



Oral Health Promotion Partnership Board Annual Report 2015



Contents

	Page
Introduction	1
Background	2
Key Drivers	3
Oral Health Promotion Partnership Board	3
Ambition	5
Achievements in 2015	5
Issues Encountered	7
Work Plan 2016	8
Conclusions	9
Recommendation	9
Appendix A	10

Introduction

On 1st April 2013, Leicester City Council became responsible for improving oral and general health for its local population. In order to facilitate and coordinate responsibilities and activities, Leicester City Council established the Oral Health Promotion Partnership Board in September 2013. This is the second report on its activities and covers the period January to December 2015. The responsibilities of partner agencies are as follows:

Local authorities have overall responsibility for improving oral health for their local population and are statutorily required to provide or commission¹:

1. Oral health promotion programmes to improve the health of the local population;
2. Oral health surveys in order to facilitate:
 - Assessment and monitoring of oral health needs
 - Planning and evaluation of oral health promotion programmes
 - Planning and evaluation of the arrangements for the provision of dental services Reporting and monitoring of the effects of any local water fluoridation

NHS England is responsible for commissioning NHS dental services based on the local oral health needs assessment developed by public health teams in local authorities². NHS England Regional Teams are accountable to Health and Wellbeing Boards for improvements to directly commissioned services.

Local Professional Networks (LPN) ensure that the contribution of professional groups is maximised in the improvement of outcomes and reduction in inequalities. One of the specific functions of dental LPNs is *to work closely with local authorities and Public Health England to deliver and develop cohesive Oral Health strategies and associated commissioning plans*³.

Public Health England (PHE) hosts the specialist dental public health workforce within its centres, providing dental public health advice and support to both NHS England and local authorities

Health and Wellbeing Boards are partnerships across the NHS and local government to improve health and wellbeing for local people by ensuring appropriate commissioning and delivery of services in accordance to need.

Local authorities and **clinical commissioning groups** have equal and joint duties to prepare Joint Strategic Needs Assessments (JSNAs) and Joint Health and Wellbeing Strategies (JHWS) through their Health and Wellbeing Boards⁴. NHS England is required to appoint a representative for the purpose of participating in the preparation of JSNAs and the JHWS and to join the Health and Wellbeing Board in order to consider its commissioning functions in relation to the area.

Health Education England provides national leadership and co-ordination for the education and training within the health and public health workforce within England.

Healthwatch have a statutory responsibility to ensure the voice of the consumer is strengthened and heard by those who commission, deliver and regulate health and care services.

¹ <http://www.legislation.gov.uk/ukpga/2012/7/contents/enacted>

² <http://www.england.nhs.uk/wp-content/uploads/2013/02/commissioning-dental.pdf>

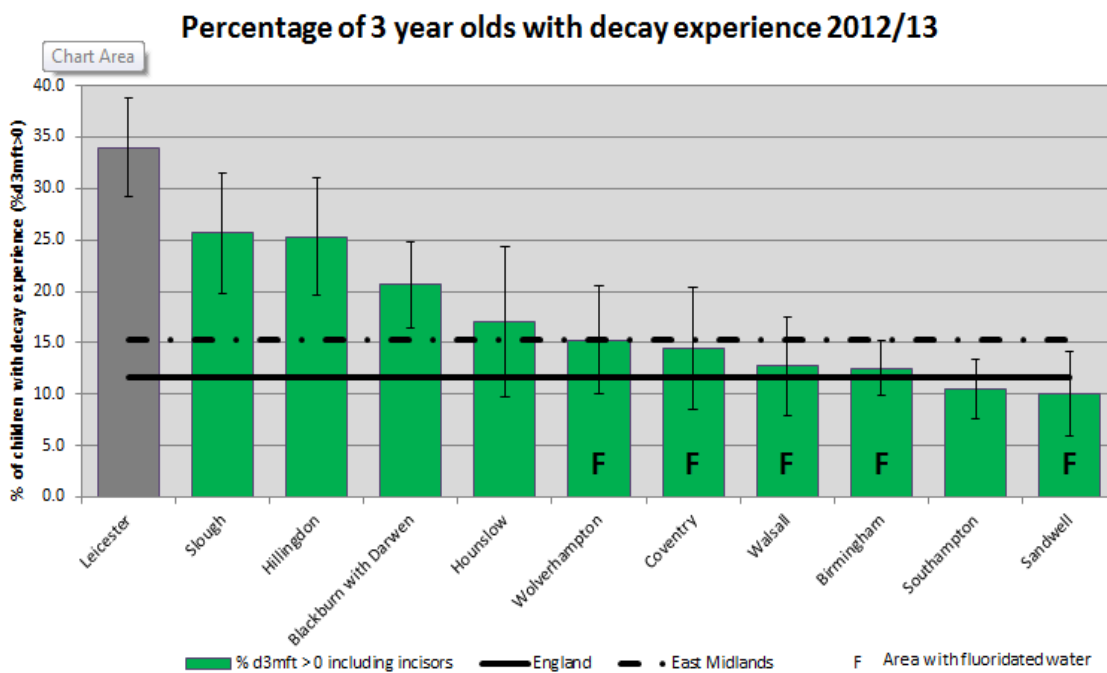
³ <http://psnc.org.uk/wp-content/uploads/2013/08/LPN-Single-Operating-Framework-June-2013.pdf>

⁴ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/223842/Statutory-Guidance-on-Joint-Strategic-Needs-Assessments-and-Joint-Health-and-Wellbeing-Strategies-March-2013.pdf

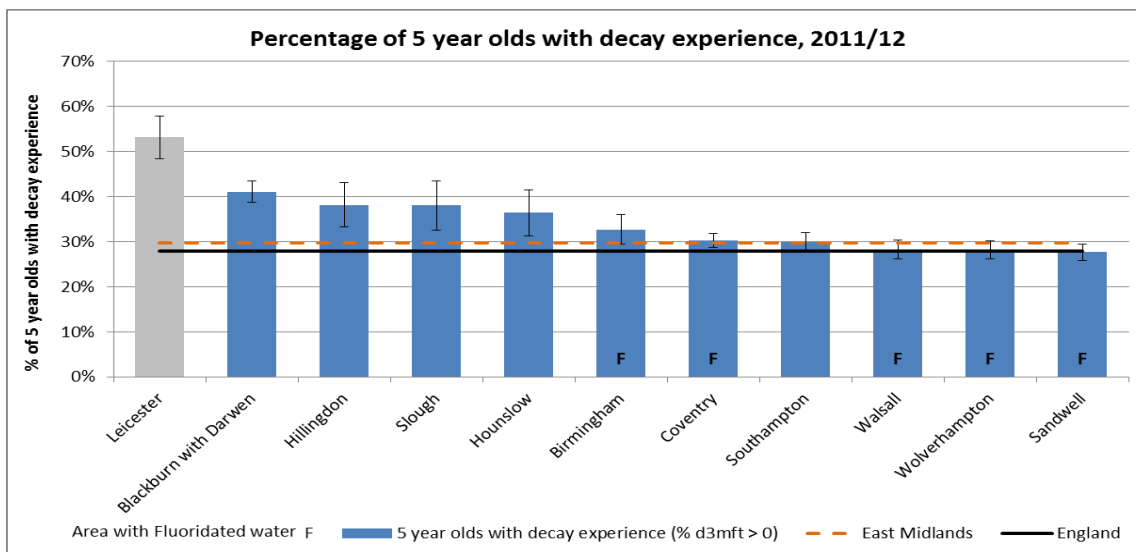
Background

Although oral health in England has improved significantly over the last 30 years, many challenges remain, particularly for those living in Leicester. Leicester is unique as a city in its high proportion of people from different ethnic backgrounds as well as children and young people; and those living in areas of deprivation.

However, as levels of oral health have improved in general, inequalities have widened with people in Leicester having some of the highest levels of oral diseases in the country. Poor oral health is linked to deprivation and the burden of dental disease for children in Leicester is significantly higher than its peer comparators as well as regional and national averages with over a third of three year olds and half of five year olds having experience of obvious dental decay. Leicester is also among the 10 worst areas for child poverty in the UK with more than 26,500 city children living below the poverty line.



Source: Dental Public health Intelligence Programme at <http://www.nwph.net/dentalhealth/>



Source: Dental Public health Intelligence Programme at <http://www.nwph.net/dentalhealth/>

Key drivers

The pertinent national and local strategic documents relating to oral health are as follows:

- The NHS outcomes framework (2015-16) includes indicators related to patients' experience of NHS dental services and access to NHS dental services it also measures an improvement in quality of life for people with dental disease including the number of tooth extractions in secondary care for children under 10 *'avoidable tooth extracts are often the consequence of the failure to provide preventative interventions such as brushing advice and fluoride varnish. With the right interventions, children should almost never need to undergo dental care procedures under general anaesthetic'*
- The NHS 5 Year Forward View (2014) proposes a radical upgrade in Prevention and Public Health NHS Services with national action on obesity, smoking, alcohol and other major health risks.
- The Public Health Outcomes Framework (2013-16) includes *"tooth decay in five- year-old children"* as an outcome indicator.
- The Leicester Child Poverty Commission (2013) recommended that *'the Health & Wellbeing Board, the NHS Commissioning Board and other partners should work actively to promote oral health ensuring access and take up of preventative dental care for all children across the city'*.
- The Children and Young People's Plan (2014-17) includes a Health and Wellbeing priority where regular reports to the Children's Trust Board are expected in the delivery of the Oral Health Promotion Strategy.
- The Leicester City Labour Party Manifesto (2015) includes a commitment that *'Improving children's dental health will remain a top priority with resources being made available to support the delivery of the Children's Oral Health Improvement strategy. This will include new work with dentists in the city and continued work in partnership with schools and childcare settings to ensure children and parents are supported to look after their teeth'*.

Oral Health Promotion Partnership Board

A summary oral health needs assessment had been undertaken by Leicester City Council which recommended actions for NHS England Regional Teams and the local authority in 2013⁵. In order to facilitate and coordinate responsibilities and activities, Leicester City Council established the Oral Health Promotion Partnership Board in September 2013.

The stated aim of the Board is to support coordinated activity to improve oral health, reduce oral health inequalities and lay solid foundations for good oral health throughout life. Three months after being established, the Board agreed and endorsed the first Oral Health Promotion Strategy for preschool children (2014-2017)⁶.

Although the Strategy was written and finalized by the Board before Public Health England (PHE) and NICE guidance^{7,8} were published, the initiatives contained within the Strategy are a very good fit with the recommendations within the documents, ensuring a mixture of upstream, midstream and downstream evidence-based dental public health interventions.

⁵ www.leicester.gov.uk/EasySiteWeb/GatewayLink.aspx?allId=130250

⁶ <http://www.leicester.gov.uk/your-council-services/health-and-wellbeing/keeping-healthy-and-living-longer/oral-health/oral-health-promotion-strategy-2014-2017/>

⁷ <https://www.gov.uk/government/publications/improving-oral-health-an-evidence-informed-toolkit-for-local-authorities>

⁸ <http://www.nice.org.uk/guidance/ph55>

The Board is chaired by the Consultant in Public Health at Leicester City Council with lead responsibilities for dental public health and is supported by a full time Project Manager. The Board has a partnership budget of £634k which is ring-fenced for 3 years in order to deliver on the agreed action plan⁹.

Membership of the Oral Health Promotion Partnership Board was extended to include Leicestershire County and Rutland in February 2014 as there had been some difficulties in mobilizing certain aspects of the Strategy mainly due to service delivery provision (e.g. health visiting) across Leicester, Leicestershire and Rutland. It was felt that a collaborative approach would be beneficial and a decision to extend the Board's membership was made.

Leicestershire and Rutland County Councils have agreed to support oral health improvement initiatives which are suitable for a combined effort across the area. Furthermore, a combined Board across Leicester, Leicestershire and Rutland provides an opportunity to maximise economies of scales and value for money on any procurement activity across the area.

The focus in mobilizing the Strategy for the City is still being maintained and Leicester City Council continues to drive forward its implementation in partnership with Board members. During 2015, the Board also welcomed the Post Graduate Dental Dean from Health Education East Midlands as a full member.

Membership of the Board is as follows:

Full members		
Leicester City Council	Leicestershire and Rutland County Councils	Key Partners
Consultant in Public Health (CHAIR)	Consultant in Public Health – Representing Leicestershire & Rutland	Dental Local Professional Network Chair (VICE CHAIR)
Head of Early Help (Targeted): Children and Young People's Services		Contracts Manager Dental and Optometry NHS England Midlands and East (Central Midlands)
		Public Health Commissioner NHS England Midlands and East (Central Midlands (Until September 2015))
		Postgraduate Dental Dean, Health Education England working across East Midlands
		Workforce Development Health Education East Midlands (Until May 2015)
		Public & Patient Representative Healthwatch Leicester
Co-opted members		
Public Health Project Manager	Public Health Manager	Public Health England: Consultant in Dental Public Health
		Salaried Dental Service: Specialist in Paediatric Dentistry

⁹ at <http://www.leicester.gov.uk/health-and-social-care/public-health/get-oral-health-advice/>

Ambition

Dental decay is almost totally preventable but it accounts for significant pain and discomfort to the child and to absence from school. As dental health is widely used as an 'indicative measure' of children's general health and that it has also been included as an indicator within the Public Health Outcomes Framework, Board members agreed and endorsed the following ambition:

A 10% increase in the proportion of 5 year olds in Leicester with no signs of dental disease by 2019

Achievements in 2015

Leicester's *Healthy Teeth, Happy Smiles!* programme

During the year, the Board continued to build on the successful *Healthy Teeth, Happy Smiles!* programme which is Leicester's early intervention programme from birth and modelled on Scotland's Childsmile Programme. Antenatal, smoking, alcohol as well as a range of age specific oral health leaflets have been developed and distributed. Further leaflets continue to be developed.

- **Royal Society of Public Health (RSPH) Health & Wellbeing Awards 2015**
Leicester City Council was successful in its application for the RSPH Health & Wellbeing Awards 2015. The award for the Council is for 2 years and is for its planned and comprehensive programme of oral health improvement for children. The Council's oral health promotion strategy is considered by the RSPH to be well embedded in the organisation and enjoys the support of a well established partnership with other organisations which successfully coordinate and facilitate health improvement activities at all levels. The RSPH was also assured with regards to effective strategic governance and willingness to take responsibilities as well as engagement of an external organisation (University College London) in a formal assessment of the oral health promotion strategy.
- **Healthy Child Programme**
Oral health pathways have been agreed with Health Visitors, School Nurses and the Family Nurse Partnership; Health Visitors commenced the distribution of Oral Health Resource Packs in October 2015. Student health visitors and school nurses continue to receive oral health training at De Montford University.
- **Oral Health Resource Packs**
Began distributing Leicester's core-offer of free toothbrushes and toothpastes to all children in the city at 5 separate points in their lives by age 5. These packs are being given out by Health Visitors at the universal visits and by schools to children in foundation and reception classes. Over a 12 month period, it is expected that 30,000 children will benefit from a free pack. In addition to the universal offer, additional packs will also be distributed to those (child and parent) engaged with the Family Nurse Partnership.
- **Leicester Dental Survey**
A survey involving 1,100 residents was commissioned and undertaken to gather their views on their experience of and access to NHS dental services in Leicester; as well as their perception of their oral health. The findings from the survey are being used to help address issues and barriers facing residents of Leicester.

- Launched Pilot Dental Practice Accreditation Scheme**
 Ten dental practices have been selected to participate in the pilot scheme which was led by the LPN. All practices are currently working towards *Healthy Teeth, Happy Smiles!* accreditation in demonstrating their commitment to improving oral health by supporting and promoting dental prevention.
- Infomercials**
 Commissioned the production of 6 *Healthy Teeth, Happy Smiles!* animated and audio infomercials. These will be rolled out in local cinemas and on local radio during 2016.
- Supervised tooth brushing**
 All Primary Schools & Nurseries in the city are given the opportunity to deliver daily supervised tooth brushing. As of Dec 2015, 25% of Primary Schools and 66% of nurseries in the city had taken up this offer with 574 members of staff trained and 4,638 children benefitting from daily supervised toothbrushing.
- Evaluation**
 University College London has begun the first phase of the evaluation to test the effectiveness of the Strategy by collation of data from the local dental profession (pilot and matched practices).

Establishment of Leicester's Oral Health Promotion Service

Leicester's first Oral Health Promotion Service was established in February 2015 with the appointment of three Oral Health Promoters. This service is based in neighbourhoods and is funded from the Public Health grant. This extension to the skills mix has been key in delivering some of the operational aspects of the Oral Health Promotion Strategy as described below:

- Training**
 - Developed Multi-agency Oral Health Training Packages aimed at all front line staff. From August to December 2015: 153 front line professionals were trained. Feedback received has been excellent with 100% of all delegates agreeing that that training had helped improve their knowledge and given them confidence to deliver oral health messages.
 - Trained 574 staff in nurseries and primary schools to provide supervised tooth brushing to children.
 - Commenced the piloting of oral health input into early years training programmes, antenatal classes and parenting classes provided in the City.
- Audit**
 - During 2015, 25 nurseries & schools currently offering supervised tooth brushing have been audited to ensure compliance with the protocol. In 9 of the settings, no issues were identified. In 14 settings, minor issues of non-compliance were identified and in 2 of the settings, more significant issues were identified. In both cases this was addressed by re training and all settings continue to offer supervised toothbrushing.
- Campaigns**
 - World Oral Health Day**
 Re-launched the baby bottle swap providing 2,300 free flow cups to Children, Young Peoples & Family Centres. Offered free supervised tooth brushing sessions and good oral health advice at various centres across the city.

- **National Smile Month (NSM) 2015**
 - Launched NSM 2015 with a fun run around Abbey Park delivered in partnership with Kids Run Free (a charity organisation). 140 children from local nurseries participated and took away a *Healthy Teeth, Happy Smiles!* t-shirt, medal, toothbrush & toothpaste, leaflets and bottles of water.
 - Held 10 *Healthy Teeth, Happy Smiles!* roadshows across the city which engaged with 975 adults and 803 children taking part in a two minute toothbrushing challenge.
 - Held an oral health stop motion animation workshop as part of the Sparks Arts Festival.
 - Themed oral health story telling at all libraries across the City with approximately 500 preschool children and their parents/carers taking away a copy of the *Healthy Teeth, Happy Smiles!* reading book 'I Love My Baby Tooth'.
 - 200 toothbrushes and toothpaste packs were also distributed to homeless hostels and food banks across the city
 - Continued promotion of baby bottle swaps in Children, Young People & Family Centre's. During National Smile Month our poster promoting this initiative was the best performing post on the Leicester City Council Facebook Page and was seen by more than 5,500 people.
 - Distributed *Healthy Teeth, Happy Smiles!* leaflets and posters to approximately 400 front line health settings (general dental practices, health centres, general practices, pharmacies) across the city.

- **Mouth Cancer Action Month**

Held seven pop up clinics across the city in partnership with Foundation Dentists where members of the public were taught how to assess their personal risk of mouth cancer based on lifestyle and self-check against mouth cancer. Across the seven clinics 386 people were taught how to self-check. Of these, 120 completed a survey. 94% agreed they had learnt something new from the campaign and 74% stated they would change lifestyle behavior because of the campaign.
- **Alcohol Awareness Week (AAW)**

Supported the Alcohol Liaison Service in their events for AAW including stalls at Glenfield & Leicester General Hospitals.

Achievements in 2014 are attached at Appendix A.

Issues Encountered

Reported in 2014

1. The Oral Health Promotion Strategy includes a commitment to provide daily supervised tooth brushing sessions to children in early years' settings and reception classes in primary schools. Every nursery and primary school in the city has been contacted and offered training with all necessary resources being met from the partnership fund. However, there have been difficulties in engaging with schools in taking up the offer. To date, 25 local nurseries and 3 city primary schools are providing daily supervised tooth brushing.

- **Update in 2015**

The number of local nurseries and primary schools providing daily supervised tooth brushing has increased to 49 nurseries and 16 primary schools. However engaging with schools continues to be a problem. The current School Nursing contract requires them to refer schools to the Oral Health Promotion Service but this hasn't been happening at the rate we would expect with the increase in

schools largely attributable to word of mouth. This will be dealt with during 2016 via robust contract management.

2. Attendance and representation from Children's Services at Board meetings have been intermittent. It is acknowledged that this is due in part to the service going through a period of transition. A new Head of Service: Early Help - Targeted Services (Children Centres & Family Support) has recently commenced post and has agreed to assist in taking forward issues for mobilisation of the Strategy.

- **Update in 2015**

During 2015 the Head of Service: Early Help – Targeted Services has attended all Board meetings (or has sent a deputy) and has assisted in the mobilisation of the strategy.

Issues in 2015

1. The Oral Health Promotion Service was established with three full time Oral Health Promoters. One postholder is currently on maternity leave (due to return August 2016) and another has resigned. In order to keep momentum, one of these posts will be filled with an Oral Health Promotion Assistant who will remain in post until August 2016. The service will then continue with two Oral Health Promoters in post. This will have an effect on the momentum in mobilising the Action Plan.
2. There has been a delay in providing oral health information and signposting to pregnant women by midwives. An initial meeting has taken place and midwives will issue all pregnant women with a postcard providing oral health information and signposting. The distribution of these will commence in early 2016.
3. There has been a delay in providing oral health training for foster carers and staff in children's homes and the Oral Health Promotion Service is currently working with children's social care to ensure this happens in 2016. Staff in homes will attend multi agency training and the service hopes to be able to input into annual training offered to foster carers.

Work Plan 2016

It is expected that the Board will meet on four occasions during 2016. The Board is committed to delivering all areas of work identified in the Action Plan which can be viewed at <http://www.leicester.gov.uk/health-and-social-care/public-health/get-oral-health-advice/>. The work plan includes a number of actions that continues to be needed to stimulate a more proactive preventive focus.

Conclusions

The Oral Health Promotion Partnership Board has been established now for over two years and has made significant progress in mobilising the first Strategy aimed at preschool children. Measures of the oral health of young children are a valuable source of information about their general health and upbringing. Poor baby feeding practices, weaning habits and diets can lead not only to dental decay but also to higher risks of obesity, diabetes, cardiovascular disease and some cancers in later life. The merits of integrating oral health promotion within general health promotion initiatives has been accepted by the Board.

Recommendations

- For the Oral Health Promotion Partnership Board to ensure continual mobilisation and delivery of the Strategy.

Report Authors

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

Paul Akroyd
Public Health Project Manager
Leicester City Council

February 2016

Achievements in the first year (2014)

Embarked on the establishment of Leicester's *Healthy Teeth, Happy Smiles!* programme

This is an early intervention programme from birth (modelled on Scotland's Childsmile programme¹⁰) and is progressively being developed. Antenatal, smoking, alcohol as well as a range of age specific oral health leaflets have been developed and distributed¹¹ (the evidence based messages are in line with PHE Delivering Better Oral Health toolkit¹²). A supervised tooth brushing protocol has also been written and a number of nurseries and primary schools are now delivering daily supervised tooth brushing – all resources for this are met by the Partnership funding.

A pilot scheme on dental practice accreditation is soon to be launched – the Chair of the Dental Local Professional Network led the engagement exercise with the local dental profession. 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. The Leicestershire Local Dental Committee has also voiced their support of the pilot scheme.

The local Personal Child Health Record (Red Book) has also been amended to include *Healthy Teeth, Happy Smiles!* pages. These books are distributed to all women with a new born child across Leicester by a health visitor. The Standard Operating Procedure for the Health Visiting service has also been amended to include an oral health pathway. Leicester City Council and NHS England Area Team are also jointly negotiating the health visiting service specification for 2015/16 with the provider to ensure that specific and relevant reference is made on oral health.

Contract awards have also been made to deliver:

Oral Health Educational Resource Packs

These packs are aimed at children in pre-school settings and in Key Stage 1 (ages 5-7 years) attending primary schools and nurseries across Leicester. The resource packs are part of the *Healthy Teeth, Happy Smiles!* Programme and will be developed with teachers, parents, carers and children.

Infomercials

A number of short TV and Radio infomercials are being developed for the programme and will be used in nurseries, schools, antenatal and parenting classes as well as GP practices. They will reflect the diverse nature of Leicester's population ensuring that messages are still cascaded regardless of language.

Oral Health Promotion Resource Packs

All children in the city will be provided with a free toothbrush and toothpaste pack on five separate occasions by the time they turn five years of age. In addition to the universal offer, there will also be a targeted offer to more vulnerable families. Approximately 30,000 packs will be distributed across the city per year.

¹⁰ <http://www.child-smile.org.uk/>

¹¹ <http://www.leicester.gov.uk/your-council-services/health-and-wellbeing/keeping-healthy-and-living-longer/oral-health/healthy-teeth-happy-smiles/>

¹² <https://www.gov.uk/government/publications/delivering-better-oral-health-an-evidence-based-toolkit-for-prevention>

Chief Dental Officer (CDO) visit

The CDO Barry Cockcroft visited Leicester City Council where he was hosted by the City Mayor Sir Peter Soulsby. The meeting took place to discuss oral health in the city and the steps that the local authority is taking to improve the situation for Leicester. The CDO also visited NHS England Area Team subsequently and reiterated his support for the partnership working on improving oral health for Leicester.

Participation in National Smile Month 2014

A publicity oral health campaign was delivered:

- Baby bottle amnesty whereby free flow cups were exchanged for baby bottles at Children's Centres across the City
- Toothbrush amnesty whereby toothbrush and toothpaste packs were exchanged for old and worn-out toothbrushes at city based dental practices who had agreed to participate. These practices also agreed to promote their surgeries as Breastfeeding Friendly practices
- Competitions aimed at both adults and children in the city with the prizes ranging from electric toothbrushes to a year's supply of oral health resources for the family
- Bottles of water were distributed to children attending Leisure Centres across the City with the aim of encouraging water as the refreshing drink of choice
- Themed oral health story telling at all libraries across the City aimed at preschool children and their parents/carers
- Toothbrushes and toothpaste packs were also distributed to homeless hostels and food banks across the city

Skill-mix

Leicester City Council recruited three Oral Health Promoters in December 2014. Funded from the Public Health grant, the successful candidates will be frontline staff based in local neighbourhoods and will be commencing their posts soon.

NHS HEEM will also be providing oral health improvement training programmes for Dental Care Professionals.

Dental Health Equity Audit

A consumer research exercise has been commissioned in order to gather views of residents on access to NHS Dental Services in the City as well as oral health knowledge and behaviour. This exercise involves questionnaire completion as well as focus groups with the results being available in spring 2015. This will feed into the overarching Dental Health Equity Audit which is currently being undertaken by Leicester City Council (Public Health) on behalf of the Board. The results of the audit report will add value to the specific oral health needs assessment undertaken for NHS England Area Team by Public Health England which is near completion. The audit will further assist NHS England Area Team for Leicestershire and Lincolnshire with its commissioning strategy for local NHS dental services.

Dental epidemiology

Leicester City Council has commissioned extended sampling in order to further understand oral health inequalities across the City. These results will be reported by PHE in 2016.

Training

A Continuous Professional Development event (over two evenings) was held for local dentists and their teams based around increasing their understanding of health inequalities within the city and of the evidence-based toolkit Delivering Better Oral Health¹³ as well as Smoke Free and Smiling¹⁴. The event was attended by 160 members of the local dental profession and was led by Leicester City Council with support from the Chair of the Dental LPN. NHS England also provided free fluoride varnish tubes for distribution to those attending. The training events delivered received very high and positive feedback on evaluation.

Training has also been delivered at DeMontford University to student school nurses and health visitors. This training event also received very high and positive feedback on evaluation. Further discussions have been undertaken with the Institute of Health Visiting and also with the Higher Educational Institutes across the East Midlands in ensuring that oral health is a core component within the curriculum for school nurses and health visitors. Work on this aspect is on-going.

Evaluation

A contract was awarded in December 2014 to University College London (Consulting) to undertake formal evaluation of the Oral Health Promotion Strategy. The supplier will sit on a sub-group that reports to the Board on a basis. Based on quantitative and qualitative data, these reports will test the effectiveness of the Strategy in achieving its stated objectives.

¹³ <https://www.gov.uk/government/publications/delivering-better-oral-health-an-evidence-based-toolkit-for-prevention>

¹⁴ <https://www.gov.uk/government/publications/smokefree-and-smiling>