



# Better oral health for all

OUR STRATEGY TO 2024



**Oral Health  
Foundation**

Better oral health for all



# WE ARE THE ORAL HEALTH FOUNDATION

Everybody deserves to have good oral health.

Our mission is to support healthier lives 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.

# CHALLENGES

Millions of people every year are affected by oral health problems. Oral diseases can leave people in extreme pain and affect their quality of life. Sadly, oral diseases may also be life-threatening.

### We campaign because:

- Half the globe's adult population have tooth decay. It is the most common chronic disease in the world.
- 500 million children have decay in their baby teeth. Many of these cannot be treated and they must be extracted, often under general anaesthetic.
- During the last year, around half a million people have been given the news they have mouth cancer. It is one of the fastest-increasing cancers and survival rates have barely improved since the 1970's.
- Gum disease remains one of the most prevalent health conditions across the world. It is the main cause of tooth loss and is linked to wider problems such as heart disease, strokes and diabetes.
- Around one in six suffer from dental anxiety. For many, this prevents them from seeking the help they need to rid themselves of chronic mouth and facial pain.



By tackling inequalities and reducing oral disease, we can help change people's lives for the better.

To do this, we have taken the responsibility for providing oral health education, campaigning for preventative action and investing in support services, for those in need.

# OUR VALUES

As part of this strategy, we have pledged to uphold a series of core values.

These values will help support our vision, shape our culture and reflect who we are.

Removing all dental disease might be our dream but reducing it must be a reality. Our values will help us in achieving our goals and will be a part of everything that we do.

## 1 AMBITION & PROGRESSION

We will be driven, evolve as an organisation and will never settle for anything other than our vision for a world where everybody has a healthy mouth.

## 2 EFFICIENCY & EFFECTIVENESS

From our day-to-day work, to our national campaigns, everything we do will be productive, cost effective and have a positive impact.

## 3 ACCOUNTABILITY & RESPONSIBILITY

We will recognise and act on all social, economic and environmental challenges because this is the right thing to do.

## 4 INCLUSIVITY & TOGETHERNESS

Whether work on our own, or partner with others, all our campaigns, resources and expertise will be available to all.

## 5 TRUST & COMPASSION

Everybody's opinion, values and needs will be respected while our support and guidance shall remain impartial and fair.



## HOW WE WILL ACHIEVE

# OUR VISION

When our charity was formed, almost 50 years ago, more than one in three adults in the UK had none of their natural teeth. In those days, it was quite common to receive a full set of dentures for your 21st birthday – something which, by today’s standards, would be a horrifying thought.

Over the last five decades, we have worked to reduce the number of people suffering from pain



**NIGEL CARTER OBE**  
ORAL HEALTH FOUNDATION, CHIEF EXECUTIVE

and distress because of their mouth. There's no doubt that standards of oral health have improved during this time, and we're proud to have contributed towards a healthier society.

Our latest strategy will see us be even more determined to champion good oral health in a bid to create a better future for everyone.

Despite many positive changes to the landscape of oral health, there is still more work to be done. Twice daily brushing with a fluoride toothpaste, low sugar diets and regular dental visits remain key messages. The rise of mouth cancer, along with driving high uptake of a gender-neutral vaccination for the human papillomavirus (HPV), are fundamental areas that we need to address. These are coupled with our ongoing work regarding the prevention of dental caries and our role promoting fluoride. We also continue to see an unacceptable and heart-breaking number of children having teeth taken out, often before they start school.

During this strategic period, we are determined to play a leading role in inspiring public health bodies to prioritise oral health. As part of this, we want to help councils and oral health promotion teams meet the varying oral health needs of their local communities.

### **By 2024, we will:**

- Work towards decreasing the prevalence of oral disease across communities.
- Increase the number of people accessing our help and information services.
- Diversify our range of products and resources to reach more communities.
- Successfully campaign for policies which help people achieve healthier lives.
- Maintain a clean bill of health and compliance with our regulatory body.
- Generate new and nurture existing income streams that enable us to deliver our charitable objectives.

With this strategy, we hope to improve the health and wellbeing of the population. There's still so much we can do, especially for the most vulnerable people in disadvantaged communities – of which far too many still exist – both in the UK and around the world. By helping these groups, we will take a significant step in realising our vision of a world where everybody has a healthy mouth.

OUR STRATEGY FOR

# HEALTHIER COMMUNITIES

Everybody's oral health matters to us.

Our work aims to raise awareness and improve education about how to achieve good oral health. Supporting those individuals and groups who are most in-need, our campaigns will change people's lives for the better.

By targeting and fighting dental diseases, inequalities in oral health can be reduced. This will lead to a better quality of life for all those living with and suffering from oral health problems.

Our approach is to create programmes that will tackle the issues which directly affect the health of the mouth.



Our campaigns will help everybody to achieve better oral health. We will also create programmes aimed at families, the elderly, those with additional needs, the homeless, children, and people on low incomes.

Before 2024, we pledge to organise new oral health campaigns on topics including sugar, dementia, alcohol, smoking and drug awareness. We will also continue to communicate positive oral health messages through National Smile Month, as well as vital mouth cancer awareness with Mouth Cancer Action Month.



**“ORAL HEALTH INEQUALITIES CONTINUE TO IMPACT THE MOST VULNERABLE MEMBERS OF OUR SOCIETY. THE ORAL HEALTH FOUNDATION LEADS THE WAY IN CAMPAIGNING FOR BETTER ORAL HEALTH.”**

**PROFESSOR ELIZABETH KAY  
ORAL HEALTH FOUNDATION PRESIDENT**

## OUR PRIORITIES

- Make sure young people are given the very best start in life by providing them with the means to have a healthy mouth.
- Help the most vulnerable members of society by running oral health campaigns.
- Reduce the amount and frequency of sugar in diets.

## OUR AMBITION

Help create a healthier population by reducing the prevalence of oral diseases across all communities.



## OUR STRATEGY FOR

# SUPPORT & ADVICE

We believe that people deserve access to free, practical and emotional support for their oral health problems.

It is important that everybody feels informed, empowered and reassured about the health of their mouth and overall wellbeing. That's why we are committed to providing a place where everybody can find expert advice in a friendly and comfortable atmosphere.

Many people who need help are often anxious, confused and not sure where to turn. We will support these people compassionately and help them find a practical solution to their situation.

To do all this, we are committed to a multi-platform dental advice service. This means that all our information will be available by telephone, on email, in print and via digital. We will also make sure that our advice is given by dental professionals, who have the knowledge to help a diverse range of people with wide-ranging needs.

Volunteers and ambassadors will also be at the centre of our support services. This will make sure we can provide advice to anybody who needs it. Anybody who reaches out to us can be reassured that our experts have no agenda and will be completely impartial.

As part of this, we will continue to provide consumer advice, for both products and services. Whenever somebody reaches out to us, their best interest will be at the heart of our advice.



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**“ORAL DISEASES OFTEN LEAD TO FEELINGS OF ANXIETY AND HELPLESSNESS. EVERY YEAR, THE ORAL HEALTH FOUNDATION COMPASSIONATELY SUPPORTS THOUSANDS OF PEOPLE, LEAVING THEM MORE INFORMED AND REASSURED.”**

**DR BEN ATKINS, ORAL HEALTH FOUNDATION PRESIDENT-ELECT**



## OUR PRIORITIES

- Make sure our support services are impartial, trusted and freely accessible for everybody who needs them.
- Meet the demands and health needs of an increasingly aging and diverse population.
- Embrace technological opportunities so that people can access oral health information across multiple platforms all over the world.

## OUR AMBITION

Reach millions of people by giving them access to information, support and advice about their oral health.

# OUR STRATEGY FOR EDUCATION

Everyone has the right to access high-quality oral health information from a range of organisations.

That's why we are dedicated to creating resources for dental practices, hospital and pharmacies. It is also important for us to provide tools and information for schools, workplaces and other community groups.

We want health providers, professionals and public bodies to be able to share content that

communicates, educates and motivates people about the health of their mouth.

For this to happen, we are passionate about developing a fully-diverse range of materials that are relevant to a variety of audiences.

All organisations should be armed with the right tools to educate their patients, public and staff about oral health. To help achieve this, we will produce a range of both physical and digital resources.



Learning about oral health from a trusted source, and in an engaging manner, can make people more aware about the importance of a healthy mouth. One of the most influential

ways we can do this is through the media. Our team will work closely with news agencies to make sure their messages are responsible and reliable.

***“AT ITS CORE, THE ORAL HEALTH FOUNDATION WORKS TO CHAMPION GOOD ORAL HEALTH. BY RAISING AWARENESS, PROMOTING EDUCATION AND EMPOWERING PEOPLE TO MAKE HEALTHIER CHOICES.”***

**TRACY POSNER  
POSITIVE COMMUNICATIONS MANAGING DIRECTOR  
ORAL HEALTH FOUNDATION TRUSTEE**



## OUR PRIORITIES

- Meet the needs of organisations by creating products and programmes so they can deliver trusted educational messages and training for better oral health across communities.
- Produce and publish resources across multiple languages.
- Inspire health providers, professionals and other public bodies to prioritise oral health within their communities by delivering campaigns and initiatives.

## OUR AMBITION

Make a positive difference for more groups by creating a diverse range of products and resources.



## OUR STRATEGY FOR POLICY & INFLUENCE

Legislation and regulation have a profound effect on public health.

To create a healthier future for the general public, we will champion initiatives and actions with policy makers, to raise their awareness of changes required to bring about significant improvements to oral health.

To do this most effectively, we are determined to form partnerships with like-minded professionals and organisations. Influencing matters of policy will be at the cornerstone of our charity's work.

By using the latest and strongest scientific research, alongside a sustained and targeted approach, our campaigning can force policy-makers to act. We will help protect the public by making sure the advice, information and claims made by other organisations, manufactures and public bodies are reliable and backed up with scientific evidence. The impact of sugar, alcohol, smoking and HPV are just a few of the many issues we feel a responsibility to tackle.



Press and media have an important role in raising important issues and highlighting failures with the current system. By building relationships with journalists we can communicate the need for new policy on a wide scale and put more pressure on those making decisions.

**“THE ORAL HEALTH FOUNDATION PROUDLY WORKS ALONGSIDE OTHERS WHO ARE PASSIONATE ABOUT DELIVERING BETTER ORAL HEALTH. BY CAMPAIGNING TOGETHER ON POLICY AND LEGISLATION, WE CAN CHANGE THINGS FOR THE BETTER.”**

**STEVE HARDIMAN**  
MANAGING DIRECTOR, PURPLE MEDIA SOLUTIONS  
ORAL HEALTH FOUNDATION TRUSTEE



## OUR PRIORITIES

- Make an impact on the health of future generations by influencing public health policy.
- Reduce health inequalities by working together and supporting other organisations in their campaign work.
- Build relationships with journalists and make oral health a priority in the media agenda.

## OUR AMBITION

Successfully campaign for policies which help people achieve healthier lives.

# OUR STRATEGY FOR EXCELLENCE

We pledge to run our organisation with excellence while being adaptable to changes and challenging environments.

To continue to survive as a charity and help people with their oral health problems, it is important we work efficiently and cost-effectively. This will make sure our campaigns maximise their potential and have a truly worthy impact. We will also be entirely ethical and transparent about how we invest our money.



For the wider health of the public, our charity feels a responsibility to seek environmentally-friendly solutions. We will be focussed on develop policies to make sure this happens.

Our staff and volunteers are the driving force of what we do and the impact of our work. Because of this, we are determined to recognise and support all their needs. By treating our people with fairness and compassion, as well as offering them opportunities to develop, we can create a happy workforce that operates as an effective team.

Our focus isn't just on striving excellence for ourselves. We will work with partners, manufacturers and health providers, to make sure the public are receiving trusted and compliant information, materials and products.

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*“The Oral Health Foundation strive to be the best they can be, so their programmes and campaigns can have a greater impact on people’s lives.”*

Mhari Coxon

Global Marketing Manager at GlaxoSmithKline  
Oral Health Foundation Trustee

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## OUR PRIORITIES

- Build trust and grow our reputation for delivering valuable programmes that make a real difference to people’s lives.
- Support and develop a flexible workforce so that we can anticipate and respond to ongoing changes and demands for our services.
- Protect the public by making sure oral health products do what they claim to do.

## OUR AMBITION

Maintain a clean bill of health and compliance with regulatory bodies.



# OUR STRATEGY FOR INCOME

Our campaigns, programmes and charitable work are not possible without the generous financial support of others.

These people and organisations make a huge difference in our fight to eliminate dental disease. So much good work has already taken place, but there is so much more that can be done. There is more to achieve.

Over the next four years, we plan to create more opportunities for supporters to help us financially. In return, we will invest our resources in to helping people achieve good oral health.

Whether it is an individual fundraiser or a corporate sponsor, their actions go far beyond providing us with an income. They are also powerful vehicles to communicate oral health messages to wider audiences.

The more people we can attract who share our vision, the more likely we are to create a better future for those suffering from oral disease. This is our goal for 2024.



We want to build long-lasting relationships with all those who wish to support us. More importantly, we want to be able to show these groups what we have done with their money and the difference it has made in creating a healthier society.



***“THE MORE MONEY WE CAN RAISE, THE MORE WE CAN DO TO HELP PEOPLE TO ACHIEVE BETTER ORAL HEALTH. BY FUNDRAISING ON OUR BEHALF, YOU CAN SUPPORT OUR VISION OF LIVING IN A WORLD WHERE EVERYONE HAS A HEALTHY MOUTH.”***

**JANET GOODWIN  
BUSINESS CONSULTANT  
ORAL HEALTH FOUNDATION TRUSTEE**

## **OUR PRIORITIES**

- Reach more communities with oral health education by building corporate sponsorships.
- Gain financial support from a wider range of like-minded organisations who share our vision of a healthier population.
- Inspire more volunteers to fundraise on our behalf.

## **OUR AMBITION**

Generate new and nurture existing income streams that enable us to deliver our charitable objectives.

## HOW YOU CAN

# HELP US

At the Oral Health Foundation, we believe everybody has the right to good oral healthcare and be provided with the basic education and support to achieve this.

As an entirely self-funded charity, we rely on your generous support to continue our important mission of bringing better oral health for all.

Here are just seven ways you can support the Oral Health Foundation....

### DONATE

We rely on your generous support to achieve our mission of improving oral health.

### FUNDRAISE

Fundraise on our behalf you can raise money and increase awareness.

### SPONSOR

Help fund white papers, provide us with educational grants and become a sponsor for our campaigns.

### ACCREDIT

Put your product through our Accreditation programme and give consumers added confidence in what they buy.

### SUPPORT

Join us as a supporter and allow us to keep you up to date with all our activities.

### INVEST

Purchase our oral health resources to promote oral health in your community.

### SHARE

Spread our positive oral health messages to friends, family and colleagues.

**MAKE A DONATION NOW BY VISITING  
[WWW.DENTALHEALTH.ORG/DONATE](http://WWW.DENTALHEALTH.ORG/DONATE)**



For almost 50 years, we have worked with people to improve their oral health.

Poor oral health can have a harmful and devastating effect on a person's life – both for their physical health and mental wellbeing. We are determined to help more people achieve good oral health and have a better quality of life.

Sadly, oral disease remains common, across the life course. We have a real challenge to reduce the harm caused by poor oral health and a responsibility to create a healthier future for everybody.

Help us achieve better oral health.

[WWW.DENTALHEALTH.ORG](http://WWW.DENTALHEALTH.ORG)