



Mouth Cancer
Action Month
November 2017
Oral Health Foundation

Spot a
CASE
Save a
LIFE

Your guide to supporting
Mouth Cancer Action Month

Your campaign to

really mouth off

Hello, welcome and thank you for supporting Mouth Cancer Action Month – a campaign which aims to address and tackle the growing number of cases of mouth cancer in the United Kingdom.

At the Oral Health Foundation, we want to get more mouth cancers diagnosed at an early stage by raising awareness of the disease while encouraging everybody to be more vigilant about changes in their mouth.

A major barrier to this is dental attendance and during the campaign we'll be working hard to promote the benefits of regular dental visits. We will also be trying to inspire people to be more comfortable in opening up to talk about mouth cancer.

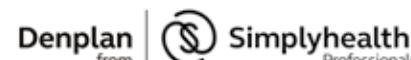
This year in the UK, around 7,500 people will be given the life-changing news that they have mouth cancer.

Sadly, these numbers continue to rise while the disease claims more lives than cervical and testicular cancer combined.

Why we need your help

Since you are at the forefront of patient care, the Oral Health Foundation would like to work with you this November to engage and educate members of the public. By promoting healthier lifestyles, and drawing greater attention to the risk factors and signs and symptoms of mouth cancer, we can not only reduce the number of people being diagnosed but we can also help improve the general health and wellbeing of millions of people across the UK.

We are once again indebted to Simplyhealth Professionals for their continued support of Mouth Cancer Action Month. Their generous donation really does make a difference to the success of the campaign and helps us to broadcast mouth cancer awareness messages to all corners of the UK. Without their commitment and shared passion for mouth cancer action, our campaign would simply not be possible.



Why campaign against mouth cancer?

Whether we are facing it ourselves or supporting a loved one going through the experience, coping with cancer is one of the toughest challenges we will ever face.

Despite cancer rates in general falling and survival improving, this is not the case with mouth cancer, as diagnoses have increased by more than 40% in the last decade alone.

During November, we want to work closely with you – oral health and wider health professionals, pharmacies, workplaces and educators – in order to help you provide the very best information to your patients, local communities, staff and everybody else who could be affected by mouth cancer.

If you want to improve awareness of mouth cancer, then this campaign is for you. Getting involved can help change things for the better and can also be a great way to meet new people and learn new skills, as well as put you in touch with like-minded people in your area.

If you feel as though mouth cancer does not get enough recognition and you think something needs changing, then chances are there are other people who will agree with you.

Together we can make such a positive difference to the landscape of mouth cancer in the UK.

Please help us by promoting the benefits of good oral health while spreading the message that when mouth cancer is picked up earlier, treatment is more likely to be successful.



Spot a case. Save a life.

Mouth Cancer Action Month is a way of people working together to change policy or practice to improve early detection of mouth cancer. For example, you might want to offer patients or local groups sessions of free oral health checks.

While you are doing these, it is a perfect time to carry out a visual mouth cancer examination and talk about the disease with members of the public.

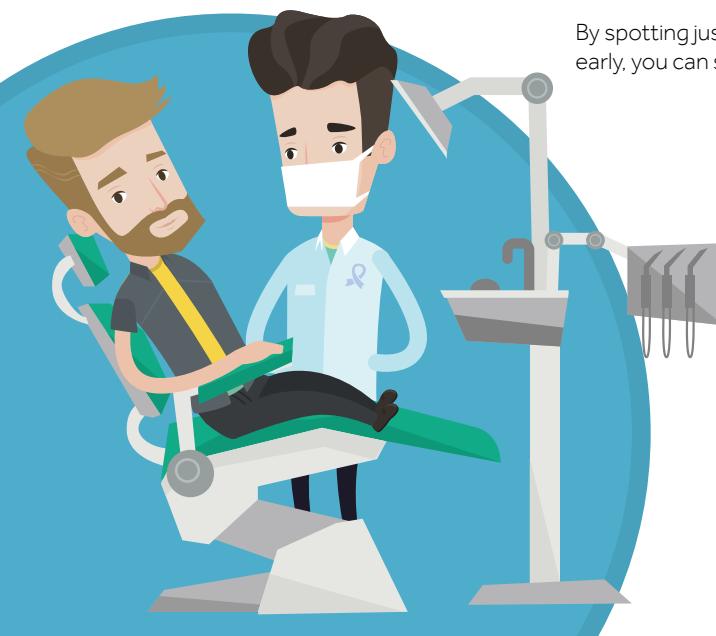
Holding a special oral health check event, to visually examine patients or local people, promotes early detection, as well as education. This is not only important to raise awareness for the patient themselves but through word of mouth it will also help spread valuable messages to family members and friends too.

An oral health check and mouth cancer examination event is an effective way to promote awareness of mouth cancer. At the same time, it also helps develop the goodwill of your practice and is a great way to support your local community.

Raising awareness and saving lives is the focal point of the campaign and we need your help to reach out to patients and local communities. You can carry out these events in the dental practice, or even outside of the practice-setting, by forging links with local businesses and visiting their place of work.

By spotting just one case of mouth cancer early, you can save a life. It's that simple.

November's charity campaign is the perfect opportunity to really make a difference. Please visit the campaign website at www.mouthcancer.org for more information.



If in doubt Get checked out

As part of Mouth Cancer Action Month, we are asking you to help us send and share a clear message with our campaign phrase 'if in doubt, get checked out'.

The ultimate success of the campaign depends on your support. Prevention is the key – that's why it's so important for everybody to be Mouthaware.

Mouth cancer can strike in a number of places, including the lips, tongue, gums and cheek. Given that early detection is so crucial for survival, it's essential that you tell patients, staff and those within your local community, what to look out for.

It is important that everyone checks regularly for any changes in their mouth.

If any of these are spotted, a dentist or doctor should be seen immediately.

Whether you are a dentist, hygienist or therapist, doctor, nurse, pharmacist, oral health educator, or responsible for occupational health in the workplace, please make sure you tell all of your patients and staff about these symptoms.

**Signs and symptoms
not to ignore are:**

**Ulcers which do not heal
in three weeks.**

**Red and white patches
in the mouth.**

**Unusual lumps or
swellings
in the mouth or
head and neck area.**

Be Mouthaware and know the risks

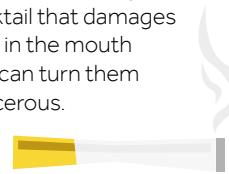
Although mouth cancer can affect anybody, it is strongly associated with the age and gender of a person. Around twice as many men are diagnosed with mouth cancer than women while those over 40 are those who are statistically more at risk.

More than nine in every ten cases are linked to lifestyle and risk factors. This means that by amending our lifestyle choices, we can help cut the chances of developing mouth cancer.

Here are the risk factors that have been shown to play a major role in contracting the disease:

Tobacco

The leading cause of mouth cancer, tobacco transforms saliva into a deadly cocktail that damages cells in the mouth and can turn them cancerous.



Chewing or smokeless tobacco

Smokeless and chewing tobacco like betel quid, is not a 'safe' alternative to traditional cigarettes and is very common across Asia, Europe and the USA.

HPV

The world's most common sexually-transmitted virus is being linked to the growth of mouth cancer cases and is expected to become the leading cause of the disease in the near future.

Alcohol

Excessive use of alcohol is linked to more than a third of mouth cancer cases in men and a fifth in women while heavy drinkers and smokers are up to 35 times more at risk.



Diet

New research has suggested that there is a noticeable risk reduction for mouth cancer with each additional daily serving of fruit or vegetables.



For more information about the risk factors linked to mouth cancer, please visit the campaign website at www.mouthcancer.org



How you can get involved

Ignoring mouth cancer won't help us beat it. That's why we really do need your active support.

We want to help support and facilitate those events and projects which raise important awareness of mouth cancer so that ultimately, we can save lives through early detection.

Here are just a few of the most popular and effective things people do to support Mouth Cancer Action Month:

Fundraise

The great thing about fundraising for Mouth Cancer Action Month is that it can be as simple or as elaborate as you like.



Whether you raise £10 or £100, every penny counts. From raffles and tombolas to runs and cycling rides, there's plenty of activities for you, your team and your patients to get involved in.



FREE Campaign posters will be inserted in the October issues of **The Probe** and **Smile** magazines.

Additional copies are also available at www.mouthcancer.org/shop

Blue Ribbon Appeal

This year we are urging all staff at your dental practice, hospital or pharmacy, to wear a Blue Ribbon Badge and support mouth cancer awareness as a team.



The Blue Ribbon Appeal continues to play a key role in directly engaging the public with the issues surrounding mouth cancer. Whether it's talking about the risk factors involved, the early warning signs or the benefits of early detection, all can make a difference in improving education and ultimately saving lives.

Displays

One of the best and easiest ways to provide information to the public during the month is to set up a display. Use November as an opportunity to decorate waiting rooms and reception desks with education and information about mouth cancer.



You can search for more great event ideas by visiting www.mouthcancer.org



Patient Information handouts

Communicating with your patients

This November, we would like you to spend time talking to patients and groups about mouth cancer – the importance of regular self-checks, recognising the early warning signs and being aware of some of the risk factors.

We offer high quality and informative oral health educational products, for you to engage patients and local communities, in order to raise awareness of mouth cancer.

A Campaign Pack is a great introduction to Mouth Cancer Action Month and gives you all the basic tools you need in order to strike up a conversation with the patient.

Please show your support as a team and purchase a Blue Ribbon Badge for each staff member at your workplace. It would be a great show of solidarity and really help us to highlight the importance of mouth cancer to patients.



BLUE RIBBON

Show your support for the Mouth Cancer Action Campaign with this enamel pin badge.

Fundraising box available with purchase of enamel pins on request.

SIZE	CODE	PRICE
1	CANPININD	£1.00
5	CANPIN	£5.00
10	CANPIN10	£10.00
25	CANPIN25	£25.00



www.mouthcancer.org/shop

www.educatingsmiles.org

THINK ABOUT DRINK POSTCARD

Most people like an alcoholic drink, however we are all now being made aware of recommended amounts and the benefits of being safe and sensible drinkers.

Strike up a conversation and help the patient consider their drinking habits and the risks involved.

SIZE CODE PRICE
50 THINK50 £4.90



PATIENT LEAFLETS

Save valuable time during consultation and improve patient satisfaction and standards of care. Easy to understand Q&A format, plain English approved, print review dated.

PACK	TELL ME ABOUT...	CODE	PRICE
100	Mouth cancer	LEACAN	£11.74
100	Dry mouth	LEADRY	£11.74
100	Smoking & oral health	LEASMO	£11.74
100	Ulcers	LEAULC	£11.74
100	Smokeless tobacco	LEATOB	£11.74
PACK	PRESTIGE	CODE	PRICE
100	Mouth cancer	PRECAN	£13.97
100	Smoking & oral health	PRESMO	£13.97
100	Ulcers	PREULC	£13.97



CAMPAIGN PACK

Save valuable time during consultation and improve Everything you need to kick start your campaign...

- 5x Coasters
- 20x Blue ribbon balloons
- 5x Mouth Cancer Action TePe Toothbrushes
- 50x Self examination checklists
- 10x Mouth cancer pens
- 5x Blue ribbon pin badges
- 5x Blue lips
- 4x Mouth cancer poster pack
- 75x Campaign stickers
- 50x Mouth Cancer examination infobites
- 1x Mouth Cancer Campaign A3 poster
- 1x Blue ribbon appeal box (purchase ribbon pin badges separately)

SIZE CODE PRICE
1 CANPACK £30.00



Call: 01788 539793

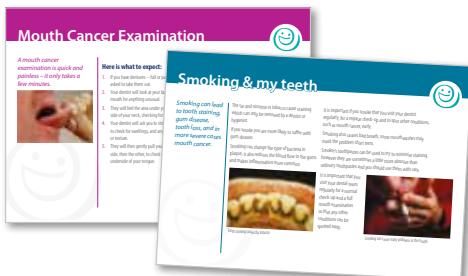
Patient Information handouts and group discussion



EXAMINATION CHECKLIST

A5 size pad of 50 checklists to help patients become informed and self aware.

PACK CODE 50 **PRICE** £5.90



INFOBITES

Bitesize info from our popular leaflets. A6 postcard size.

PACK **CODE** **PRICE**
 50 Mouth Cancer Examination INF CAN £3.90
 50 Smoking & My Teeth INF SMO £3.90



BEER MAT

Be Mouthaware and use as either a drinks coaster or beer mat. Imprinted with FACT:CHECK:ACT on the reverse.

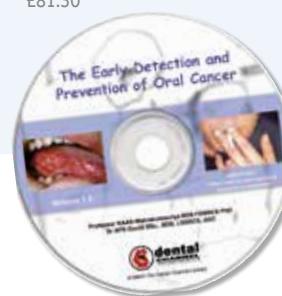
PACK CODE 5 **PRICE** £1.75
 50 CANMAT50 £15.75



THE ABCS OF SMOKING FLIP CHART

Alphabetical listings of conditions and diseases associated with smoking and tobacco use, amplified with full-colour, in-your-face photographs. Large 30 x 43 cm.

PACK CODE 1 **PRICE** £81.30

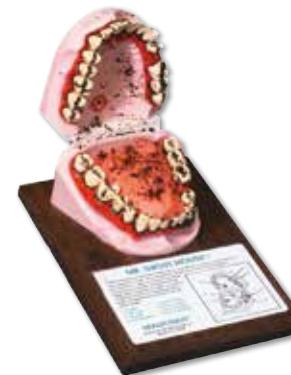


EARLY DETECTION CD

This interactive multimedia CD-ROM is a major update to Screening for Oral Cancer and Pre-cancer in general dental practice. The course is intended primarily for general dental practitioners, though dental care professionals, general medical practitioners and pharmacists are also directly addressed and will find much of the contents valuable. Includes 2 hours verifiable CPD.

PACK CODE 1 **PRICE** £29.00

Dental Demonstration Models



MR GROSS MOUTH

This hinged model of the teeth, tongue and oral cavity shows the effects of smokeless tobacco use. The hand painted model is mounted on a wooden base. Includes simulated tobacco. 6" x 4" x 8".

PACK CODE 1 **PRICE** £140.98



SMOKERS FOUL MOUTH

Graphically displays what cigarette smoking can do to the mouth. Details a variety of harmful effects, including gum disease, tooth decay, lip cancer, and more. This hinged model includes two tongues, one with 'hairy tongue' and another showing leukoplakia and tongue cancer. 7" x 5 1/4" x 7".

PACK CODE 1 **PRICE** £168.64



DIP & DECAY MODEL

Teachers and students will love the interactive Dip and Decay Model Set. Healthy teeth and gums appear to magically develop cavities, gum diseases, leukoplakia and cancers after being submerged in simulated tobacco juice. Includes a container that mimics a snuff can and simulated tobacco juice mixture. 7" diameter.

PACK CODE 1 **PRICE** £137.52



TEETH IN TOBACCO

Sealed in a plastic jar of simulated tobacco juice containing tobacco flakes, this model of damaged and decayed teeth and gums send a clear message. 9cm x 15cm.

PACK CODE 1 **PRICE** £73.68

Blue Ribbon handouts



PEN

The perfect pen for your practice or as a gift for patients. Raise awareness and pass on the Blue Ribbon Campaign message.

PACK	CODE	PRICE
10	CANPEN	£2.66



TOOTHBRAUSES

Promoting good oral health habits and a reminder of all year round awareness of mouth cancer with the TePe Select manual brush. Kindly supported by TePe.

PACK	CODE	PRICE
5	CANBRU	£4.75



BRACELET

Already wearing a pin badge but still want to support Mouth Cancer Action Month? Why not add this bracelet to your collection (pack of 5).

PACK	CODE	PRICE
5	CANBRA	£4.75



PHONE CHARM

Give your phone a makeover with this Blue Ribbon Appeal phone charm. Give your phone a unique look and help raise mouth cancer awareness amongst all your friends and family.

PACK	CODE	PRICE
5	CANCHA	£4.75



UMBRELLA

Stand out from the crowd and keep dry with our campaign umbrella with the blue ribbon design.

PACK	CODE	PRICE
1	CANUMB	£6.99

KEYRING

A useful gift for your patients, and all your staff, to show your support of Mouth Cancer Action Month.

PACK	CODE	PRICE
5	CANKEY	£4.75

Blue Ribbon events and attire



BALLOONS

To help you with your display, to highlight the month, or to give to patients, in a pack of 20. Balloon stick and cups also available, see page 22.

PACK	CODE	PRICE
20	CANBAL	£2.95



BLUE LIPS & LIPSTICK

Retro blue plastic lips (like the ones we used to find in crackers!) Wear for a selfie and post it on social media to spread awareness and support mouth cancer action. If you are feeling really brave use a real blue lipstick and take a blue lip selfie and support Mouth Cancer Action.

PACK	CODE	PRICE
5	CANKIS	£3.90
25	CANKIS25	£18.53
50	CANKIS50	£35.10
1	CANLIP	£2.50



STICKERS

Show your support by providing every patient with a reminder of the Action we need to take.

PACK	CODE	PRICE
75	CANSTI	£4.75



T-SHIRTS

Whether you're training, competing or raising money for Mouth Cancer Action Month, show your support with our "Be Mouthaware" t-shirt. Campaign t-shirt in 4 sizes, Gildan heavy duty 100% cotton.

SIZE	CODE	PRICE
Small	(35-37") CANTSM	£7.50
Medium	(38-40") CANTME	£7.50
Large	(41-43") CANTLG	£7.50
X Large	(44-46") CANTXL	£7.50



RUNNING VEST

Do you want to make a real difference by raising money and awareness for mouth cancer? Whether it's a fun run or a full marathon, try on our new Mouth Cancer Action Running Vests on for size. Have fun, raise money and look great while doing it! Crafted in the highest quality performance wicking fabrics this high quality run vest offers you a durable, lightweight performance. 100% Polyester.

SIZE	CODE	PRICE
Small	34-36" CANRVS	£12.00
Medium	38-40" CANRVM	£12.00
Large	42-44" CANRVL	£12.00
Extra Large	46-48" CANRVXL	£12.00

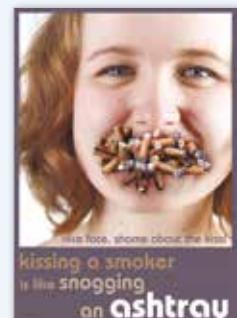


SCRUB TOPS

Fully reversible v-neck scrub top in hard wearing lightweight material. With Mouth Cancer Action logo to lapel area. Available in 5 sizes.

SIZE	CODE	PRICE
Extra Small	30-32" CANSCXS	£9.75
Small	34-36" CANSCSM	£9.75
Medium	38-40" CANSCME	£9.75
Large	42-44" CANSCLG	£9.75
Extra Large	46-48" CANSCXL	£9.75

Displays, Posters and Wallcharts



LIKE SNOGGING AN ASHTRAY!

SIZE 12x17" (A3) CODE POSASH PRICE £2.20



BREAK FREE

SIZE 12x17" (A3) CODE POSFRE PRICE £2.20



KISS A NON SMOKER

SIZE 12x17" (A3) CODE CANPS1 PRICE £2.20



SMOKING DAMAGES YOUR SMILE

SIZE 12x17" (A3) CODE CANPS2 PRICE £2.20



A SMOKER ON THE OUTSIDE

SIZE 12x17" (A3) CODE POSAPP PRICE £2.20



LUCY SMOKES 20 A DAY

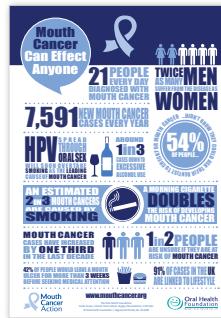
SIZE 12x17" (A3) CODE POSLUC PRICE £2.20

Displays, Posters and Wallcharts



SELF EXAMINATION

SIZE 12x17" (A3) CODE CANEXPO PRICE £7.95



STATISTICS POSTER

SIZE 17x23" (A2) CODE CANPOS PRICE £7.95



POSTER PACK

SIZE 4xA4 CODE CANPOP PRICE £1.95



ORAL HEALTH CONDITIONS: ALCOHOL

SIZE 23 X 17" (A2) CODE POSOHCALC PRICE £7.95



ORAL HEALTH CONDITIONS: SMOKING

SIZE 23 X 17" (A2) CODE POSOHCSMO PRICE £7.95



Donate to our mouth cancer appeal

By donating to mouth cancer action, the Oral Health Foundation will be able to continue to achieve our charitable objectives and address the inequalities which exist in mouth cancer.

Your donation will help us to provide more information and support for thousands more to get involved in raising awareness of mouth cancer, not only during the November campaign period but all year round.

Your donation will also support us in our year-round efforts improve the public's knowledge of mouth cancer. If our work can save just one of the 2,000 lives that are lost to mouth cancer every year, then it is a more than worthy cause.



www.mouthcancer.org/donate

www.mouthcancer.org

facebook.com/MouthCancerActionMonth

twitter.com/mouthcancerorg

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Denplan from  **Simplyhealth**
Professionals

Dentists' Provident
Protecting your lifestyle. Securing your future.

Mouth Cancer Action Month is an Oral Health Foundation charity campaign.

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