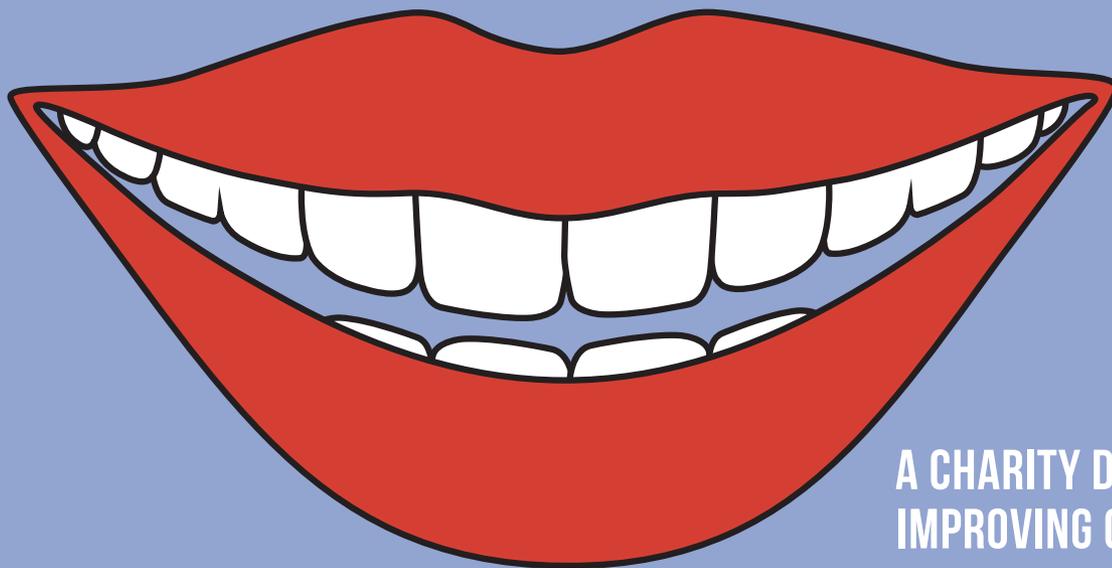


ANNUAL REVIEW

2012-2013



A CHARITY DEDICATED TO
IMPROVING ORAL HEALTH



British
Dental Health
Foundation



International
Dental Health
Foundation

The British Dental 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 40 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 2012 and July 2013.

A YEAR OF CHANGE

It gives me great pleasure as President of the British Dental Health Foundation, to introduce this annual review, looking back at our activity and achievements in improving oral health over the last year.

I am proud to be part of a charity whose values and messages remain as relevant today as they were back when it we first formed more than 40 years ago. Our work educates and advises the public about oral health and provides opportunities for the profession to campaign together. We continue to drive and influence Government policy, increase the interest of oral health in the media agenda, and most importantly, perform as an inclusive organisation which welcomes everyone to join and support our work as a charity.

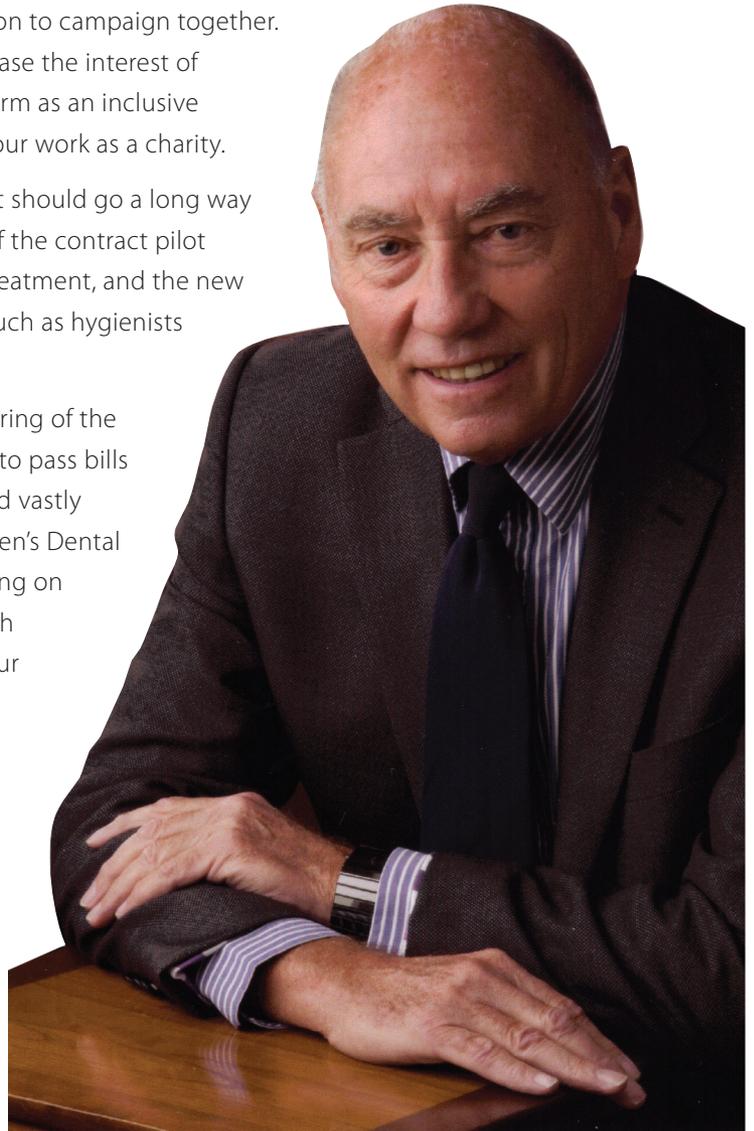
This year, we have seen a number of promising measures that should go a long way in improving access to dental care, including the extension of the contract pilot scheme that focuses on patient care rather than courses of treatment, and the new bill to allow the public direct access to dental professionals such as hygienists and therapists.

Other actions however, have been less positive. The restructuring of the NHS to abolish Primary Care Trusts has made it more difficult to pass bills such as water fluoridation – a motion which we believe would vastly reduce stark regional inequalities. The results from the Children’s Dental Health Survey and the possible backtracking of plain packaging on cigarettes are also cause for concern, as we are presented with further challenges which only demonstrate how important our work is.

This review is part of a legacy as to what we have accomplished in improving oral health over the last year. I hope it inspires you, as we all focus together on the health and wellbeing of the population, and especially those vulnerable people in disadvantaged communities.



John Siebert, President
British Dental Health Foundation



LEADING THE WAY FOR BETTER ORAL HEALTH

WE ACHIEVE OUR GOALS THROUGH...



Our four-year Strategic Plan for 2011–15 provides the framework for how we intend to evolve our support, to be even more effective in achieving our aims.

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 in 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.

1,732

**ARTICLES
IN THE MEDIA**

MESSAGES REACHING

560M

PEOPLE

**£1.18 MILLION
SPENT ON IMPROVING
ORAL HEALTH**

999

SUPPORTERS

**THE
BRITISH
DENTAL
HEALTH
FOUNDATION'S
YEAR IN
NUMBERS**

692,498

**ONLINE
VISITORS**

FACILITATED & ASSISTED IN

856

COMMUNITY EVENTS

£13,720

**RAISED FROM
DONATIONS**

DIRECT ADVICE TO

9,825

PATIENTS

185

**ACCREDITED
PRODUCTS
WORLDWIDE**

11,500

**FOLLOWERS ON
SOCIAL MEDIA**

MOUTH CANCER ACTION MONTH 2012

Every November, the British Dental Health Foundation organises and runs 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.

Last year, more than 7,500 people in the UK were diagnosed with mouth cancer, that's one every four hours. And this figure is only estimated to rise.

Tobacco use, drinking alcohol to excess, the human papillomavirus (HPV), transmitted via oral sex and poor diets are all risk factors for the disease. Through the involvement of healthcare professionals across the UK, our campaign educates and informs patients about these and what measures they can take to reduce their risk.

The campaign is 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.

**“IF IN DOUBT,
GET CHECKED
OUT”**

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 and Simplyhealth, whose contributions ensured we were able to reach the maximum number of people with our messages of education, prevention and early detection.

WWW.MOUTHCANCER.ORG

By working closely with the dental and health profession and supporting them in their activities to patients and local communities, we continue to increase mouth cancer awareness and save lives through early detection. This is just a small sample of what we did for Mouth Cancer Action Month 2012:

WE SUPPORTED

1,024

healthcare organisations who took part in the campaign, providing them with patient-facing materials and resources to promote mouth cancer awareness.

**WE PROVIDED
IN EXCESS OF**

35,000

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

100

Our press and broadcast activity reached in excess of **MILLION** people, with key information about mouth cancer.

WE ENDORSED

181

specialised mouth cancer events, which were specifically aimed to visually examine those patients at risk of mouth cancer.

MOUTH CANCER ACTION



Please Support
Blue Ribbon Appeal
If in doubt,
get checked out



WE SUPPLIED

709

Blue Ribbon Appeal Kits, which were displayed in dental practice waiting rooms across the UK.

WE DISTRIBUTED

17,725

Blue Ribbon Badges to people who wanted to show their support for mouth cancer.



WE LAUNCHED

a UK-wide survey of more than

2,000

members of the public to assess their knowledge of mouth cancer, lifestyle habits and behaviours and attitudes towards the things that put us at risk of the disease.



NATIONAL SMILE MONTH 2013

Between May and June, National Smile Month celebrated its 37th year as one of the largest and longest-running oral health campaigns in the world. We use the campaign as a focal point for thousands of people and groups to co-ordinate events and activities across the UK, all with the aim of improving oral health.

We continued our close work with dental and health professionals, schools and nurseries, community groups, businesses and members of the public, to organise grassroots activities such as fun days, talks, sponsored events, roadshows, displays, open sessions and competitions, to make National Smile Month one of our most successful campaign yet.

675

ORAL HEALTH EVENTS

We also helped facilitate 675 wonderful oral health events run by dental and health professionals, schools and workplaces, which aimed to educate patients, children and the wider community about the benefits of great oral health. Here are just a few of the inspiring activities that went on during National Smile Month:

- An exhibition was held for the staff and children at Great Ormond Street Hospital. The dental team from Q Clinic delivered dietary advice, tooth brushing techniques and palliative care to sick children.
- Oral health promoters at Kings College Hospital NHS Foundation Trust ran a series of Brushathons at children's centres across the Sutton and Merton area.
- The team at NHS Oxford Foundation Trust ran a National Smile Month roadshow, visiting key towns within the county, offering free oral health checks, advice and freebies. One of their stops included a children's centre in Banbury.
- Action for Sick Children Scotland visited special schools in Glasgow, aiming to reduce the fears and anxieties of children through play, and used National Smile Month to build confidence and self-esteem.
- Barnardos in Carlisle partnered the campaign with their very own 'Smile 4 Life'. They encouraged families to join their Smile Board to track their own oral health journeys and encourage improvement. They also ran two smiling play sessions for children aged 0-5 in partnership with a local dental practice.

We were delighted to see
National Smile Month
supported by

2,843
ORGANISATIONS

all of who share our
passion for improving oral
health and well-being.



We distributed more than
30,000
NATIONAL SMILE
MONTH GUIDES
+35,000

PATIENT-FRIENDLY POSTERS
to those people looking to
make a difference



In excess of
400,000
SMILEYS

were circulated to the general
public – all of which had
positive oral health messages.



We would like
to thank National Smile
Month's official sponsors –
Wrigley, Listerine and Oral-B – as
well as our other proud sponsors
Philips, Invisalign, Bupa, Lloyds
Pharmacy, Denplan and NUK. Their
support was vital in helping to make
National Smile Month 2013 one of
the most effective campaigns
to date.



Our media work resulted in

804
ITEMS OF COVERAGE
reaching an estimated
80 MILLION PEOPLE

WWW.SMILEMONTH.ORG

WHAT PEOPLE SAY ABOUT US

Thank you so much for supplying us with the educational resources for our oral health promotion day – it received such a fantastic reception from all the children at the school!

LISA

National Smile Month gave us the opportunity to engage with a priority group which is extremely difficult to access. The campaign allowed us to deliver oral health messages in a really fun way and the ideas that you gave us will be used by our oral health promotion team in the future.

HAZEL

Thank you so much for your prompt and comprehensive reply. I am very grateful, as it has given me the knowledge and confidence to go back to my dentist to try and rectify the problem. It is comforting to know there is a helpline available to get a specialist opinion.

SARAH

With mouth cancer rates soaring, why wouldn't we get involved and help raise awareness – it's a no brainer.

PETER

The range of literature and products produced by the Foundation is excellent for the lay person. We use them throughout the year to support positive messages.

JEAN

I am personally impressed by the depth of research, range of activities and breadth of knowledge of the team – they are valuable resource and untapped asset for dental professionals.

LORNA

I cannot thank you enough for your guidance. I am greatly reassured. Thank you for providing such a helpful service. God bless you!

MAGGIE

The British Dental Health Foundation has provided support for our local efforts with advice, literature and products for the general public. National Smile Month and Mouth Cancer Action Month have assisted in ensuring a focussed local approach in establishing direct contact with the general public.

NICK

Oral health is finally on the health calendar!

MATTHEW



IMPROVING CHILDREN'S ORAL HEALTH

Earlier this year, we were thrilled to deliver an educational programme in our quest to improve children's oral health. Dental Buddy launched in April 2013 and asked dental professionals, teachers and educators all over the UK to take up the challenge and deliver oral health learning in a bid to increase the oral health and well-being of children aged 3-11.

Children's oral health in the UK is generally very good but fundamental problems still exist. Children not being taken to the dentist, not being provided with toothbrushes and fluoride toothpaste and having imbalanced diets loaded with sugar. As a result, we have a third of 12-year-olds with some kind of cavity while around one in seven eight-year-olds have signs of decay in permanent teeth.

We created Dental Buddy to increase the prominence, and quality of, oral health education in schools. The programme has provided around 350 nurseries and more than 500 primary schools with a range of free materials and resources.

Delivering positive oral health messages to children in local communities is something we feel very passionately about. We will continue to use Dental Buddy to build relationships between dental practices and their local schools, to ensure that children learn the right oral health messages at an early stage.

The Dental Buddy programme has provided around

350

NURSERIES

and more than

500

PRIMARY SCHOOLS

with a range of free materials and resources



WWW.DENTALBUDDY.ORG

COMMUNICATION, EDUCATION & MOTIVATION

At the British Dental Health Foundation, we provide high quality information and oral health education products to health professionals across the UK.

We have over **7,000 CUSTOMERS** comprising of dental surgeries, health centres, hospitals and education centres, offering a product range with over **500 PRODUCTS**.

Our patient leaflet range now has **52 TITLES**, providing impartial and independent information for the dental profession and is a popular choice with patients, with over one million being distributed each year. In addition to these, we now also publish **15 INFOBITE** patient hand-outs, which are proving a popular choice for information and advice to patients.

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 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.

Our own brand products are being added to every year, offering value and quality to the professionals seeking oral health education and motivation materials for the patient and the public.

To find out more about the Foundation's educational resources, please visit our online shop at www.dentalhealth.org/shop, or request a free catalogue by email at order@dentalhealth.org.

ORDER@DENTALHEALTH.ORG



CHERISHING OUR SUPPORTERS

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. 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!

For more information about how you can support the British Dental Health Foundation, either through regular annual donation, or one-off donations, please call us on 01788 546 365 or email mail@dentalhealth.org

DONATE ON: 01788 546 365
OR MAIL@DENTALHEALTH.ORG

THE 'GOLD STANDARD' FOR ORAL HEALTH PRODUCTS



It was another successful year for our Accreditation programme, both domestically and internationally. We are proud that the scheme is now one of the largest of its type in the world, with almost 200 products spanning across more than 60 territories.

For more than 20 years, we have helped the dental profession and consumers make informed choices about which dental products they buy. Accreditation gives us the opportunity to provide people with information, protection and education, in a 'shorthand' form, delivered via recognition of the British Dental Health Foundation's 'Approved' Smiley-face logo.

A large consumer-led piece of research we conducted earlier this year discovered that we spend more on oral care products at the supermarkets than we do on any other health or beauty items. Yet only a quarter of us understand what ingredients they are made up from while almost three quarters do not always believe the claims made on 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 internationally recognised dental 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.

"This year, 63 oral care products were successfully passed through our Accreditation programme."

185
ACCREDITED
PRODUCTS
ACROSS
60
TERRITORIES

63
PRODUCTS
ACCREDITED IN
2013

PROVIDING THE BEST...

DENTAL HELPLINE

Our Dental Helpline provides members of the public with free, impartial, expert advice on a range of oral health problems. Since its formation a little over 16 years ago, it has taken in excess of an astounding 350,000 calls, offering reassurance and support to worried members of the public.



The Dental Helpline is a truly charitable service and the crucial work by our dedicated team of qualified dental nurses and oral health educators continue to make a difference to the public and professionals alike, proving an invaluable resource in educating the public on a range of dental and oral health related matters.

The most common of the 9,825 enquiries in 2012/13 have been about the complaints procedure, finding a dentist, dental charges and around NHS regulations. The Dental Helpline continues to offer 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.

Because we want to ensure our Dental Helpline is the best it can possibly be, we appoint independent quality control from the Faculty of General Dental Practice (UK), and are a proud member of the Helplines Partnership.

9,825
ENQUIRES
2012/13

350K
CALLS IN
16
YEARS

DENTAL HELPLINE 0845 063 1188
HELPLINE@DENTALHEALTH.ORG

...INFORMATION AND ADVICE

ONLINE

The internet has undoubtedly become the preferred choice of many people seeking answers to their questions – and this includes questions about their oral health. That's why, over the last year, we have continued to invest heavily in online development. Our website provides health professionals and the general public alike, with the most comprehensive and trusted collection of oral health material on the web.

And that's what drove almost 700,000 of you to our website last year alone!

Our campaign websites for National Smile Month and Mouth Cancer Action Month have also seen strong increases in traffic while thousands of teachers and oral health educators have logged into Dental Buddy.

But it's not just our website we're developing. We've realised that it's now finally time for us to go green, which means moving into electronic communications. Over the last year more than 20,000 of you have joined us on social media and subscribed to our digital magazine Word of Mouth, being updated with all our charitable activities.

Expanding our reach: We are thrilled to announce that we have secured the necessary funding to make our website multi-lingual. The project, which will take six months to complete, will see www.dentalhealth.org translated into Mandarin, Arabic, Hindi, Spanish, German, Russian, French and Portuguese.

WWW.DENTALHEALTH.ORG

8,500
WORD OF
MOUTH
SUBSCRIBERS

692K
ONLINE
VISITORS

INFLUENCING POLICY

As a charity looking to make a positive impact in the public arena, lobbying and influencing policy on all matters pertaining to oral health remains essential for us to help shape the direction and decision-making of certain issues, policies or laws. Here's just a flavour of our political activity in the last year:

We lent our support to a petition urging the Government to introduce a minimum unit price for alcohol and address the devastation caused by alcoholism and the billions spent by the NHS every year treating alcohol-related diseases.

As a registered stakeholder, we were asked to comment on the provisional recommendations NICE developed on smoking cessation in secondary care. We spoke about potential inconsistencies within the Programme Development, as well as its role in promoting better equality.

As a member of the Platform for Better Oral Health in Europe, we took part in a conference at the European Parliament, and publically welcomed the subsequent report which sets out a coherent European strategy to improve oral health.



We widely circulated an appeal by ASH to write to the Prime Minister expressing disappointment over the backtracking of a plain packaged cigarettes policy.

We supported a proposal by the British Heart Foundation and Children's Food Campaign regarding front of pack food labelling, incorporating traffic light colours, which are easier to understand and can be used to teach children about healthy diets.

ORAL HEALTH IN THE MEDIA

With increasing inequalities, multiculturalism and divisions within society, we realise that getting our messages out to different audiences is crucial. That's why our press team is in constant communication with newspapers and broadcasters.

During 2012/13, we had an extraordinary 1,723 press clips featured in national, regional, online news and magazines. We had major national coverage promoting oral health on average once a week while we also took part in 250 radio interviews.

Remarkably, our wonderful messages that aim to educate and inform people about their oral health, had a readership in excess of 560 million – that's the entire population of the UK nine times over!



1,732
ARTICLES
IN THE MEDIA

250
RADIO INTERVIEWS

READERSHIP
560
MILLION

WHO ARE WE?

Everything our charity does comes from just **15** employees...

**DR NIGEL
CARTER OBE**

Chief Executive

**SIMON
HOWELL**

*Campaigns
& Fundraising*

**SHARON
BROOM**

Operations

**AMANDA
OAKY**

*Educational
Resources*

**DAWN
THOMAS**

Finance

**DAVID
ARNOLD**

Communications

**DAVID
WESTGARTH**

PR & Press

**DOYCHIN
SAKUTOV**

*Website
& Digital*

**BECKY
SOLLIS**

*Sales &
Marketing*

**KET
HANCOCK**

Accounts

**SARAH
HOLLIS**

*Customer
& Membership*

**SELINA
VEGAD**

*Office
Administrator*

**KAREN
COATES**

*Dental
Advisor*

**LOUISE
CHIDLOW**

*Dental
Advisor*

**YVONNE
LEE**

*Dental
Advisor*

We're also governed by an incredible board of trustees:

John Siebert (*President*)

Tony Newton (*President Elect*)

Daniel Davis (*Immediate Past President*)

Simon Gambold

Janet Goodwin

Lorna Grazette

Elizabeth Kay

Ken Lavery

Ben Atkins

James Mehta

Nairn Wilson

HOW TO DONATE

To achieve our charitable objectives and continue to address the inequalities which exist in oral health, any donations would be gratefully received.

There are three ways you can make a donation:

BY CHEQUE

Make cheques payable to the 'BDHF'.

Send to:

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

BANK TRANSFER

Make a bank transfer to:

Account Name: British Dental Health Foundation
Account Number: 11503103
Sort Code: 40-39-11

ONLINE JUSTGIVING.COM

Donate Online

Visit www.justgiving.com/BlueRibbonAppeal to donate the money online. Don't forget to include Gift Aid in your donations too!

FINANCIAL SUMMARY

Overall income rose to £1,299,908, an increase of £32,714 on the previous year. This meant that we were able to spend even more money on charitable activities to increase oral health awareness and education, particularly among vulnerable groups.

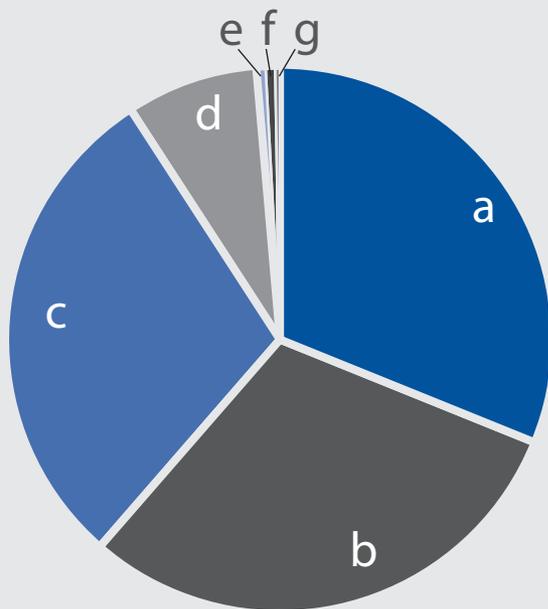
We increased our investment levels on information and awareness (£338,642) and mouth cancer awareness (£118,840) while we spent £89,350 on our Dental Helpline. In total, £1,186,128 was used to fulfil our charitable activities and promote good oral health.

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 £381,398 was generated through our oral health store – almost a third of our total income.

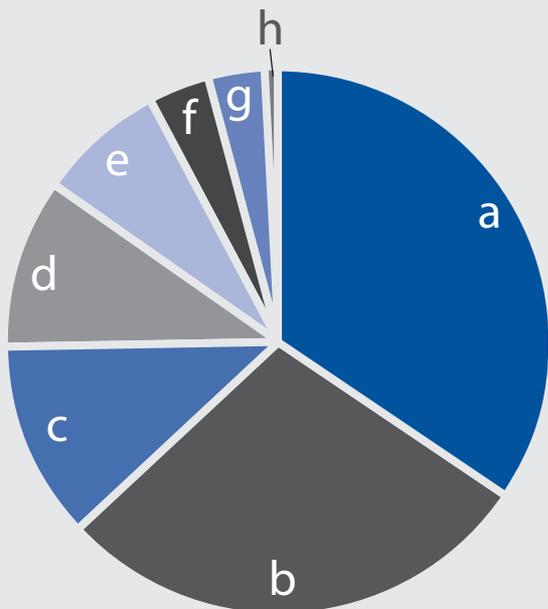
The Foundation's accreditation scheme also grew by over 4 per cent year-on-year bringing in an income of £407,309, while revenue generated from donations and sponsorship increased by 29 per cent to £392,952.

By the end of the reporting period, the Foundation had an operating surplus of £113,780. These funds were part of a designated grant for language translation of our website. The expenditure for which will be used in the next financial year.

Auditors: Clement Keys Chartered Accountants. Full Copies of the audited report are available on request to the Foundation. Please email pr@dentalhealth.org.



	Income 2011-12	%
a	Accreditation	31.3
b	Donations & Sponsorship	30.2
c	Educational Resources	29.3
d	Supporter Subscriptions	7.8
e	Investments	0.6
f	Rental Income	0.5
g	Helpline Income	0.2



	Expenditure 2011-12	%
a	Educational Resources	34.6
b	Information & Awareness	28.6
c	Accreditation	11.7
d	Mouth Cancer Awareness	10.0
e	Dental Helpline	7.5
f	Governance Costs	3.5
g	Supporters	3.3
h	Donation Given	0.8

The British Dental 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.



www.dentalhealth.org

Smile House, 2A East Union Street,
Rugby, Warwickshire, CV22 6AJ