

# The Annual Review of 2013/2014 of the British Dental Health Foundation and International Dental Health Foundation



British  
**Dental Health**  
Foundation



International  
**Dental Health**  
Foundation

Dedicated To Improving Oral Health



# Our Mission

To improve oral health by providing impartial and independent advice, information and education.

## We achieve our goals through...



Campaigns



Influence



Education



Advice & Information



Product Accreditation



Our team at the British Dental Health Foundation is dedicated to improving health and wellbeing by reducing the harm caused by oral diseases. As a leading national charity, our passion to provide education, motivation, guidance and support to millions of people every year continues to grow as we change people's lives for the better.

In this review of our year, we will tell you about our achievements and breakthroughs between August 2013 and July 2014.

We are proud to be a charity who's values and messages remain as relevant today as they were back when it we first formed more than 40 years ago. Our team delivers expert, independent and impartial advice on all aspects of oral health to those who need it most while aiming to tackle the inequalities which currently exist in oral health. We work to improve the quality of life for millions of people not only in the United Kingdom but also around the world.

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 by designing a workplace programme
- 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 items and goods

# Welcome & Introduction



**“I am very pleased to report that our charitable activity has actually grown this year on a number of metrics.”**

It is with great pleasure that I introduce our 42nd Annual Review at the close of the first of my two years as President and Board Chair. Having been a trustee of the charity on three occasions over the past 25 years or more, it was a real privilege to be voted into this role and to be able to work closely with the Chief Executive to guide an organisation which has played such an important part in my working life.

I'd like first to acknowledge the great work that my predecessor,

John Siebert, has done in leading the Board over the past two years, and to thank him for the contribution he continues to make to the Board.

Despite the challenges faced by many organisations in a time of economic austerity, I am very pleased to report that our charitable activity has actually grown this year on a number of metrics. Over the past 12 months, our two major charitable campaigns, National Smile Month and Mouth Cancer Action Month, have been supported by some 5,000 organisations around the United Kingdom, resulting in over 2,000 dedicated events and activities. This has taken oral health education directly into the 'grass roots' of communities where recent reports on the incidence of caries and mouth cancer show it is still needed so badly despite the relative affluence of our society.

This year, we have seen calls to our Dental Helpline increase for the first time in three years – highlighting the importance of this service and the need for truly impartial oral health advice that stands apart from political or commercial pressures.

Given the universal nature of the oral health message, translation of our excellent set of 54 'Tell Me About...' advice leaflets into nine languages in print and online has allowed us to provide a more inclusive service to a multicultural United Kingdom, while also bringing our expertise in effective communication to new international audiences for whom English is not an accessible language.

A common theme shared by mouth cancer, dental caries and periodontal disease is that they tend to be symptomless until the problem has gone too far for a simple remedy. Since charges were introduced,

dental treatment has been a 'discretionary' spend for many and often a 'distress purchase' for anything other than cosmetic treatment, so with money tight in many households, it's more important than ever that we are available for, and visible to, the public.

None of what we do would be possible without the enthusiasm and commitment of our volunteers, supporters, partners and staff, who I'd like to thank publicly on behalf of the Board.

Our two 'flagship' campaigns continue to grow and develop, but we're always on the lookout for new initiatives, new projects, new ideas and new talent to help get the oral health message across.

**Dr Tony Newton**

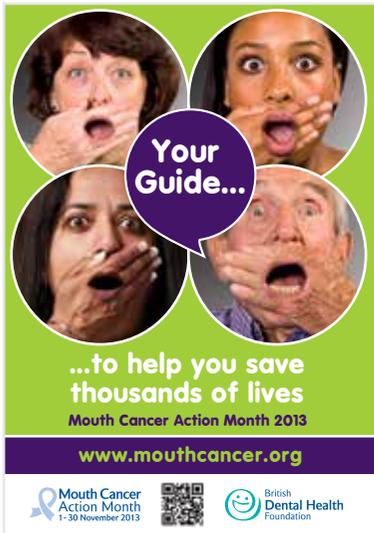
*DBA, MSc, FHEA, PGCAP, BDS LDS*

**President and Board Chair**



# Mouth Cancer Action Month 2013

As long-time campaigners for mouth cancer awareness, we have seen the landscape of the disease change significantly over the last few years. As a population, our knowledge and understanding of mouth cancer, its risk factors and early warning signs have improved considerably, yet the number of people being diagnosed with the disease continues to grow. And while there have been remarkable advances in treatment options, the number of lives being lost to mouth cancer is not subsiding.



Last year, more than 6,700 were told they had mouth cancer, that's one every five hours. Hearing you have cancer is devastating, which is why we are passionate and committed to increasing awareness of the disease and reducing the number of lives claimed by mouth cancer each year.

In November, we ran Mouth Cancer Action Month under the message 'if in doubt, get checked out'. Our campaign has become an influential springboard in educating the public about mouth cancer, highlighting the risks, symptoms and causes of the disease.

Although there are risk factors heavily linked to the disease – tobacco use, drinking alcohol to

excess, the human papillomavirus (HPV), transmitted via oral sex and poor diet – mouth cancer can affect anybody. That's why it's so important that we all know what to look out for.

In 2013, as part of Mouth Cancer Action Month, we were able to reach more people than ever before. Record numbers of dental professionals held mouth cancer examination events and displayed posters in their waiting rooms while articles about mouth cancer in the media reached in excess of 65 million.

The campaign continues to be about taking action and raising awareness, particularly among those groups who are most at risk. We want people to look out for ulcers which do not heal within three weeks, red and white patches

in the mouth, and unusual lumps or swellings while encouraging them to regularly visit a dentist to ensure they're checked for signs of mouth cancer.

We would like to say a huge thank you to everybody who helped us raise awareness of the disease during Mouth Cancer Action Month – your participation no matter how big or small, was warmly received and made a huge difference to the campaign's success. Our thanks also go to our sponsors Denplan, 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.

## 1,817

healthcare organisations taking part in the campaign

## 45,650

campaign posters displayed in waiting rooms and surgeries across the UK with information about risk factors, early warning signs and symptoms of mouth cancer

## 142

specialist mouth cancer events were held to visually examine patients at risk of the disease

## 2,002

people who took part in our UK-wide survey to assess our knowledge of mouth cancer, lifestyle habits and attitude towards the things that put us at risk of the disease

## 28,200

wore a Blue Ribbon Badge to show their support for mouth cancer

## 65,549,369

read an article about the campaign or disease either in print or broadcast press during Mouth Cancer Action Month

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

# National Smile Month 2014

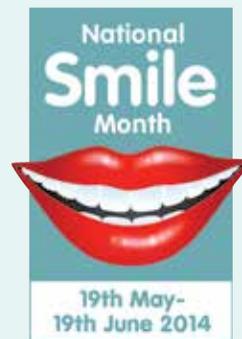


National Smile Month is the UK's largest and longest running campaign to help improve oral health. Our team at the British Dental Health Foundation uses National Smile Month as a chance to work closely with oral health educators, health professionals, schools and workplaces, to increase their important work of delivering oral health education, especially in disadvantaged areas and regions of known poor 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. They are:

- 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.

With the help and enthusiasm of those who are passionate about health and wellbeing, National Smile Month continues to make an impact to educate and engage people about the importance of a healthy mouth.



Between May and June, we 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 2014 provided more people than ever before with the opportunity to participate in the challenge of improving oral health and it is wonderful to see the level of support for the campaign increase each and every year.

In addition to the campaign being backed by more than 3,000 organisations in 2014, National Smile Month helped facilitate no fewer than 1,800 dedicated oral health events and projects. The

campaign 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 which have the ultimate goal of engaging people in the importance of oral health.

The educational grants and marketing expertise of four major sponsors helped to make National Smile Month a success in 2014. Oral-B, Wrigley, Listerine and Invisalign enabled us to undertake 78 radio 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 750 while the campaign's oral health messages reached around 65 million people – proving to be the most effective campaign to date. And with increased retail involvement in National Smile Month, campaign messages are now being broadcast to millions of

shoppers throughout the UK.

But National Smile Month isn't just about education and stressing the importance of a healthy mouth – the key to the success of the campaign is that we have lots of fun doing it! More than 150,000 Smileys were sent out and resulted in a mass of Smiley Selfies taken and posted on social media.

We are excited to see what 2015 brings for National Smile Month and we hope to create many more opportunities for existing, and new organisations and supporters, to help share the message of how to achieve great oral health.

In June we took National Smile Month to the United Arab Emirates and ran our very first UAE Smile Month!

The pilot campaign saw more than 2,000 UAE Smile Month packs promoting oral health education sent to dental offices and hospitals throughout the region.

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

# Providing support and advice

As a charity dedicated to improving oral health, we are proud to have supplied oral health information and education to more than 6,000 dental practices and other health organisations across the UK in the last year alone. In addition, we provide health professionals and the general public with comprehensive information on our website while our Dental Helpline provides advice for people seeking confidential and more one-to-one assistance with our dental professionals. All of our services combine to make us the first point of contact on oral health issues for millions of people worldwide.



## Dental Helpline

The Dental Helpline continues to provide a wide variety of advice from our team of qualified dental professionals. The number of people contacting our Dental Helpline increased in 2013-2014, exceeding 10,000 enquiries. In the past ten years, more than 350,000 people have sought our help regarding their oral health queries.

The Dental Helpline continues to offer its support to the British Dental Association (BDA) and NHS England, while each call costs us around £9, highlighting the importance of income from supporters, educational resource sales, product accreditation and sponsorship.

Common enquiries in 2013-2014 involved crowns, dentures, bridges and implants while questions regarding NHS regulations, finding a dentist and root canal treatment were also high.

## Online Help

Our website [www.dentalhealth.org](http://www.dentalhealth.org) continues to be a leading provider of independent dental health information to the public and people working within the sector and has witnessed a remarkable up-turn in visitors over the last year. By the end of the year, more than 7,500 people visited our website every day to access quality and trusted oral health information – that equates to in excess of 2.5 million throughout the year.

Our online developments and activities in 2013-2014 also provided more opportunities to interact with our team and access information on oral health issues. More than 21,000 people and organisations follow us on our various social media while in excess of 12,000 people have subscribed to our monthly digital magazine 'Word of Mouth'.

Work is now underway to develop our online activities further including the translation of essential oral health advice and information to support our international work. The translation will appear in nine of the world's most used languages and will launch at the beginning of 2015.

# Delivering the very best educational resources

Providing high quality information and education for people to improve their oral health is an essential part of our work and we continue to be a leading provider of oral health materials and resources – both online and in print – across the UK and worldwide.

We offer in excess of 500 educational products in our range suitable for teaching and informing people of all ages. Over 6,000 customers – including dental surgeries, health centres, hospitals and education units – used our educational materials during the year.

Our impartial and independently-produced literature products remain a popular choice with both the dental profession and patients. Over one million leaflets are distributed each year.

Our own brand educational materials are now well-known in the world of oral health education. More were added to the range in 2013-2014 offering greater value and quality. All of our educational products are developed using the expertise and experience which our team has developed over the past four decades and often set new benchmarks for learning and education.

To add to our collection of resources this year, we have created and launched a brand new poster range specifically designed for schools and community area programmes. The series of six posters have been designed to be either displayed together as a group, or individually, and address a variety of oral health topics and subjects. These posters have become a popular new addition to our catalogue and provide much needed additional income to support and increase our charitable activities.

## Supporting the British Armed Forces

This year, in a joint partnership with the Defence Dental Services, we developed a tactical toothbrush for the armed forces. Around 12,000 of these hardwearing travel toothbrushes were used by troops stationed at Camp Bastion while another 15,000 were distributed amongst 12 armed forces training centres across the UK.

We are proud to continue our relationship with the British Armed Forces by supplying them with educational resources and oral health promotion supplies and materials.

We were also delighted to support three awards at their oral health conference in June. Held at their Medical HQ in Lichfield, we awarded three prizes to the individual, dental centre and region – recognising their excellence in oral health promotion.

## Sugar Wheel brings sweet success

In December we launched a new resource in order to meet the growing demand from within health organisations to address the lack of trusted tools around sugar in our diets.

Our Sugar Wheel has been designed to teach patients about how much sugar is really in our food, and it has been exceptionally well received. Around 15,000 of them have been ordered, particularly by community health workers and oral health promotion teams.



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

# A trusted source for product approval

For 20 years we have helped consumers and the dental profession to make an informed choice about which dental products they buy. The British Dental Health Foundation's and International Dental Health Foundation's accreditation symbols currently appear on more than 150 products in over 50 countries. Since the scheme was established, our team of independent and internationally-recognised experts have given their approval to more than 600 dental products.

Giving people the added level of assurance they need, and deserve, is why we feel our product Accreditation programme is so important. And it's why we go to such great lengths, working closely with an independent panel of experts, who study and evaluate all the manufacturers' claims carefully, to make sure they are true, not exaggerated, and backed up by reliable scientific evidence.

Many major brands, including Wrigley, Oral-B, Steradent and

Nestle Polo, now use product accreditation as a central feature in their marketing activities. Overall, more than £292,000 was generated by the Foundation's Accreditation programme in 2013-2014 – a quarter of the charity's annual income.

Look out for our 'Smiley-face' logo on the packet of dental products everywhere, to check whether we have accredited them.

Manufacturers with 'Approved' products in 2013-14 include:



## Recognising excellence

This year, we have been delighted to extend our Accreditation programme to include dental insurance plans.

The Dental Payment Plan 'Recognised' Scheme has been launched to help guide people towards products which provide dental benefits for obtaining better oral care by assisting them to pay for their oral care requirements.

With the significant rise and growth in a variety of dental insurance and cash reimbursement schemes, there is a demand from the public, profession and industry to implement a 'Recognised' programme dealing in this specific market.

# A big thank you!

Over the last year we have been able to provide more information and support for children, the elderly and vulnerable, people with special needs and those living in deprivation around the UK, than ever before. 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.

That's why we truly value all the generosity and hard work of our supporters.

At its heart, the British Dental 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 multinationals and members of the general public.

Patronage from our corporate supporters remains strong, as we continue to prove a popular choice for organisations who want to publicly support the cause of improving oral health.

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, minimum pricing alcohol or plain packaging on cigarettes. Thank you very, very much!



## Partner Acknowledgements

We would like to thank Oral-B, Wrigley, Listerine and Invisalign for their generous sponsorship of National Smile Month and Denplan for their long-standing support of Mouth Cancer Action Month.

We also had substantial campaign sponsorship in 2013-14 from Philips, Tepe, Bupa, giraffe, Lloyds Pharmacy, Colgate, INDEX, Association of Dental Groups and Dentists' Provident.

A huge thank you also goes out to the Probe, Smile and Dental Update for helping to raise the profile of our campaign work while Smile-on Limited invested heavily in provided us with two terrific campaign websites.

Finally, we would like to thank the British Dental Industry Association for their support at the BDIA Dental Showcase 2013 and Purple Media Solutions for recognising the Best National Smile Month Event at their annual Dental Awards ceremony.

## Become a supporter



Becoming one of our supporters brings many benefits, in addition to the knowledge that you are contributing to the work of the leading UK-based independent oral health charity.

Whether you become a supporter by yourself, a group or an organisation, everybody is welcome.

### Every year, supporters receive:

- Their own copy of the National Smile Month Guide and the Mouth Cancer Action Month Handbook, along with relevant campaign materials.
- Our Annual Review.

### Supporters also receive:

- A yearly BDHF door/window Supporter Sticker.
- A yearly Supportership Certificate for framing and display.
- Product Catalogue.
- Annual Wall Planner.
- Patient Information Leaflet sample pack.
- Dental Awards information.
- Dental Helpline Poster and Cards.
- Monthly Digital Magazine.
- Product samples.
- Monthly promotions.

# Financial Summary

Overall income generated by the British Dental Health Foundation in 2013/14 was £1,197,270. This meant that we were able to spend invest a considerable amount of money on charitable activities to increase oral health awareness and education, particularly among vulnerable groups.

We increased our investment levels on information and general awareness (£385,050) and our Dental Helpline (£93,994) while we spent £116,345 on mouth cancer awareness. In total, £1,206,478 was used to fulfil our charitable activities and promote good oral health.

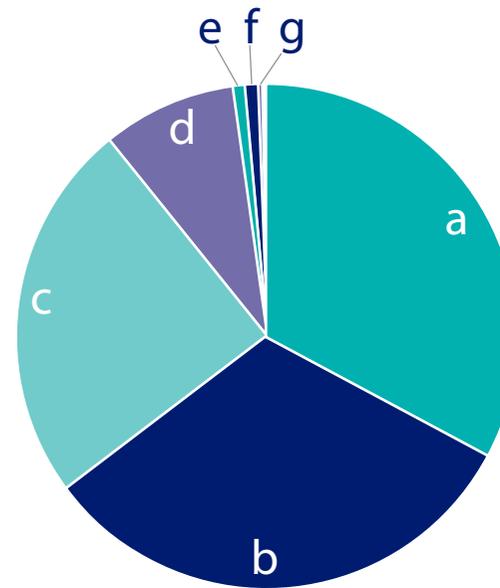
We are also pleased to announce, particularly given the current environment, that public and private sector spending on oral health educational resources remains high. A total of £393,307 was generated through our oral health store – a third of our total income.

Our Accreditation programme also brought in a high percentage of the overall income to the charity – totalling £292,143 – while revenue generated from donations and sponsorship (£384,426) was comparable with the previous year.

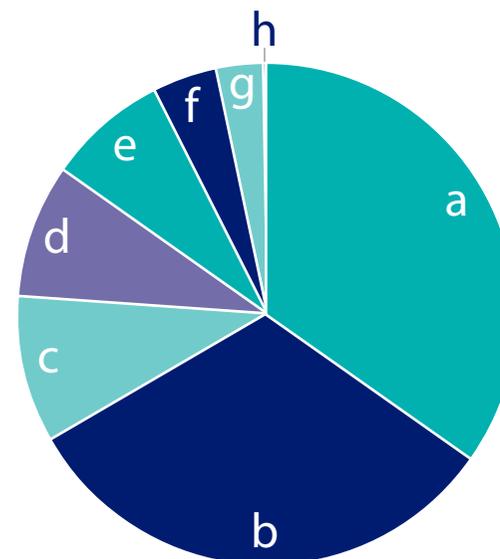
In total, 95.9% of the charity's annual expenditure was invested into the charity activities promoting good oral health, with Governance costs only attributing to the remaining 4.1%.

By the end of the reporting period, we had an operating surplus of -£9,208.

**Auditors:** Clement Keys Chartered Accountants. Full Copies of the audited report are available on request to the British Dental Health Foundation. Please email [pr@dentalhealth.org](mailto:pr@dentalhealth.org)



|   | Income 2013-14          | %    |
|---|-------------------------|------|
| a | Educational Resources   | 32.9 |
| b | Donations & Sponsorship | 32.1 |
| c | Accreditation           | 24.4 |
| d | Supporter Subscriptions | 8.5  |
| e | Investments             | 0.9  |
| f | Helpline Income         | 0.8  |
| g | Rental Income           | 0.5  |



|   | Expenditure 2013-14     | %    |
|---|-------------------------|------|
| a | Educational Resources   | 34.8 |
| b | Information & Awareness | 31.9 |
| c | Mouth Cancer Awareness  | 9.6  |
| d | Accreditation           | 8.5  |
| e | Dental Helpline         | 7.8  |
| f | Governance Costs        | 4.1  |
| g | Supporters              | 3.1  |
| h | Donation Given          | 0.1  |



# Donate...

At the British Dental Health Foundation we campaign to address 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, and corporate organisations.



@dentalhealthorg



[www.facebook.com/  
BritishDentalHealthFoundation](http://www.facebook.com/BritishDentalHealthFoundation)

To find out more about the British Dental Health Foundation and its work please visit:

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

Any donations, however large or small, will be warmly received and really will allow us to continue our important mission of providing independent and impartial information, education and advice to those who need it most.

## Online

Visit [www.justgiving.com/dentalhealth](http://www.justgiving.com/dentalhealth) to donate the money online. Don't forget to include Gift Aid in your donations too!

## By Bank Transfer

Account Name: British Dental Health Foundation

Account Number: 11503103

Sort Code: 40-39-11

## Or by Cheque

Make cheques payable to the 'BDHF'.

Send to:

British Dental Health Foundation, Smile House,  
2 East Union Street, Rugby, Warwickshire, CV22 6AJ.

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

British Dental Health Foundation | Smile House, 2 East Union Street, Rugby, Warwickshire, CV22 6AJ  
Registered Charity Number: 263198 | Company Number: 1027738 limited by guarantee  
Tel: 01788 546365 | Fax: 01788 541982 | [mail@dentalhealth.org](mailto:mail@dentalhealth.org)