



**Oral Health  
Foundation**

Better oral health for all



# Impact Report 2016/17

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## Our mission, our values

The Oral Health Foundation is the leading national charity working to improve oral health. Our goal is to improve people's lives by reducing the harm caused by oral diseases – many of which are entirely preventable. Established more than 45 years ago, we continue to provide expert, independent and impartial advice on all aspects of oral health to those who need it most.

We work closely with government, dental and health professionals, manufacturers, the dental trade, national and local agencies and the



public, to achieve our mission of addressing the inequalities which exist in oral health, changing people's lives for the better.

This short review tells you about our achievements between August 2016 and July 2017.

Our Impact Report is intended to give shareholders and other interested people information about our charity's activities and performance.



**Oral Health Foundation**

Better oral health for all

We aim to improve oral health by providing impartial and independent advice, information and education.

The major challenges we face:

- To improve oral healthcare and promote practice in good oral hygiene.
- To be a key source for oral health information for members of the public.
- To effectively lobby and influence Government policy on behalf of the public.
- To increase oral health awareness in the workforce.
- To increase the awareness of mouth cancer and reduce mortality rates through early detection and the changing of lifestyle habits.
- To see the addition of fluoride to drinking water.
- To increase the number of people visiting a dentist on a regular basis.
- To continue to be a successful independent supplier of oral health promotional material to the health community.



#### Campaigns

We organise campaigns such as National Smile Month, Mouth Cancer Action Month, Dental Buddy and many more.

#### Education

We provide more than 500 educational resources to communicate and motivate people towards better oral health.

#### Advice

Our Dental Helpline gives advice and guidance to around 10,000 people every year, answering their oral health enquiries.

#### Information

We provide independent, trustworthy and expert advice to members of the public, health professionals and the media.

#### Accreditation

We have more than 150 oral health products containing our seal of approval across more than 50

#### Influence

We take a lead on policy, both in the UK and around Europe, to ensure the needs of the general public are being met.

## Celebrate the past, shape the future

Dr Nigel Carter OBE, CEO of the Oral Health Foundation

As CEO of the Oral Health Foundation, it gives me great pleasure to introduce this impact report, highlighting our charity's achievements and accomplishments over the last year improving oral health and providing support to some of the most at-need areas of society.

This year has marked 30 years since I first became Chair of this wonderful charity and also marks 20 years for me being its CEO. During this time, I have seen the charity's work and outreach grow remarkably and it gives me great pride to look at what has been achieved. It is also pleasing to see our growth being mirrored by the ongoing improvement of people's oral health in the United Kingdom.



Despite many positive changes to the landscape of oral health, there is still the need to understand that nearly all dental diseases are entirely preventable. Twice daily brushing, low sugar diets and regular dental visits remain key messages in what we do. The rise of mouth cancer, along with 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 fluoridation.

This year we have seen an unacceptable

and heartbreaking number of children having teeth taken out, often before they start school. We also have new NICE guidelines on oral health in communities, with recommendations for local authorities to become more involved in signposting available services to people in their area, to help reduce the impact of dental disease. Now we need them to show just how committed they are to oral health as we wait to see if they truly grasp the vitally important role they can play in promoting better oral health within their communities. A new dental contract is also edging ever closer and is something which



will undoubtedly help shape Britain's oral health for generations to come.

I would finally like to acknowledge the magnificent work that our President, Janet Goodwin, has done for the charity as her two-year term comes to an end. I thank her for the valuable contribution she has made to the Board while welcoming in our new President from December 2017, Professor Liz Kay.

I hope this recap and report of our year's activities inspires you as we focus together on improving 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.



## A truly extraordinary experience

Janet Goodwin, President of the Oral Health Foundation

Having being part of the Oral Health Foundation's work for many years, it has been a dream come true to finally become its President.

The last two years has been an incredible journey for myself personally and professionally, and I feel a great satisfaction to be part of a truly wonderful team that has such a valuable impact on the health and wellbeing of so many people.

I am immensely proud that the charity's values and principles remain the same today as when I first arrived here while the delight and honour I feel around the work we do and people we help, is greater than ever.

During the last year, I have visited people and teams up and down the country, all of which have been inspired by the work that we do. Whether it is a school running oral health sessions in the classroom, dental students creating engaging projects to improve community health, or fundraisers looking to raise awareness and money for the cause that we all believe in. The passion and enthusiasm of individuals and groups has been enormously infectious and it gives me great hope for the future.

My role with the Oral Health Foundation has also given me the opportunity this year to travel to Benin with Mercy Ships. The trip was an extraordinary experience and it was extremely beneficial to see first-hand, some of the issues which present themselves in countries that are

not afforded the access to basic healthcare that we often take for granted. As the Oral Health Foundation continues to grow globally and reach areas which are less developed in terms of healthcare, we are under no illusions of the challenges we face to improve the oral health of people all over the world.

Our fantastic charity has been helping to influence the nation's dental health through education for more than four decades and within this period we worked to improve attitudes and behaviours in how we care and look after our mouth.

Much of our work has also coincided with an improved quality and excellence of delivering primary health care while we have also been witness and played a major role in significant changes in government policy which have had a direct effect on our oral health as a population.

I urge anybody with an interest in oral health and passion to make a positive impact to join us in our activities and help us drive this change and make a difference. I also wish my successor Professor Liz Kay all the best taking on this highly rewarding role and hope it gives her as much pleasure and fulfilment as it has myself.



# Our Activities 2016/17

## Healthy smiles with National Smile Month

National Smile Month is the UK's longest running campaign to improve oral health. It is a chance for us to work closely with individuals and groups all over the country, to co-ordinate events and activities with the aim of improving oral health.



National Smile Month promotes three key messages, all of which go a long way in helping us develop and maintain a healthy mouth.

- Brush your teeth last thing at night and on at least one other occasion with a fluoride toothpaste.
- Cut down on how often you have sugary foods and drinks.
- Visit your dentist regularly, as often as they recommend.



### National Smile Month 2017

For more than 40 years, our wonderful campaign has helped to deliver oral health education and support to millions of people.

With the help and enthusiasm of those who are passionate about health and wellbeing, National Smile Month continues to make an impact educating and engaging people about the importance of a healthy mouth. The campaign, which reaches millions of people, delivers education and resources in disadvantaged areas and regions of known poor oral health.

Between May and June, National Smile Month continued to raise awareness of important health issues and make a positive difference to the oral health of millions of people throughout the UK. We are delighted to see the campaign grow from strength-to-strength and coincide with some of the most significant improvements in UK oral health.

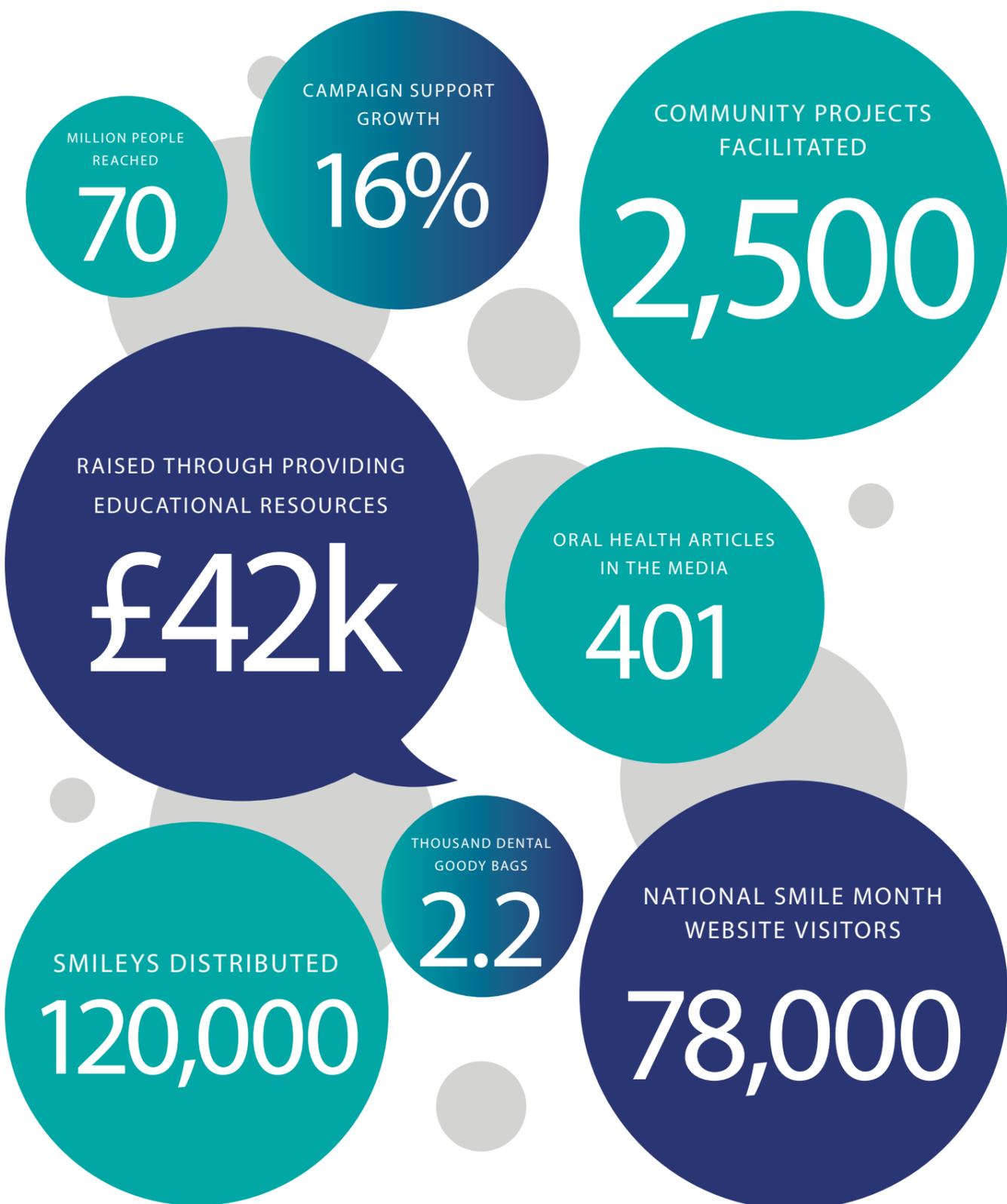


## National Smile Month 2017 provided more people than ever before with the opportunity to participate in the challenge of improving oral health.

In addition to the campaign being backed by more than 3,500 organisations this year, National Smile Month helped facilitate no fewer than 2,500 dedicated oral health events and projects.

It is wonderful to see the level of support for the campaign increase each and every year.

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



This year, National Smile Month continued to act as the spearhead for providing organised grassroots activities such as fun days, talks, sponsored events, roadshows, displays, open sessions and competitions – all of which have the ultimate goal of engaging people in the importance of oral health.

A healthy smile can be a great asset. Not only can it benefit us socially and help us in other things such as our careers and relationships, but it also has many more practical benefits.

Our teeth have such an important role to play in our lives. They help us chew and digest food, they help us to talk and speak clearly and they also give our face its shape. Because of this, it makes sense to give our oral health the best care possible.

National Smile Month is our chance to take a look at our oral health, learn more about why a healthy smile is so important and share tips on how to improve and maintain it.

A huge thank you to all of you who made National Smile Month so special. Whether you did something in your practice or hospital, visited a school or went out into your local community – taking the time to deliver oral health education through National Smile Month has made such a positive difference.



3,702

The number of passionate supporters that helped us deliver National Smile Month to communities across the UK.



Thank you to our sponsors

Our Platinum Sponsor Oral-B together with Wrigley, Regenerate Enamel Science, Polo® Sugar Free and Philips enabled us to undertake 20 broadcast interviews and conduct research on oral health issues with over 2,000 members of the general public.

Overall, the number of recorded news stories grew to in excess of 400 while the campaign's oral health messages were seen in the press by an estimated 70 million readers.



Over the last year, around 7,500 people in the United Kingdom have been told they have mouth cancer.

Sadly, mouth cancer is on the increase, with cases growing by more than two-thirds in the last 20 years while experts are predicting this number to rise further over the next decade. Hearing you have cancer can be devastating, which is why we are passionate and committed to increasing awareness of mouth cancer and reducing the number of lives affected by the disease each year.

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

## Raising awareness of mouth cancer

Throughout November, our dedicated campaign Mouth Cancer Action Month, spreads the message 'if in doubt, get checked out' and is an influential springboard in educating the public about mouth cancer.

Our campaign promotes the message of being 'Mouthaware' by recognising and acting on unusual changes in the mouth.



4,500

People and organisations supported the cause in 2016 and helped us raise awareness of mouth cancer.



£10k

Raised through the Blue Ribbon Appeal in 2016. This money is reinvested into the campaign.



### Mouth Cancer Action Month 2016

If in doubt, get checked out. The message of Mouth Cancer Action Month is clear and its importance is growing.

The campaign is about taking action and raising awareness, particularly among those groups who are most at risk. Last year, our team used the campaign as an opportunity to work closely with oral health educators, health professionals, schools and workplaces, to increase their important work of delivering oral health education, especially in disadvantaged communities and regions of known poor oral health, to deliver better awareness of mouth cancer.

Our campaigning for mouth cancer action takes place all year round and over the last 12 months we have been able to facilitate thousands of events and projects all with the ultimate goal of engaging people in the importance of being Mouthaware.

Supporting grassroots activities such as oral health checks and free mouth cancer examinations, talks, sponsored events, roadshows, displays and open sessions – have all helped bring mouth cancer to the forefront of people's minds.

Although there are risk factors heavily linked to the disease – tobacco use, drinking alcohol to excess, the human papillomavirus (HPV) and poor diet – mouth cancer can affect anybody. That’s why it’s so important that we encourage everybody to know what to look out for.



The Blue Ribbon Appeal, continues to provide many of you with an opportunity to show your support for mouth cancer awareness. More than 250,000 people now wear the badges with pride.

We are delighted to say that support for Mouth Cancer Action Month is growing. Last year, the campaign was backed by more than 3,000 health organisations, with many of those holding mouth cancer awareness events. More than two million patients were educated about mouth cancer while exposure through the media, from dedicated community events and activities raising awareness of mouth cancer, reached an estimated 20 million people.



Be aware of changes in the mouth; ulcers which do not heal within three weeks, red and white patches in the mouth, and unusual lumps or swellings, which can all be early warning signs of mouth cancer. We also promote regular visits to the dentist to ensure everyone is checked for signs of mouth cancer.

We would like to say a huge thank you to everybody who helped us raise awareness of mouth cancer, not only throughout Mouth Cancer Action Month but all year round. Your participation no matter how big or small, was warmly received and made a positive difference to the campaign’s success. Our thanks also go to our sponsors Simplyhealth Professionals, supporters Dentists’ Provident and the Association of Dental Groups, whose contributions ensured we were able to reach the maximum number of people with our messages of education, prevention and early detection.



THIS YEAR WE CREATED 50 SPECIAL PRODUCTS TO ADD TO OUR RANGE OF MORE THAN **500** IN ORDER TO RAISE AWARENESS OF MOUTH CANCER. THESE BROUGHT IN **£12k** INCOME FOR THE CHARITY.

WE MADE A MEDIA BUZZ ABOUT MOUTH CANCER WITH **186** ARTICLES ABOUT THE DISEASE IN THE PRESS THROUGHOUT NOVEMBER.

WE SENT OUT **35,000** MOUTH CANCER ACTION MONTH GUIDES AND POSTERS TO OUR SUPPORTERS.

WE FACILITATED & SUPPORTED MORE THAN **250** EVENTS DEDICATED TO RAISING AWARENESS AND ENGAGING COMMUNITIES ABOUT MOUTH CANCER.

**£90k** WE BELIEVE THAT MOUTH CANCER IS BEATABLE BUT ONLY IF WE CONTINUE TO IMPROVE AWARENESS. THAT’S WHY WE WILL CONTINUE TO INVEST IN MOUTH CANCER ACTION EVERY YEAR.



Ninety-year-old Muriel Warren from Langley Mill in Derbyshire was announced as the third winner of this year's 'Nominate A Smile' after she proved to have a timelessly wonderful smile. Muriel was nominated ahead of her 65th wedding anniversary by her granddaughter Amy. Unlike many people in her generation, Muriel is blessed with keeping her own teeth, something which has been proven to be a sign of a long, happy and healthy life.

**4**  
The number of people awarded with a 'star smile' from Nominate a Smile in 2016-17.

## Recognising those who brighten our days

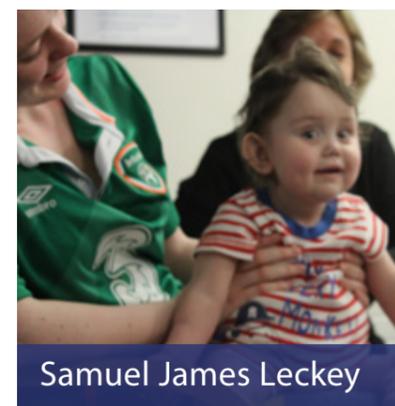
A healthy smile is not just a symbol for good health. Our smile is highly influential and is able to have a positive effect on our mood, and the mood of others around us too. Nominate a Smile was your chance to tell us about the people whose smile brightens up your day – and it had a terrific response.



Theon Kelly (3), was handed a 'Nominate a Smile' award, in recognition of the impact he has upon his older sister, who has been diagnosed with autism.



Heather Ferrol



Samuel James Leckey



### Nominate a smile

Our campaign gives recognition to those special people whose smiles brighten the days of those closest to them.

We believe a smile is one of the most powerful and emotive gestures at our disposal. Smiling shows confidence and has been proved to have a positive effect on our relationships, careers and overall image. It's so simple, yet so many people just don't do it, often caused by poor oral hygiene over the years.

At the Oral Health Foundation, we feel it is really important to focus on education and stress just how valuable a healthy mouth is.

This year we wanted to get people smiling, feeling good about themselves and find those special people who make others around them smile too.

For Nominate a Smile, we received hundreds of applications about some really extraordinary people. To all of those who we met during Nominate a Smile, thank you for brightening our day too. Your stories really touched our hearts and demonstrates the true power that a smile can have.

## The first tooth is the most important

From brushing their first tooth, to their first trip to the dentist, a child's oral health plays a key part in their early year's wellbeing and at the Oral Health Foundation, we are dedicated to improving the oral health of young children in the UK.

It is a staggering thought, but in primary schools across the UK, around eight or nine children in every class will have already developed tooth decay. That's approaching a quarter of a million children in each primary school year and around 3.3 million young people aged 0-14 years.

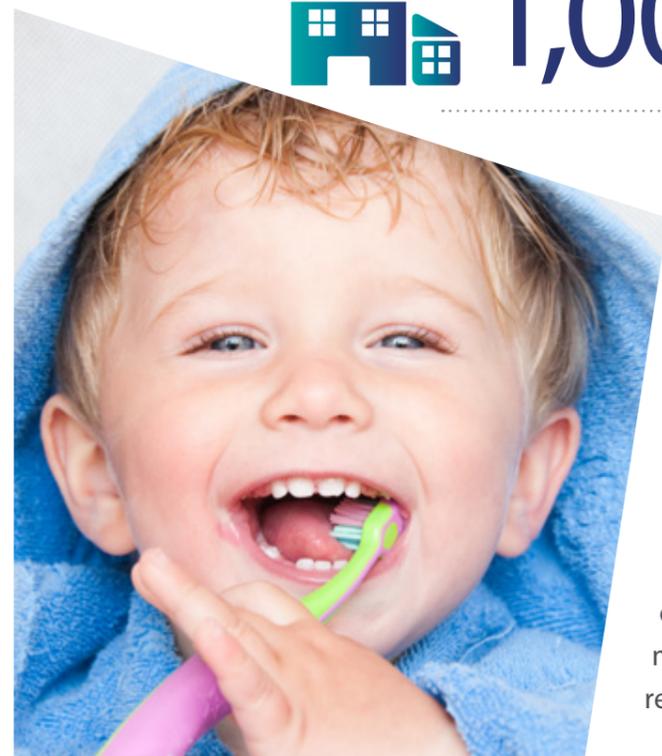
This year, we are really proud to have created ToothTime – a pack specially designed to help pre-school children and their parents to realise the importance of looking after their teeth through regular brushing, eating foods low in sugar and having regular visits to the dentist. Tooth Time focuses on practical, activity and play in order to develop a child's understanding of basic oral health and hygiene.

Since tooth decay is the most common non-communicable disease in children and one that is easily prevented, action needs to be taken across multiple environments. That is why we have made ToothTime to be used at both in the nursery and at home.



1,000+

The number of nurseries and schools who have used our programmes this year to improve oral health.



We have also been working hard to deliver our other programmes into schools all across the country. Dental Buddy and BrushTime have been immensely popular, and alongside our other campaigns such as National Smile Month.

The Oral Health Foundation also spent time this year in nurseries in the charity's hometown of Rugby, Warwickshire, to give personalised sessions for pre-school children. It was a fantastic opportunity for us to help young children understand the importance of good oral health, and can really help reinforce the message of good tooth brushing behaviour, in a fun and relaxed setting.



160+

The number of reports we have filed to Trading Standards and the General Dentistry Council.

## Taking the lead on safe tooth whitening

In the wrong hands, undergoing a relatively simple and safe tooth whitening treatment can turn into a terrifying ordeal. We have seen first-hand the damage caused to unsuspecting members of the public who have been put in danger through unqualified persons carrying out tooth whitening illegally and by products which are highly toxic.

We have seen people suffer terrible and needless injuries from chemicals damaging both the tooth surface and gums, leaving a toll, both physically and psychologically.

This year, the Oral Health Foundation has continued to lead and co-ordinate the Tooth Whitening Information Group – an alliance of dental professional bodies and manufacturers set up to tackle the key issues and problems regarding tooth whitening.

We have continued to work with the beauty industry to educate them about the illegalities of tooth whitening – which should only be carried out by a dentist – as well as provide much needed clarity to the general public about where we should be getting their teeth whitened.

The success of the Tooth Whitening Information Group in such a short period of time has resulted in a growth of support. At the end of the year, seven member organisations and eight representatives make up the group's coalition.

For those who continue to practice tooth whitening illegally, or providers of unlawful products, we have taken direct action, filing reports to either the General Dental Council or Trading Standards – all of which have led to successful action being taken.

## Giving people help and reassurance

In June 2017, the Oral Health Foundation's Dental Helpline marked 20 years of providing members of the public with free and impartial advice on a range of oral health problems.

During that time, it has been a truly charitable service. Today, the crucial work by our experts continues to make a positive difference to the public and professionals alike, proving an invaluable resource in educating thousands on a range of dental and oral health related matters.

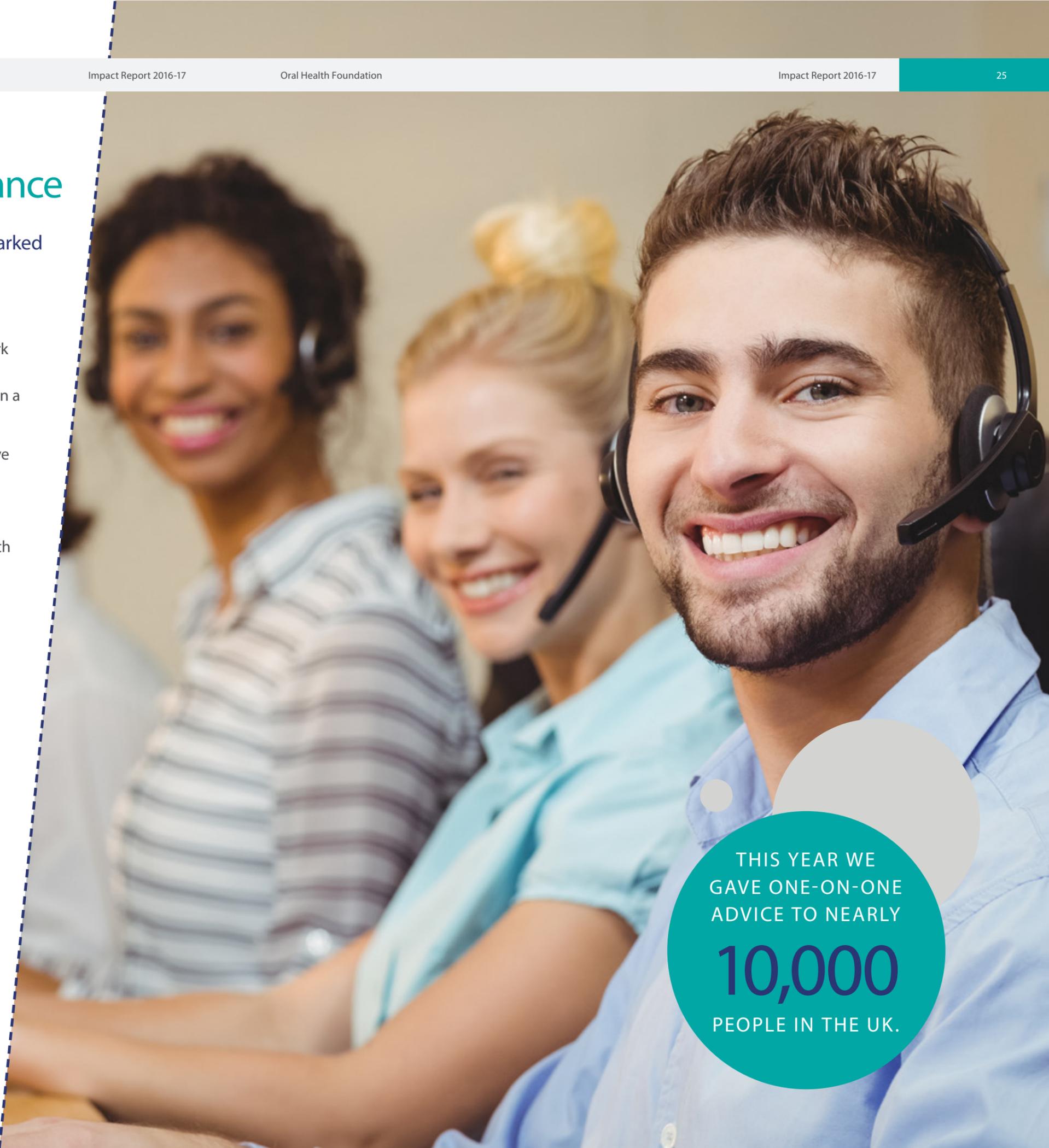
Our dedicated team of qualified dental nurses and oral health educators have given their clinical expertise to advise more than 375,000 people on a wide variety of dental issues. Many of the people who call us are often in distress and feeling like there's nowhere else to turn. Our team provides reassurance and support to all of those who call us looking for help about their oral health and has a long-standing record of delivering calm and comforting counsel.

The majority of support we have given this year has been about dentures, implants and crowns. Understanding NHS dental regulations and a patient's rights were also high on the list, as was those looking for help to find a dentist.

The Dental Helpline continues to offer its support to the British Dental Association (BDA) and NHS England, while each call costs us around £10, highlighting the importance of income from supporters, educational resource sales, product accreditation and sponsorship.

Please give the Dental Helpline a call on 01788 539780, or get your question answered by email at [helpline@dentalhealth.org](mailto:helpline@dentalhealth.org)

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



THIS YEAR WE  
GAVE ONE-ON-ONE  
ADVICE TO NEARLY

**10,000**

PEOPLE IN THE UK.



## Inspiring confidence through Accreditation

This year we have worked really hard to support consumers and help them make informed choices about the dental products they buy.

There are so many oral health products on the market and many claims as to their effectiveness being made. This is why we believe it is of the utmost importance that everybody is given the added level of assurance they need and deserve.

The Oral Health Foundation's Accreditation programme gives us the opportunity to provide individuals and groups with information, protection and education, to reassure them that the oral care products they buy, perform the way they claim.

A nationwide study we conducted discovered that we spend more on oral care products at the supermarkets than we do on any other health or beauty item. Despite this, fewer than one in four of us understand what ingredients they are made up from while around three in four do not always believe the claims made on dental products.

That's exactly why we have spent the last year working closely with an independent panel of

internationally recognised dental experts, to study and evaluate manufacturers' claims carefully, to make sure they are true, not exaggerated, and backed up by reliable scientific evidence.

We're delighted to report that it was another successful year for our Accreditation programme, both domestically and internationally. We now have more than 150 'Accredited' products across 50 territories, making it one of the largest accreditation-based schemes in the world.

Over the last year, we have welcomed products from Sainsbury's, Rainbow, Primark, Home Bargains, Lidl, Oral-B Genius and Listerine.



## Communicating, educating and motivating

With our range of resources we look to improve knowledge through greater education and inspire changes in behaviour through positive learning experiences.



Dental practice products continue to be an integral part of our work, and with more than 30 years' experience of advising members of the public on how to improve their oral health, we have a wealth of knowledge on the dentist-patient communication process and offer constant support to our customers.

This year, the Oral Health Foundation has worked harder than ever to provide an array of high quality information, resources and other oral health education products to help health professionals all across the UK directly improve oral health.

Over the last year, we supplied thousands of dental surgeries, health centres, hospitals and schools, with the tools and resources they need to engage and educate people about the importance of a healthy mouth.

Oral Health Foundation sent out thousands of orders last year and we are proud to be one of the leading suppliers of oral health educational material to health departments and bodies, not only in the UK, but in many other territories around the world.

Alongside our successful patient leaflet range (Tell Me About) which now has 52 titles, our dental goody bags have proved particularly popular this year. These dental goody bags group a selection of our very best selling individual resources and are perfect for patients to use at home or while on the run. We have goody bags for adults and children as well as special kits for orthodontic dental care and plaque too.

One of the most effective ways we can reduce the harm caused by oral diseases in the UK is to help individuals and communities understand the true value of good oral health.

We have continued developing our own brand products, which offers value and quality to health professionals seeking oral health education and motivation materials for the patient and the public.

Visit our online shop [www.educatingsmiles.org](http://www.educatingsmiles.org)

Equality and fairness is at the heart of the Oral Health Foundation and we will continue to endeavour to be a charity whose values and actions have a positive effect on all corners of society.

This year we have helped countless people improve the health of their mouth through providing education materials and resources, advice and information and by organising campaigns and events.

## Tackling inequalities & helping those in need

As inequalities in oral health continue to grow, and with incidences of mouth cancer on the rise, our role as a leader in oral health education and preventative action becomes ever more crucial.

Your support is helping us reduce inequalities in oral health and over the last year we have been able to provide more information and support for children, the elderly and vulnerable, people with disabilities and those living in deprivation around the UK, than ever before.

We are seeing an increasing number of people in the UK become geographically isolated while those suffering from reduced mobility are finding it even more difficult to access the care they need. Over the course of the year our programmes, resources and outreach has meant that thousands more people have been able to get direct advice, correct information and much needed support.

Our work doesn't just have a direct impact on health and wellbeing, it's also incredibly important for a person's mental health too. Throughout the last year, the Oral Health Foundation's work has given many people reassurance and mindfulness, often helping to reduce anxiety and concern.

In addition to helping the most vulnerable members of our society, we are also here for everybody else. Last year, we were able to continue our work with families, providing education to multi-generations, and give them what they need in order to not only be able to care for their own health but also know how to look after the wellbeing of the people closest to them.



## What you read in the press might be true!

There are so many ways to access news and information today that it's sometimes a struggle to know what to believe and what might be best used as 'fish 'n' chip paper'. This is particularly true when it comes to healthcare, when it seems that a day doesn't go by without contradictory advice in the media about how we should be taking care of ourselves and our loved ones.

That's why our press team has spent the last year in constant communication with journalists, newspapers and broadcasters all across the country. We have put a great importance on building and developing these relationships, firstly, so that we can elevate oral health up the media agenda but most importantly, to ensure only independent, unbiased and correct information is printed.

With increasing inequalities, multiculturalism and divisions within our society, we realise that getting our messages out to different audiences is crucial. We want to be a leader when it comes to oral health in the media and with many myths in circulation, we strongly believe that our role as an impartial and expert source of information is key for increasing knowledge about improving oral health and wellbeing.



# 1,269

Throughout 2016/17, we had immensely strong media coverage, with a remarkable 1,269 articles featuring content from Oral Health Foundation in national, regional, online news and magazines.



In addition to traditional print press, we also took part in 100 radio interviews and dozens of television broadcasts. More than 500 minutes of live interviews were recorded that engaged listeners and viewers into learning more about the health of their mouth.

Extraordinarily, our messages positively promoting oral health in the press had a combined UK audience in excess of 330 million – more than five times our population!



## A leader in influencing policy

As a charity looking to make a positive impact in the public arena, lobbying and influencing policy on all matters relating to oral health remains essential. In the past year, we have been working to affect the direction and decision-making of certain issues, policies or laws so that we can achieve a higher level of care and health.

Over the last year we have spent a great deal of time lending our support and joining forces with like-minded organisations who are petitioning on the behalf of the general public raising important issues with MPs, Lords and government agencies.

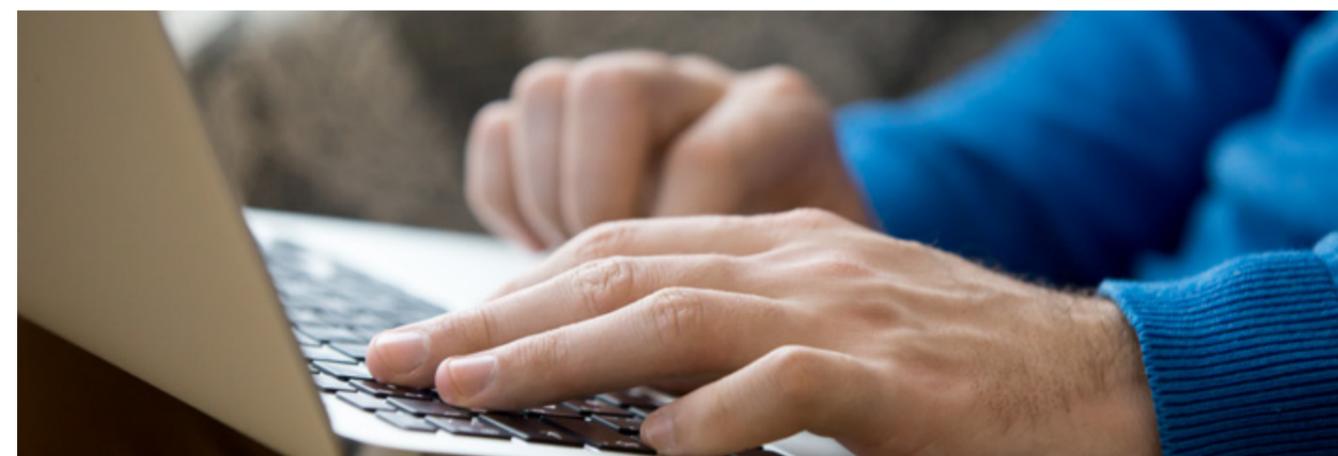
Much of our work in the last 12 months has included smoking and e-cigarette legislation and we have also been working to achieve minimum alcohol pricing. There are also other hugely significant and urgent issues such as diet and access to sugar, particularly in hospitals and schools. We have also been advising on more easily-identifiable and correct labelling on foods and drinks, in addition to looking at improved care policies for the elderly in care homes and people suffering with dementia.

We are an active member of HPV Action and over the last year have been lobbying to introduce a gender-neutral vaccination for boys. The human papillomavirus (HPV) is responsible for 5% of all cancers, including mouth cancer, and we feel there is an urgent need to extend the UK vaccination to British boys, 400,000 of which are being put at risk of HPV-related diseases every year.

Our membership of the Platform for Better Oral Health in Europe puts us in a key position to promote oral health and the cost-effective prevention of oral diseases in Europe. The group seeks a common European approach towards education, prevention and access to better oral health in Europe. What's more, our CEO, Dr Nigel Carter OBE, is now the Chairman of that group, putting Oral Health Foundation at the forefront of a European-wide ignition of the importance of oral health.



We're delighted that so many of you value and trust our advice. More than 3.5 million of you have visited us online over the last year, accessing everything from oral health advice to one-on-one dedicated support for those seeking reassurance and guidance about the health of their mouth.



## Adopting digital and online tools

This year we have continued to embrace and develop our use of online technologies in a bid to educate even more people about their oral health and wellbeing, as well as provide advice and support for those looking for guidance.

The Oral Health Foundation takes great pride in offering the very best, reliable and trustworthy advice and doing this on a digital platform is becoming more important than ever before.

Over the last year we have invested heavily in online development and as a result have managed to deliver engaging and comprehensive oral health materials to millions of people across hundreds of countries.

We've also had thousands of supporters download resources we have specially created to help young children to learn more about the importance of a healthy mouth, and even more come to us looking to learn about how to get involved in our campaigns such as National Smile Month.

The Oral Health Foundation has had a wonderful response to one of our projects which has committed to reach millions of non-English speakers around the world. We now supply oral health

education online in Mandarin, Arabic, Hindi, Spanish, German, Russian, French, Polish and Portuguese – reflecting our ambition to share valuable knowledge and information with a wider audience.

But our online development doesn't just stop at websites... electronic communications, our digital e-magazine Word of Mouth, and our growing social media activity demonstrate our desire to reach new audiences via a multitude of platforms.

These activities reached more than half a million people last year and we are seeing it grow even further with the introduction of Instagram, Snapchat and YouTube channels. All these platforms are important for our charity to not only keep you up-to-date with what we're doing as we're doing it, but also helps us engage and share positive messages to those people who might not be able to access healthcare.

# It wouldn't be possible without you

As an entirely independent charity, which does not receive government grants nor is backed by wealthy donors, we heavily rely on the generosity and goodwill of our supporters to help us fulfil our mission of improving oral health.

Patronage from our corporate supporters remains strong, as we continue to prove a popular choice for the more than 600 organisations who want to publicly support the cause of improving oral health as 'Friends of the Oral Health Foundation'.

As inequalities in oral health continue to grow, and with incidences of mouth cancer on the rise, our role as a leader in oral health education and preventive action becomes ever more crucial. At its heart, the Oral Health Foundation is an inclusive organisation that provides opportunities for everyone interested in oral health to participate. Our supporters continue to reflect the diverse range of people and organisations involved, including dentists, oral health professionals, surgeries, companies, huge multi-nationals and members of the general public.

That's why we truly value all the generosity and hard work of you, our supporters. Thank you for all the help you have given us over the past year and we look forward to all the possibilities that lie ahead.

To find out how you can support the Oral Health Foundation visit our website at [www.dentalhealth.org](http://www.dentalhealth.org)

# Despite the difficult economic times we're facing, we have been moved by the kindness and support that continues to be shown.

Financial support by individuals and groups through fundraising, donations and corporate sponsorship of our oral health campaigns means that we have been able to provide important information and support for children, the elderly and vulnerable, people with special needs and those living in deprivation all around the UK.





## Look what we made you do!

We feel so happy and truly blessed by those who have gone the extra mile by helping to raise awareness and money for the Oral Health Foundation. The causes which are close to your hearts are also close to ours.

Thank you so much for all your help.

If you would like to fundraise for us, we will help you as much as possible to help you achieve your goals – it's just a small thing we can do to show just how grateful we are to have your support.

If there's a challenge you would like to do in the future, whether it's a run, walk, cycle, and skydive or community fundraising such as bake sales, fancy dress days, raffles and quizzes, we would be honoured for you to consider us worthy of your donation.

THIS YEAR YOU  
GAVE US  
**£194k**  
IN DONATIONS AND  
SPONSORSHIP.

WE ARE PROUD TO  
HAVE MORE THAN  
**600**  
SUPPORTERS &  
FRIENDS.

A HUGE THANK  
YOU TO THE  
**250+**  
PEOPLE RAISING  
MONEY FOR US.

The Oral Health Foundation believes in creating strong partnerships with like-minded people who ultimately want to help improve oral health.

If your company would like to get involved and support us in any of our activities, we want to hear from you. Please call us on 01788 546 365 or email [mail@dentalhealth.org](mailto:mail@dentalhealth.org)

## A big thank you to our partners

What we are able to do wouldn't be possible without the invaluable support of so many companies, brands and manufacturers from all over the world. We would like to say a huge thank you to the below, all of who have helped shape the Oral Health Foundation's activities over the last year.

Oral-B | Wrigley | Regenerate Enamel Science | Polo® Sugar Free | Philips Sonicare | Simplyhealth Professionals | Dentists' Provident | Association of Dental Groups | Tepe | The Probe | Smile Magazine, Dental Update | Mercy Ships | Bridge2Aid | Lloyds Pharmacy | Boots | Ace IT | Healthcare Learning | Aspire Creative | Vale Press | Folio Typography | Tesco | Sainsbury's | Morrisons | Aldi | Lidl | Marks & Spencer | ASDA | Home Bargains | Primark | Firefly | Seabond | Clinomyn | McBride | Fixodent | Beauty Formulas | Sarakan | Scottish Water | Unum Dental | Dencover | Peppersmith | Kingfisher | Invisalign | NUK | Listerine | The Argus | Platform for Better Oral Health in Europe | Medway | Dental Health Spa | HPV Action | Sally Bragg | Rugby Area Talent Trust | Link Mailing | British Dental Industry Association | Closer Still Media | Mark Allen Group | British Dental Association | British Society of Dental Hygiene & Therapy | Purple Media | ASP Promotions | PKF Cooper Parry Group | Setform | Word Centre | House of Commons | 61 Whitehall | Boundaries for Life | Polestar Stones | British Association of Dental Nurses | Department of Health | Faculty of General Dental Practitioners (UK) | General Dental Council | General Medical Council | Royal Society for Public Health | The Dental Defence Union | Joint Medical Command (Armed Forces) | The Royal Society of Medicine | Royal College Of Surgeons



## Our trustees

The full trustee board which consists of 8-12 members meets at least four times a year. Our Board are responsible for the governance, strategic direction and policies of the Oral Health Foundation.

Janet Goodwin (President) | Professor Elizabeth Kay (President Elect) | Dr Ben Atkins | Maureen Bennett (Resigned 31st Oct 2017) | Mhari Coxon | Steven Hardiman | Edward Martin | David Mason | Tracey Posner | Dr Chet Trivedy | Professor Nairn Wilson



## The team

Over the last year, the Oral Health Foundation's day-to-day activities have been managed and run by 17 terrific people, all of whom are passionate about improving oral health and wellbeing.

Dr Nigel Carter OBE | Kerry Geldart | Amanda Oakey | Dawn Thomas | David Arnold | Gavin Hawes | George Bushell | Emma Girard | Ket Hancock | Sarah Hollis | Karen Coates | Louise Chidlow | Yvonne Lee | Sharon Broom | Selina Vegad | Kay Cobley | Lizzie Campbell





## Accounts and finances

Overall income for our charity remains stable. In the last financial year, the Oral Health Foundation brought in an income of more than £1million. This meant we could continue investing in charitable activities, oral health awareness and education

We have been committed in our investment on producing information and awareness (£456,538), funding the Dental Helpline (£75,681), and mouth cancer action (£89,526). In total, £1,083,979 was used to fulfil our charitable activities and promote good oral health in the last year.

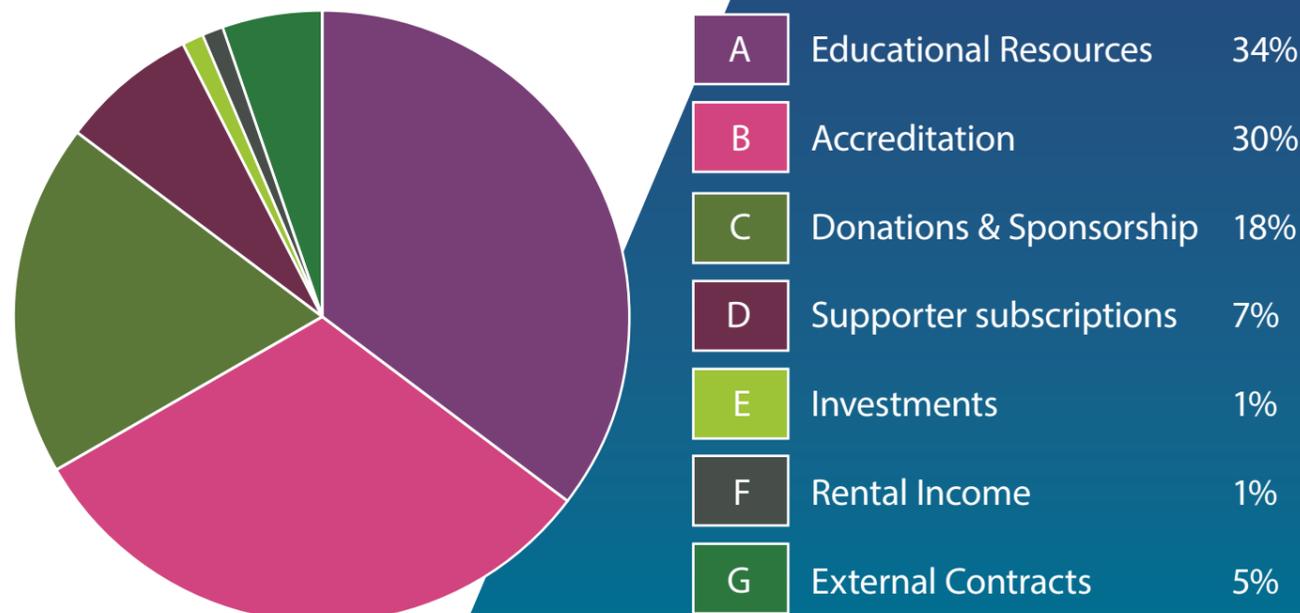
We are also pleased to announce, particularly given the current financial environment, that manufacturers continue to see value in the charity's Accreditation programme, which generated £317,108 – a significant increase on last year.

Public and private sector spending on oral health educational resources remains strong and continues to bring in a substantial amount of income for the Oral Health Foundation. Over the last year, educational resources have brought in £364,374 while revenue generated from donations and sponsorship remained strong at £194,414.

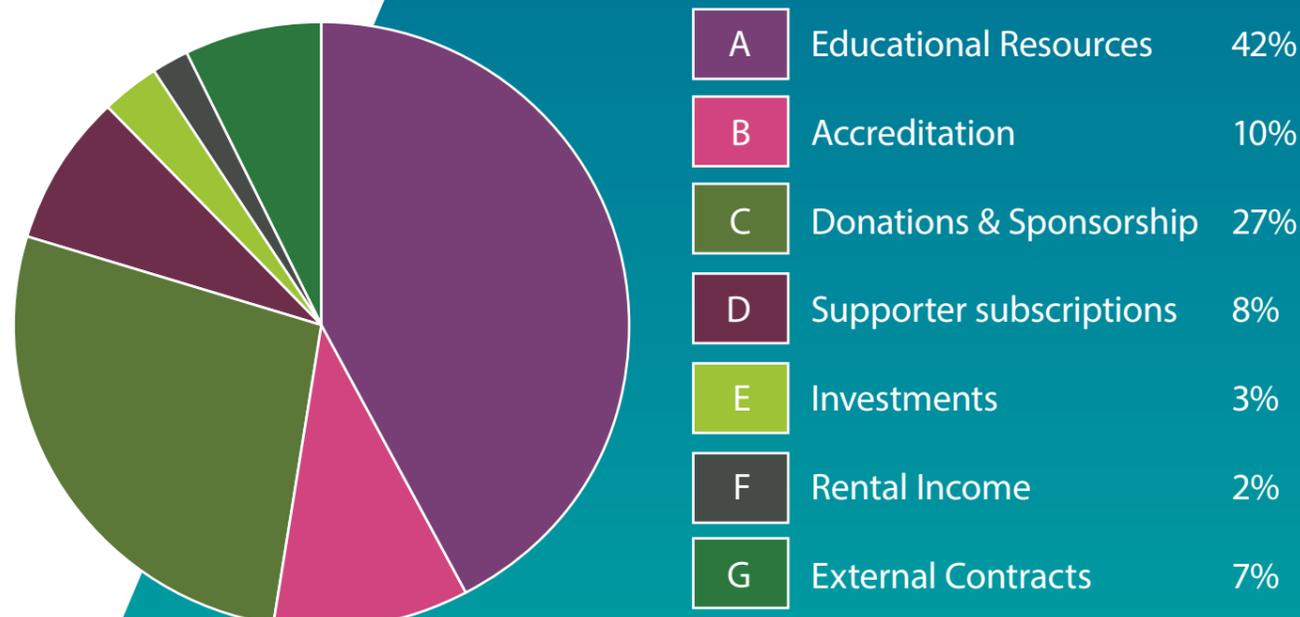
By the end of the reporting period, in a challenging economic climate, a deficit of £22k was generated from the Oral Health Foundation's day-to-day activities, before investment gains and losses.

Auditors: PKF Cooper Parry Group Limited. Full copies of the audited report are available on request to the Oral Health Foundation by writing to [mail@dentalhealth.org](mailto:mail@dentalhealth.org).

## Income



## Expenditure





## Tomorrow is another day

We may have had a fantastic year, but our work is far from done.

There's still so much for us to do to improve oral health, not only in the UK but around the world.

As a self-funded charity, the Oral Health Foundation relies on your generous support so that we can continue our important work of improving the nation's oral health. You can now support our work both through annual support and one-off donations. By doing so you will join a diverse range of people and organisations who are passionate about our work and messages.

Dentists, hygienists, therapists, practices, non-health businesses, schools and other education bodies, large multi-national corporations, smaller companies as well as members of the public, all continue to support us and we would welcome you to join us too.

The connection created between us and our supporters is precious, helping us to champion oral health in the public domain, whether it's out on the high street, in the dental practice, or contributing to Government consultations on fluoridation, action on mouth cancer, minimum pricing alcohol or smoking policies.

Visit [www.dentalhealth.org/donate](http://www.dentalhealth.org/donate) to donate online. It's quick, easy and most importantly, the safest way to donate. Don't forget to include Gift Aid in your donations too!



### £5

SOMETIMES INEQUALITIES IN HEALTH ARE DUE TO A LACK OF THE MOST BASIC RESOURCES WE TAKE FOR GRANTED. JUST £5 WILL PROVIDE A DENTAL GOODY BAG FOR A FAMILY, ENSURING ADULTS, AS WELL AS CHILDREN, DON'T GO WITHOUT.

### £10

EVERY FIVE MINUTES SOMEBODY IN NEED COMES TO US FOR ORAL HEALTH ADVICE. AS LITTLE AS £10 WILL FUND ONE CALL TO OUR DENTAL HELPLINE, PROVIDING A PERSON IN DISTRESS WITH TRUSTED ADVICE BY ONE OF OUR EXPERTS.

### £50

BY THE TIME CHILDREN IN THE UK START SCHOOL, ONE IN THREE WILL HAVE TOOTH DECAY. £50 WILL HELP US SUPPLY A NURSERY WITH AN EDUCATION PACK TO HELP THEM TEACH TODDLERS ABOUT HOW TO CARE FOR THEIR MOUTH.

The Oral Health Foundation campaigns to address the inequalities in oral health. We're a registered UK charity which relies on donations from the public, as well as the dental and health profession. Become a supporter. Your donation will be warmly received and will allow us to continue our important mission of providing independent and impartial information, education and advice to those who need it most.

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Registered charity number 263198 | Company number: 1027738 limited by guarantee

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