

Media Release



To: Local media
Date: 11 May 2007
Release: Sign in with a Smile

Sign In With A Smile

Visitors to businesses in Forth Valley will be greeted with a special smile over the next few weeks as part of a campaign to try to improve oral health. Employers are to be issued with a “Working with a Smile” pack to set up in reception areas, which will include information leaflets and stands, special pens with key dental messages on them to sign in with and mirror stickers to place in cloakrooms to remind people how to brush their teeth.

Studies suggest that most people actually brush for less than 45 seconds, while research undertaken by the British Dental Health Foundation revealed that one in five people brush less than twice a day and around one third are oblivious to the benefits of fluoride. NHS Forth Valley wants to see 65% of people aged 55-74 with some natural teeth by the year 2010. The Board is already top of the class for dental health amongst primary one children in Scotland - 68% are free of dental decay compared with a national average of 54%.

“The Working with a Smile” campaign which will run from May 13th until June 12th focuses especially on how to brush your teeth in a way that allows you to get the full benefit of the fluoride in your toothpaste. Senior Health Promotion Officer Tina Everington said: “This means using a dry toothbrush with a pea-sized amount of toothpaste and spitting out the excess paste after two minutes of brushing. Fluoride in toothpaste can protect teeth from decay and restore teeth where acid attack has already started, but studies have shown that it cannot work so effectively if you dilute the strength by wetting your brush and rinsing with water.”

The Forth Valley initiative is part of a national campaign for National Smile Month under the theme “Two Minutes Twice A Day.” As well as brushing, other key dental messages are to choose sugar free drinks and snacks between meals and visit a dentist regularly, as often as they recommend.

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Notes to editors

For further information please contact the Communications Department on 01786 457243.

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Forth Valley NHS Board is the common name for Forth Valley Health Board