

Our Vision - Success for us is when:

1. Every child starts school across the Borough with healthy teeth and gums
2. Our vulnerable elderly adults have their oral health needs regularly checked

We will do this by:

- Delivering a supervised toothbrushing programme in every nursery (and reception class) in Blackburn and Darwen by 2024
- Encouraging the reduction of sugar intake outside of mealtimes
- Working with dental practices across the Borough to increase the number of children registered with a dentist by 1 year old
- Building community capacity and training the workforce to make every contact count to improve all our oral health with each care home having an oral health champion

Challenges

Consistently high levels of decayed missing or filled teeth in our young children

Continuing poverty, deprivation and disadvantage

Increasing levels of food & fuel poverty

Varied food knowledge and cooking skills

Staffing service provision such as the 0-19 service and elderly care impacts on healthy eating / toothbrushing advice

Commissioning arrangements for NHS dentistry

Opportunities

- Wide range of key partners engaged in the oral health improvement strategy group
- Workforce development training now available through the 3 life courses
- New oral health improvement service delivering supervised brushing in every nursery and reception class
- Kind to Teeth Parent Champions (volunteers) trained across the Borough and an oral health champion in every care home by 2024

Cross cutting themes

Eat Well Move More strategy including Local Authority Declaration on Healthy Weight as poor oral health has been linked to unhealthy weight

Food Resilience Alliance: Sugar Smart pledge; Recipe 4 Health; Food Charter Priorities (1. Good Food For All Every Day 2. Understanding of our Whole Food Chain 3. Create Good Food Places 4. Zero Tolerance Of Food Waste)

The Ask

1. Parents are aware of the need to brush their toddler's teeth and gums as soon as the teeth come through and have the toothbrushes ready off their health visitor (free at the 8-12 month check)
2. Parents only give sugary drinks and treats at mealtime – milk and water during the rest of the day please 'Be Kind To My Teeth'
3. Dentists, with the support of NHS England, do their best to ensure every baby born in the Borough has their first dental check by 1 year old.

KEY OUTCOMES

Children start school with a healthy set of teeth and gums

All children are registered with a dentist

Every care home has an oral health champion