



# WORD OF MOUTH

MAGAZINE



**Oral Health  
Foundation**  
Better oral health for all

ISSUE 90 | APRIL 2020 In this issue, we give some information on how you can get involved with the upcoming National Smile Month 2020 campaign which kicks off on 18 May.

## Editor's Welcome

Hello and welcome to a brand-new issue of Word of Mouth – the Oral Health Foundation's digital magazine.

I hope you are reading this in good health and that all your loved ones are well.

We are approaching the start of National Smile Month 2020 and we would love you to join us as we look to champion great oral health.

Through our campaign we hope to help people access a better quality of life all by making a few simple changes to your daily lifestyle.

Maintaining a solid daily oral hygiene routine that involves twice daily brushing with a fluoride toothpaste. Incorporating interdental cleaning and mouthwash in your daily care. Keeping an eye on our sugar consumption.

All the above are vital to achieving great oral health and better overall wellbeing.

Let's unite during National Smile Month and make a big difference to our communities.

In this issue you will find plenty of information on how you can get involved with National Smile Month 2020.

Please enjoy this edition of Word of Mouth and thank you once again for your fantastic support.



David Arnold  
Editor, Word of Mouth



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# Continue doing what you love: we're here to help you

From everyone at the Oral Health Foundation, we hope that you are healthy and keeping well during these exceptionally tough times.

The coronavirus pandemic has had a significant impact on the way we live our lives, personally and professionally.

For our charity, it has changed the way that we are able reach communities, especially those who are isolated and vulnerable. We remain passionate and committed to helping support people across the UK to achieve a good standard of oral health.

That is why we are proud to announce that this year's National Smile Month (18 May – 18 June) will be going ahead.

Whether you have been redeployed, on furlough, or working from home, you can still make a big difference by doing what you love. You can play a key part in the campaign's success.

It is important that we continue delivering information and advice for people and families to have a healthy mouth, in a safe and responsible way. So, for the first time, National Smile Month will be an entirely digital campaign.

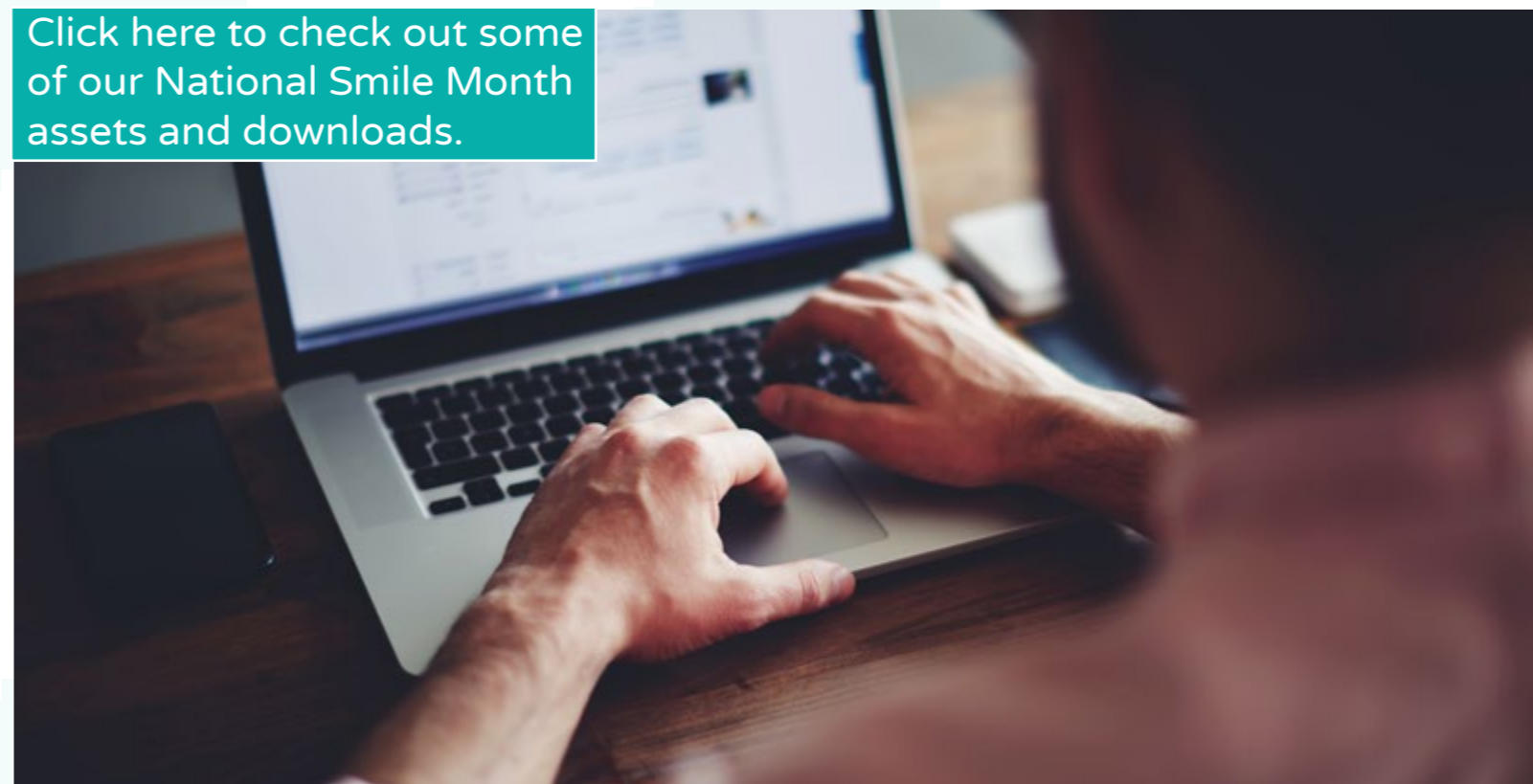
There has arguably never been a better time for a positive campaign that encourages fun educational activities and promotes the value of a healthy smile. These principles have always been at the heart of National Smile Month, this will never change.

But we cannot do it without you.

Over the coming weeks, we'll be in touch with some fantastic digital resources. These will help you share oral health messages with your local community, from a safe distance and engage them on the benefits of a healthy mouth.



[Click here to check out some of our National Smile Month assets and downloads.](#)





# Pandemic sparks rise in calls to leading charity helpline

The Oral Health Foundation's Dental Helpline is experiencing a surge in calls, likely due to the ongoing coronavirus pandemic.

All dental practices have been required to stop treating patients.

This has left many people without guidance, advice and reassurance on a number of oral health issues.

The Oral Health Foundation, through its long-running expert helpline, hopes to fill the void and ease the burden on the NHS's 111 service.

Dr Nigel Carter OBE, Chief Executive of the Oral Health Foundation, says: "Coronavirus is the most devastating pandemic of the generation and is having a drastic impact on how we all live our lives.

"Maintaining safety and good health should be top of everyone's agenda.

"Knowing how to ensure everyone in your

household can keep great oral hygiene is a vital in this respect.

"We hope the Dental Helpline will continue to be an invaluable resource for those looking to seek advice, help and reassurance about their oral health and wellbeing.

"If you have a question, query or concern about your oral health, please use our Dental Helpline and reduce the burden on an NHS 111 service which is already under immense pressure."

The Dental Helpline is staffed by fully trained oral health experts and dental nurses.

Through this charitable service, you can access free and impartial advice on a range of topics including oral hygiene, diet, dental care for children and much more.

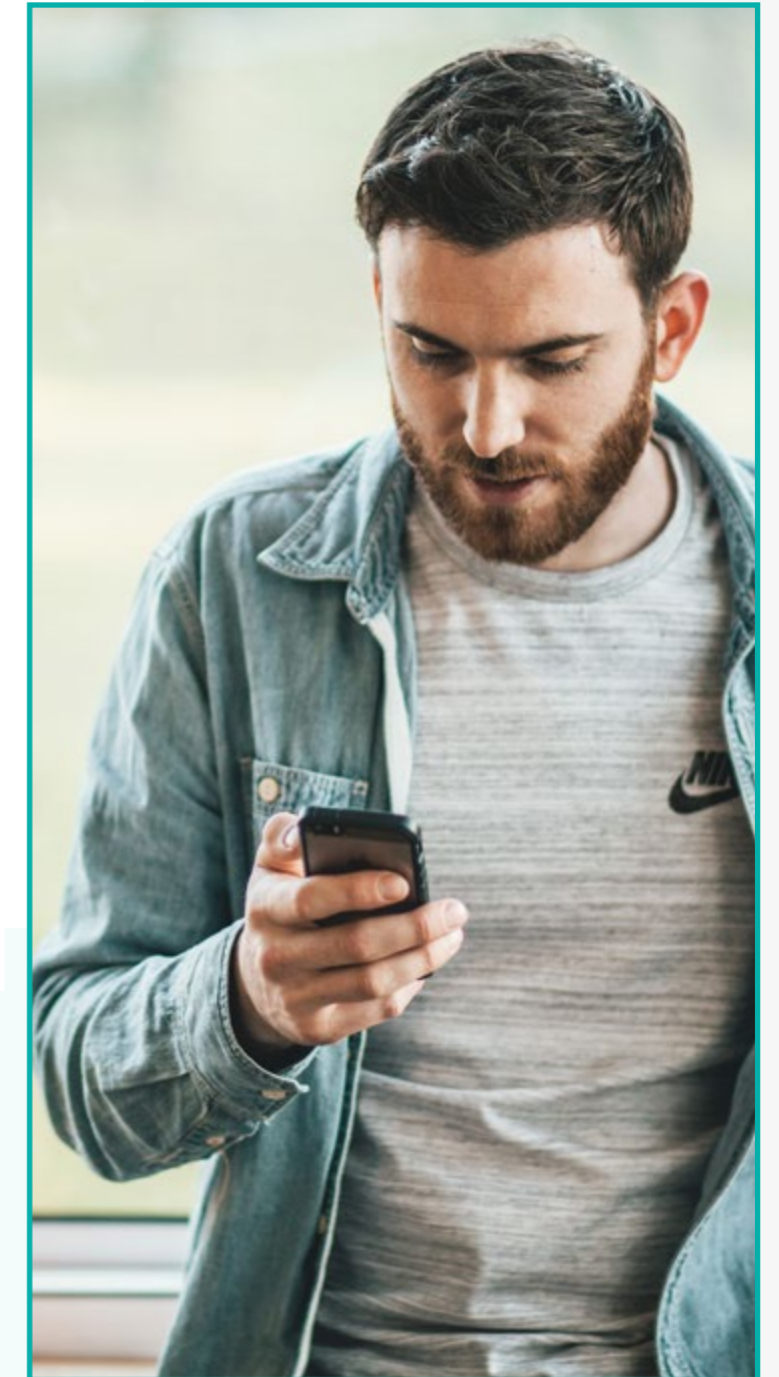
## Contacting the Dental Helpline and getting the advice you need

There are different ways you can contact the Oral Health Foundation's Dental Helpline.

- Call the Helpline: You can gain free advice from the Dental Helpline by calling 01788 539 780. Our qualified and trained dental professionals will be on hand to answer your calls between 9:00am and 5:00pm, Monday to Friday.
- Email the Helpline: You can also gain free advice by emailing [helpline@dentalhealth.org](mailto:helpline@dentalhealth.org).
- Follow the Helpline: You can follow the Dental Helpline on [Twitter](#) and like our page on [Facebook](#). Through both of these platforms you can contact our free service and get the assistance you need to help you achieve better oral health.

No matter how you choose to get in touch with us, we will endeavour to get to your query, address your concerns and put your mind at ease as quickly as possible.

For more information on how to maintain great oral health and hygiene throughout this pandemic, please [click here](#).







# Getting involved with National Smile Month

This year, National Smile Month has gone fully digital.

There may have been ways that you've got involved with the campaign before that you are currently not able to do due to social distancing measures.

However, fear not! There are still plenty of ways to get involved with National Smile Month this year and help us in our mission to spread the word about the importance of a healthy smile.

Here are just a handful of activity ideas to get you, and others, into the #SmileMonth spirit:

## The great Smile Month sing-along!

Do you love to sing? Whether it's in the shower, whilst you're washing up or when you're driving, we've got a great challenge for you!

For National Smile Month 2020 we want as many of you as possible to have a Smile Month Sing-along. For the Sing-along we simply ask that you get the family together and sing a song that puts a smile on your face. The song could have 'smile' in the title or it could be a song that you can't help but smile when you hear.

Once you've decided on a song, set up your makeshift studio in the lounge and record you and the family singing it together. Then, upload the video to social media with the hashtag #SingingforSmileMonth and challenge another family to give it a go!







If you fancy some song suggestions check out these smiley songs that are guaranteed to put a smile on someone's face:

- Make Me Smile (Come up and See Me) – Steve Harley & Cockney Rebel
- Smile - McFly
- Smiley faces – Gnarl Barkley

Want to know more? Check out our [National Smile Month website](#).

## Conduct a smile workshop at home with Dental Buddy

Are you currently home-schooling children aged 0 – 11 years old? Would you like some fun activities to fill up some time in the school day? If so, look no further than our Dental Buddy programme!

Dental Buddy is perfect for delivering an oral health workshop all from the comfort of your own home. The free and downloadable resources are available online and are split by age group.

Each pack comes with a lesson plan, worksheet and interactive presentation and covers the importance of a healthy mouth. The materials are designed to be fun and engaging including the use of charts, quizzes and

even experiments!

Want to know more? Check out our [National Smile Month website](#).

## Write a smiley sonnet for Smile Month

National Smile Month 2020 is offering you a great opportunity to get creative. At the very heart of the campaign is a smile and what better way to express how fantastic a healthy smile is than through a poem!

We're asking you to whip out your biros and pen a poem – the only thing we ask is that the poem be about smiling.

What to do once you've written your poem:

- Post it to social media and spread some smiles. You can also challenge some of your friends to take on the challenge too.
- Make sure to use the hashtag for the campaign #SmileMonth with your post. We'll be looking out and sharing/retweeting any that catch our eye!

Want to know more? Check out our [National Smile Month website](#).

## Show us your sugar swap

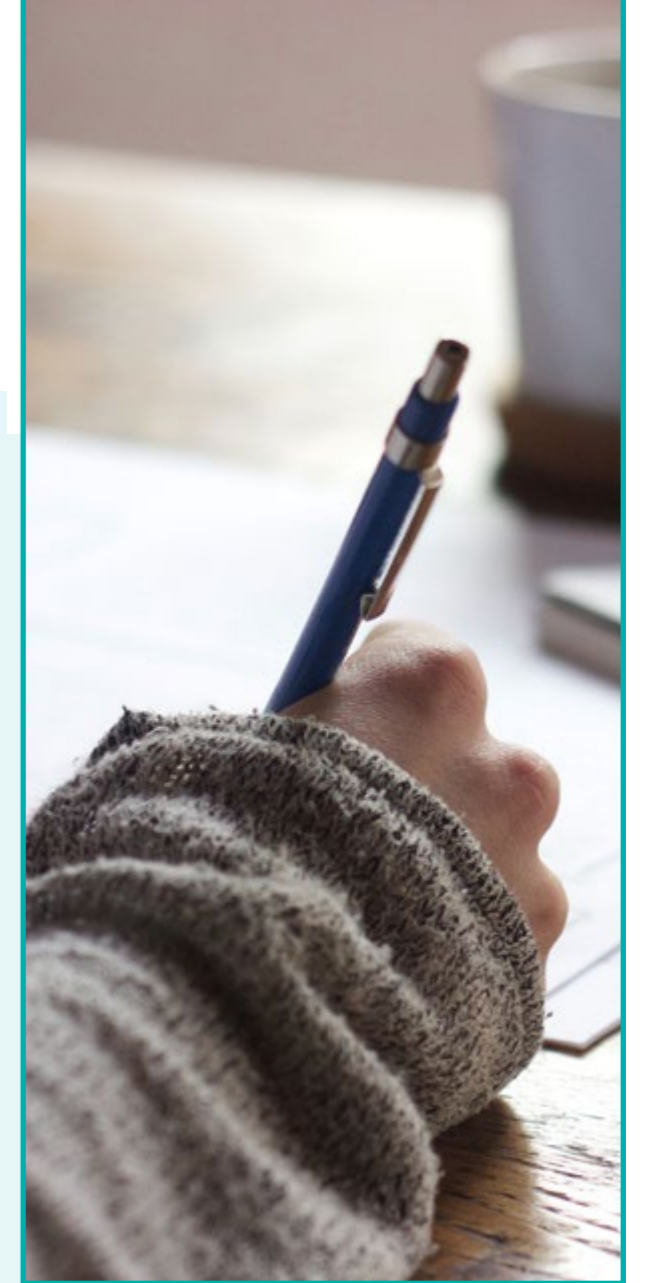
I'm sure you've heard about the importance of brushing your teeth when it comes to good oral health but what about diet? A tooth-friendly diet is another key part of maintaining a healthy smile. Whilst you might not think you consume a lot of sugar it is astonishing how many of our foods and drinks are packed with the stuff.

We are challenging you to take on the #sugarswapchallenge. The challenge is simple, make a sugar swap and post it to social media with the hashtags #sugarswapchallenge and the official campaign hashtag #SmileMonth.

Want to know more? Check out our [National Smile Month website](#).

## Share the secrets to a healthy smile

There are no secrets to a healthy smile but they as may well be if people don't know the simple but effective steps needed to maintain a healthy smile. We would really your help in spreading the word







about the importance of a healthy smile and how to maintain one!

With your help we can greatly improve the state of oral health in this country. Currently, around one-in-four (23%) of 5-year-olds in 2019 have had dental decay. Extractions for tooth decay remain the number one reason for hospital admissions for 5 to 9 year-olds.

By helping share the messages of National Smile Month you can help put a healthy smile back on the faces people up and down the country. It is through education and raising awareness of good oral health that we can really make a difference.

So, there you have it, some smile-tastic ideas for how you can get involved with National Smile Month this year! Of course, there are others ways that aren't listed on this page, you might have creative ideas of your own for getting involved. Either way, if you are planning on doing something to celebrate #SmileMonth we'd love to hear from you!

Please do get in touch by emailing us at [pr@dentalhealth.org](mailto:pr@dentalhealth.org) or by calling 01788 546365 and ask to speak to a member of the PR team.



**Brush your teeth  
twice a day with a  
fluoride toothpaste**

**Have less sugary  
foods and drinks**

**Visit a dentist regularly**



[www.smilemonth.org](http://www.smilemonth.org)

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# Dental Buddy can bring oral health education into your household



You're never too young to learn about your oral health.

Right now, due to the coronavirus pandemic, parents are facing the prospect of keeping children entertained at home and making sure they are still learning vital lessons.

How to develop and maintain great oral health is a life-lesson that can improve a person's quality of life and provide benefits that go far beyond a healthy smile.

You can make the most of this troubling and uncertain period by helping your children learn some valuable lessons on how they can make sure their smiles last a lifetime.

This is where Dental Buddy can help.

Our Dental Buddy programme can provide you with a range of engaging and interesting resources that can help children of all ages learn how to look after their teeth and gums.

The resources of Dental Buddy are split into three different groups:

- Early Year's Education (for children aged 0 – 5)
- Key Stage One (for children aged years 5 – 7)

- Key Stage Two (for children aged 7 – 11)

For each age group, there are presentations, plans for lessons and worksheets that can all help you educate your children on oral health.

The resources are optimised for use in schools but there is no reason why they can't be put to use at home.

The key lessons all children can learn from the Dental Buddy programme are simple but very effective:

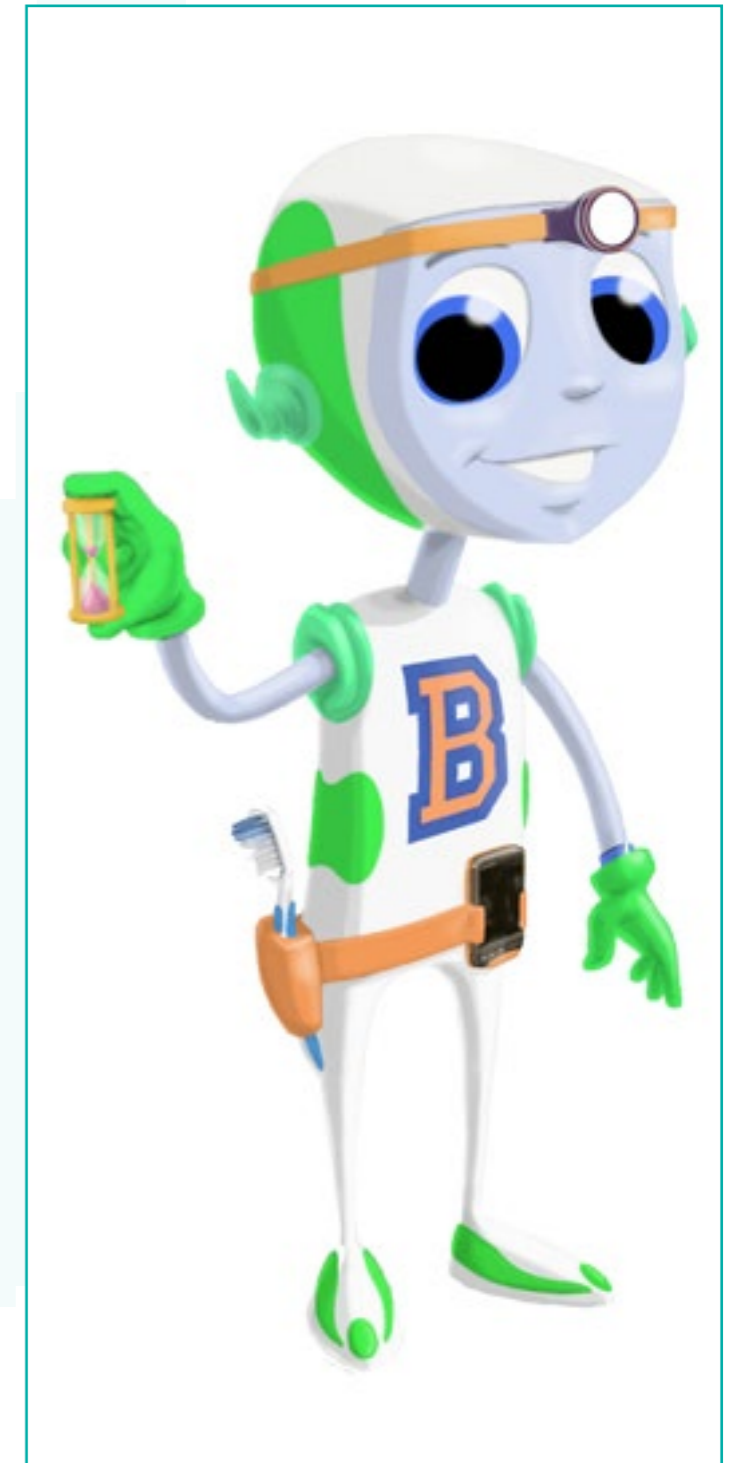
- Brush your teeth for two minutes, twice a day with a fluoride toothpaste.
- Have a balanced diet and learn the importance of cutting down on how often you have sugary foods and drinks.
- Visit the dentist regularly, as often as they recommend.

Please find all the Oral Health Foundation's Dental Buddy resources by [clicking here](#).

If you need any advice or guidance on how to look after your oral health and maintain great hygiene, please contact our [Dental Helpline](#).

The Dental Helpline is staffed by fully trained oral health experts who can address any questions or concerns you may have.

Call the Helpline on 01788 539 780 between 9:00am and 5:00pm, Monday to Friday. Alternatively, you can also gain free advice by emailing [helpline@dentalhealth.org](mailto:helpline@dentalhealth.org).





# A chat with National Smile Month super supporter Carolyn Whittaker

With National Smile Month just under a month away we wanted to take the opportunity to highlight some of the great ways people are finding to get involved in the campaign.

One such person is Carolyn Whittaker who has taken to knitting to help raise awareness of National Smile Month and the importance of a healthy smile. We took the opportunity to have a chat with Carolyn to hear what inspired her to get involved.

**Hello Carolyn thanks for chatting to us, firstly can you tell us a bit about yourself and your family?**

Hello, my name is Carolyn Whittaker, I'm 57 years old.

I was born in Rochdale and grew up in and around the Rochdale area including the villages of Milnrow, Smithy Bridge and Wardle.

I stayed around Rochdale until I left when I got married to my husband Roger in 1987. We brought a house in a small village called Walsden on the West Yorkshire border which I have lived in ever since.

Sadly I lost Roger to Leukaemia in April 2014 after a year of trying to fight it. We had two beautiful children together, Amy and Christopher, and now have three grandchildren called Olivia-Megan, Harry and Theo.

**How were you introduced to knitting and how long have you been knitting for?**

I first learnt to knit when I was 9 years old, and crocheting since I was 13 years old.



My mum tried to teach me but didn't really have the patience. In the end a neighbour taught me, and I've knitted ever since. I learnt to crochet at school during an activities lesson. I could always read a knitting pattern but struggled a lot more with a crochet pattern.

The abbreviations are different with a crochet pattern you see. However with the help of you tube I taught myself to read a pattern, which now I've mastered.

**We understand you made the display at the Knit or Natter group you attend. Could you tell us a bit more about it?**

Most weeks I go to the Knit or Natter group at my local health centre. While there I like to do the displays that go out to help raise awareness of health issues or important causes.

I love how everyone enjoys looking at them while at the health centre. I've done a keep fit display, breast screening display, healthy/unhealthy eating display. I had just put a Tour-de-Yorkshire display out when the health centre had to close.

I also made a lovely Christmas eve display that goes out every year along with the nativity scene. I just love making things, and coming up with new ideas.

I do have some health issues myself and I have to say this group has helped me a lot. It







stops me from becoming isolated and I've met some really nice people who have become good friends.

Sadly, I can't go every week as I never know from one day to the next how I'm going to be, so I take it day by day. However, if the health champions want something doing they will ask me, I will make it, and then I get it down to them even if I can't get down myself.

### What inspired you to make the display?

I've never got involved in the National Smile Month campaign before, and only came across it when I went online to see what display I could make for June onwards. I thought that it would look great in the Health centre to help promote oral health. I sat down and searched for pictures etc for oral health and came across the dentures and a pattern so worked from the basic pattern then added my own twist to them. The dentist's chair I made just from a picture, it's surprising what you can do with a box and some wool! I do improvise with lots of things, I use bottles, bottle tops, straws, anything that I think I can use to make things with.



### In your opinion, what is the best thing about the National Smile Month campaign?

I think that the best thing about the campaign is to raise awareness of the importance of good oral health from a young age. It's important to show the importance of cleaning your teeth and what happens if you don't look after them.

I think by me making these fun things for everyone to look at takes the scariness away from going to the dentist and if it helps somebody then that's amazing.

### Finally, what advice would you give to somebody who is thinking of getting involved in the campaign but doesn't know where to start?

I would say whatever you're doing for the campaign work hard and play hard to get your point across, everything doesn't have to be serious. Have fun with it and other people will too!

# IS YOUR MOUTH ON YOUR MIND?

Your oral health matters to us.

Put your mind at ease and reach out to one of our dental advisors.

We're here to help.

 **Dental Helpline**  
**01788 539780**  
Oral Health Foundation

Anything you want to know about your dental health, our experts are awaiting your call.

Our free and impartial advice centre is open between 9am and 5pm, Monday to Friday. If you need urgent advice on any oral health issue please give us a call on 01788 539780 (local rate call in the UK), alternatively you can email [helpline@dentalhealth.org](mailto:helpline@dentalhealth.org)





# Send us your entries for Nominate a Smile

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During National Smile Month you have a chance to nominate someone who has something special in your community.

For this year's Nominate a Smile, we're on the lookout for people who go the extra mile to bring a smile to a person's face.

This is your opportunity to tell us about people in your team, family members, people from the community and patients – anybody that you think deserves to be nominated for doing something special or always brightening up your day.

Throughout the National Smile Month campaign, we will be selecting a winner each week that will receive a special prize from us.

## How to nominate

It couldn't be easier to make your entry for Nominate a Smile 2020!

Send a picture of your chosen nominee along with a brief description of why they deserve to be one of the faces of National Smile Month 2020.

Send your entries to us at [pr@dentalhealth.org](mailto:pr@dentalhealth.org).

Or share your nominee with us on [Twitter](#) and [Facebook](#) using #NominateASmile.

Entries close on 01 June 2020.

Go on, give us a smile.





# #SmileMonth

National Smile Month kicks off on 18 May. During the campaign the Oral Health Foundation will be championing great oral health and we hope you will join us for a month of fun and education.

Find out more about the campaign at [www.smilemonth.org](http://www.smilemonth.org).

