastes can reduce cost significantly making quality products affordable for those on the smallest budgets. Consider buying wholesale packs or items to hand out or sell at cost price / less to clients in your service. This ensures that clients have access to the resources they need to maintain a strong oral hygiene routine. Brush Bus and Sanderson AMS International can provide dental packs upon request and Dental Aesthetics sells toothbrushes in boxes of 32 or 100 in the wholesale section of their website.



# Plan

## Educating

Y/N	We will promote oral health through...
	Oral health sessions
	Oral health visitor
	Family Engagement
	Display boards
	Social media / leaflets

## Integrating

Y/N	We will promote oral health through...
	Staff training
	Smoking policy
	Food policy
	Whole service change
	Giving opportunistic oral health advice



## Reinforcing

Y/N	We will promote oral health through...
	Group Toothbrushing
	Oral Health policy
	Encourage dental care
	Supply toothbrush packs
	Supporting self-care

## Mobilising

Describe the extent to which students will be involved in the award process

Do you intend to apply for The Platinum Award?	Yes / No
How have you involved clients in the choosing of these goals and their associated actions?	
How are you involving clients in the planning of how these actions are implemented?	
How do plan to involve clients in the implementation of these actions?	
How will clients be involved in the sharing of the progress and reaching these goals?	



# Share

How did you find the Oral Health Awards process?	
Are you pleased with the goals that you chose and overall, how they panned out?	
What would you change / like to see changed if you were to do it again?	
How are you going to share what you've been doing with the wider community?	
<b>Educating</b>	
1	Goal: e.g. Oral Health Sessions
	What did you do to work towards this goal?
	Was this goal met?
2	Goal:
	What did you do to work towards this goal?
	Was this goal met?
3	Goal:
	What did you do to work towards this goal?
	Was this goal met?
Further comments and reflections	



Integrating	
1	Goal: e.g. Staff Training
	What did you do to work towards this goal?
	Was this goal met?
2	Goal:
	What did you do to work towards this goal?
	Was this goal met?
3	Goal:
	What did you do to work towards this goal?
	Was this goal met?
Further comments and reflections	



## Reinforcing

1	Goal: e.g. Group Toothbrushing
	What did you do to work towards this goal?
	Was this goal met?
2	Goal:
	What did you do to work towards this goal?
	Was this goal met?
3	Goal:
	What did you do to work towards this goal?
	Was this goal met?
Further comments and reflections	

## Mobilising

Please explain the ways in which you mobilised the clients of your service in carrying out these initiatives: