

PH607

To all Community Pharmacies in the Wessex area, Partner organisations and other interested parties

Dear Colleagues and Partners,

Children's Oral Health - Mandatory Health Promotion Campaign 13 May 2019 to 13 June 2019

Please share this briefing email and attachment(s) within your organisations

On Monday the 13th May 2019, NHS England will launch the Children's Oral Health Promotion Campaign, the second Mandatory Health Promotion campaign for 2019.

The Children's Oral Health campaign in community pharmacy will take place from 13 May 2019 to the 13 June 2019, to coincide with and complement National Smile Month. The pharmacy campaign is aimed at children under the age of 5 years, their families and carers.

Please find attached a letter containing information and advice on the delivery of the campaign, an infographic on the Top 3 tips for preventing tooth decay, and Public Health England's (PHE) - A quick Guide to a healthy mouth in children, to remind you of key advice for parents and carers (pharmacy staff who have completed the CPPE children's oral health training should already be familiar with this information).

We have worked with the Office of the Chief Dental Officer, England (OCDO), who have secured the support of Colgate as commercial partners. Resources to support this campaign will be distributed to all pharmacies by Colgate during week Commencing 29 April 2019.

As you know NHS England usually uses materials from PHE and it is unusual to utilise commercially sponsored material for public health campaigns, but there are specific reasons why we have chosen to do so for the upcoming oral health campaign. We are however aware that some contractors may not be comfortable with this position.

With this in mind we have agreed the following with PSNC:

- Colgate branded materials are distributed to pharmacies but their use is at the discretion of the pharmacy contractor.
- If the pharmacy contractor decides not to use the branded materials, they must still participate in the campaign by providing verbal advice to parents during the campaign period, based on the guidance in PHE's A quick guide to a healthy mouth in children and the CPPE children's oral health training undertaken by many pharmacy staff.
- As an alternative to the Colgate branded materials they could display the Top 3 tips for preventing tooth decay infographic attached to this email.

Materials - from 29 April to 5 May 2019, Colgate-Palmolive, our commercial partners, will deliver:

- One A3 "Monster teeth" poster, which can be displayed in the public area of the pharmacy for the duration of the campaign
- A range of supporting materials, such as leaflets and brushing charts, which pharmacies may wish to share with patients.

If you are concerned that you have not received campaign materials from Colgate by 7 May 2019 please contact england.communitypharmacy@nhs.net

For the campaign the key messages are around:

- Limiting sugar intake
- Commencing tooth brushing as soon as the first tooth erupts, using a small amount of fluoride toothpaste
- Attending the dentist regularly, ideally starting before the child's first birthday.

In areas where it may be difficult to secure an appointment with a dentist, the OCDO has worked with Local Dental Networks (LDNs) to share information with pharmacy LPNs on how best to secure an appointment. In many cases, LPNs have been supplied with lists of local dental practices welcoming new child patients during the campaign. However, in some areas where this has not been possible, pharmacies may need to direct patients to use existing local dental access helplines (where these exist), the NHS website (formerly NHS Choices), the NHS contact centre, or Local Healthwatch (more information on these routes can be found in the attached letter to pharmacies).

Information can also be seen on the PSNC Website at - <https://psnc.org.uk/our-news/childrens-oral-health-campaign-contractual-requirement/>

Evaluation

Evaluation of this campaign locally will be confirmed in a future communication and we anticipate this being the same format as previous campaigns and being submitted via PharmOutcomes. In the meantime, we attach a monitoring sheet for you to record your interactions.

Thank you for your support promoting this important campaign message for Children's oral Health, your co-operation is appreciated.

Kind regards

Tim Perriment

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Attachments:

- [Information and advice on the delivery of the campaign letter](#)
- [Infographic on the Top 3 tips for preventing tooth decay](#)
- [Public Health England's \(PHE\) - A quick Guide to a healthy mouth in children](#)