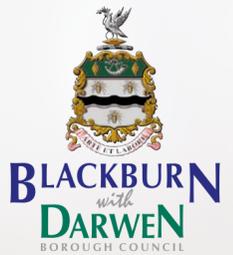


March 2023

Blackburn with Darwen Oral Health Improvement Partnership Strategy 2021 - 2026

One Year On



Our Vision:

"To see an increase in children starting school with a full set of healthy teeth who will then grow into adults and older adults with healthy strong teeth and gums"





Overview/Background

The Borough's oral health improvement (OHI) strategy was developed in partnership with other committed organisations and Council departments in 2020 after the Borough was identified as having the highest rate of tooth decay in five year olds in England for the second time in a decade. The strategy was approved in December 2021 by the Council's Executive Board, Health & Wellbeing Board and the Children's Partnership Board.

Delivery of the strategic action plan will soon be moving into its second year. This report is to update partners of progress made to date against the 15 recommendations in the strategy (see Appendix 1), and the new priorities for 2023/24

Progress so far:

**Significantly reduced rate of DMFT in the new 2022 data released 23rd March 2023
Now 40% (from 51%) and now ranked 5th highest in England**

From 236 lower tier local authorities. 76 did not participate from the South East and Yorkshire and Humber

Progress so far:

OHI Strategy Launch Event at Ewood Park May 2022

- Approximately 70 delegates attended from across the oral health professions, from education, early years and nursing as well as senior members of the Council. It was opened by Councillor Julie Gunn, Chair of the Borough's Oral Health Strategy group and Executive Member for Children and Education.
- The children who won the oral health design competition also attended with their parents, to collect their prizes from Abdul Razaq, Director of Public Health and Rover the Dog, Blackburn Rovers' club mascot.
- Presentations were from:
 - » The newly commissioned oral health improvement (OHI) service (AP Smilecare)
 - » Blackburn with Darwen Healthy Living's Chief Officer, Dilwara Ali, presented the Madrassah oral health pilot they led on
 - » Blackburn Rovers Community Trust and Food Active presented the GULP (Give Up Loving Pop) work being delivered in some primary schools
 - » Paediatric Dental Consultant, Dr Dan Sissons (Lancashire Teaching Hospitals NHS Trust) gave a talk on the challenges faced in Blackburn and Darwen and praised the work currently taking place across the Borough.
- There was also a book reading of Max's Not So Sweet Dream, which was acted out by Hyndburn Civic Arts Centre & Theatre, in the same way as it was delivered in primary schools during their school assemblies in January 2022. This was a fun activity and Gayle Knight, the actor, thoroughly enjoyed herself getting all the grown-ups as well as the children and their parents involved in the story telling.

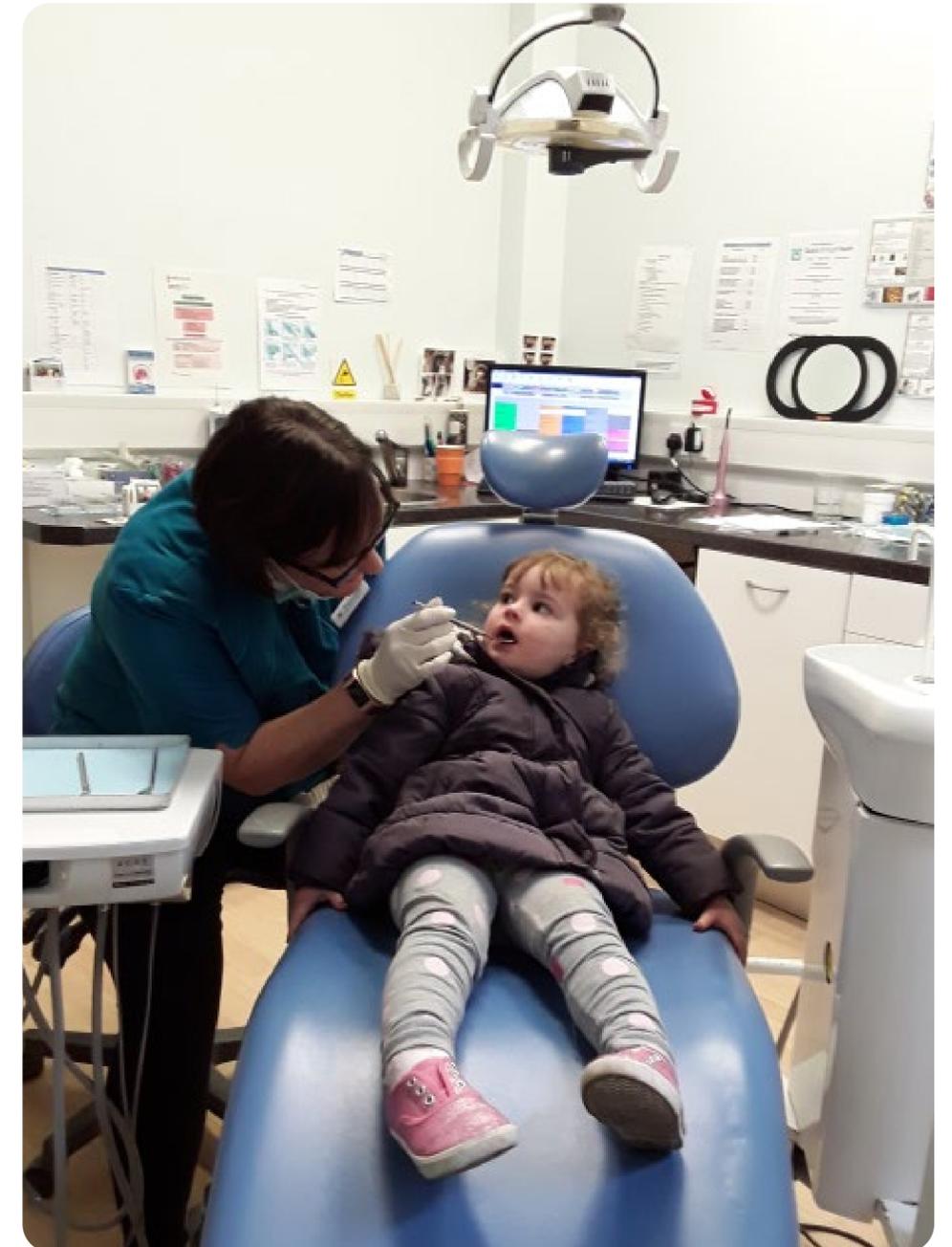


Progress so far:

Start Well, Live and Age Well OHI training (Smart Dental Academy)

- 25 staff attended the Start Well training and represented Blackburn with Darwen Healthy Living, BwD Early Help & Support Team, Blackburn with Darwen Children Social Care RAST 3, Blackburn Youth Zone, Pennine CCGs and Blackburn Rovers Community Trust
- Six staff from Blackburn Youth Zone attended the Live Well training 19 staff from Blackburn Youth Zone, BwD Provider Services Hopwood Court and Age UK BwD attended the Age Well training
- Smart Dental Academy delivered all these courses between January and May 2022. The feedback from the evaluations was very positive so this training will be rolled out again during Year 2.

**RECOMMENDATION
2 - MET**



Progress so far:

Kind to Teeth Parent Champions Training – May 2022

- The 'Kind to Teeth Parent Champions' project is delivered by Food Active and the aim is to train parents and carers with children under 5 in oral health messaging so they can support other local parents by offering advice on suitable drink choices to help protect their little one's teeth.
- In May 2022 nearly 20 parents and grandparents signed up to become a 'Kind to Teeth Parent Champion'. This followed a successful pilot of the project in September 2021, when 6 parent champions were trained in the local community and fed back positive experiences of their engagement with other local parents on the issue of sugary drinks and other foods aimed at young children (such as yoghurts) and oral health.
- Funded by Blackburn with Darwen's public health grant, the campaign recruited local parents living in the borough who over four weeks advised local parents and passed friendly advice and support on through social media networks and where possible face to face when attending baby sessions at the children's centres, on how to promote good oral health for their children. This was after attending a two-day training course at Bangor Street Community Centre. The training coincided with National Smile Month, a nation-wide, month-long campaign to promote good oral health.
- The 'Parent Champions' model is delivered by parents for parents, with the support of a local authority, children's centre, school or local community organisation. It uses the knowledge that parents trust other parents for information about childcare, to reach out to those who do not access services and to ensure that information is received by all who need it.

RECOMMENDATION
3 - MET



Progress so far:

NEW Oral Health Improvement Service - AP Smilecare

- In April 2022 AP Smilecare won the tender to deliver our new OHI service. Dr Jo Prasad, Practice Owner, has been a dentist in Blackburn for many years and her practice is on Preston New Road near Corporation Park.
- In the first year, their new AP Smilestars programme recruited an ex teacher to manage the delivery. James liaises with the schools and nurseries and arranges for the dental team to train the staff in the top twenty schools with decay prevalence (reception classes) and nurseries in the ward with the highest rate of decay¹, to supervise the toothbrushing. Part of the AP Smilestars programme is to provide toothbrushes, toothpaste and brush buses approximately 3-4 times a year. Staff are also made familiar with infection prevention control measures with regards to cleaning and storage of the brushes and this is overseen by the Infection Prevention and Control team at Lancashire County Council.
- Start Well training – as part of the OHI service contract, 100 staff, including Health Visitors, School Nurses and Family Support Workers, are to be trained in children and young people’s oral health each year. This has so far included nominated nursery staff in the nurseries in Little Harwood ward and the teachers in the infant schools with the highest rate of decay prevalence.
- The OHI service are responsible for purchasing the toothpaste toothbrushes and sippy cups for the health visitors to give out at every child’s 8-12 month check (brush for life)
- They now also but toothbrushes and toothpaste for children at their 2.5 – 3year old check (keep on brushing)
- Age appropriate toothbrushes, and toothpaste are provided for our Looked After Children.

RECOMMENDATION
2, 4 & 5 - MET

¹The University of Central Lancashire’s dental school was commissioned in 2021 to check every child’s teeth in reception (approximately 2,000 children) for decayed missing or filled teeth. This intelligence has been used to target interventions to areas with high need based on where the child lives and also which school they attend.



Progress so far:

GULP (Give Up Loving Pop) in Primary Schools

- The Public Health team commissioned Food Active who partner with Blackburn Rovers Community Trust to deliver GULP in the top twenty primary schools with decay prevalence. This has been running since January 2022 and is very popular in our schools. 30 Yr3 classes had GULP in 2021/22 and a further 30 are on course to receive it through 2022/23.
- Children and teachers take part in the 'challenge' to give up pop and other sugary drinks which are identified in a quiz. Other hands on activities take place and lesson plans are shared, with children being given information to take home. Parents are encouraged take part in the challenge and some families have abandoned pop, fruit juice and energy drinks altogether and swapped for water!

One school teacher commented "Thank you very much. I have enjoyed the sessions and the children certainly have! A lot of the children have been discussing how bad fizzy drinks are/how sugar is in certain drinks as well as telling children in other year groups how harmful they are so they have certainly taken the information in." Year 3 teacher, Holy Souls Primary, Blackburn.

In collaboration with Blackburn Rovers Community Trust's delivery, they partnered with two other organisations to give additional value and impact to an already fantastic programme. AP Smilecare donated toothbrushes and toothpastes to hand out in sessions to instigate excitement around oral health and to support those living in the more deprived areas. MyDentist accompanied staff to reinforce the role of a dentist, the oral health routine children should maintain and to motivate the pupils by giving out goodie bags.

**RECOMMENDATION
7 - PARTLY MET**



Progress so far:

Madrasah Pilot (Blackburn with Darwen Healthy Living and AP Smilecare) - Iqra Foundation Madrasah

- Data¹ showed that across East Lancashire, South Asian children were significantly more likely to have decay than White children. In order to find out why, BwD Healthy Living identified one Mosque in Little Harwood ward who would agree to pilot a piece of insight work on the eating and brushing habits of children attending Madrasah. Many Muslim children attend Madrasah after school each week night and the insight aimed to see what children did between school and Madrasah and after Madrasah. A dental nurse also delivered an oral health session to the children and an OHI video was made by the children for their parents, which is now in three languages. BwD Healthy Living devised a questionnaire for the parents, asking questions on eating and brushing habits. The initial results were very informative and we are hoping to conduct a full project covering many Madrasahs to increase the sample size to enable a robust research project to take place. Funding is currently being sought and it is hoped a university will match fund and help with the analysis and publication of a journal article. BwD Healthy Living presented their work at the Strategy launch event at Ewood Park in May 2022 where they also shared the video. This has since been shared on social media platforms and is on the Public Health website BeWellBwD.



Some comments by the children were:

7 year old boy - 'i don't drink fizzy pop, i drink water now'

6 year old girl - 'i don't use my toothpaste anymore, and i use my mummy and daddy's toothpaste'

Progress so far:

Max's Not So Sweet Dream Book Reading and Dental Nurse Assembly in Primary Schools

The top twenty primary schools with decay prevalence were contacted in Jan – Feb 2022 to see if they would like a free assembly from a dental nurse and a book reading of Max's Not So Sweet Dream, from an actor.

The book was commissioned as part of the Pennine Lancashire 'Healthier Place Healthier, Future' Childhood Obesity Trailblazer Programme.

The assemblies had such a positive impact on the children and teachers too, they were offered again in 2023. The children again received a copy of the book, colouring in sheets and lesson plans.



Progress so far:

Oral Health Communications Campaign – Poster Competition

- Blackburn Rovers Community Trust promoted the poster competition in the top twenty primary schools with decay prevalence during the dental nurse and actor assemblies. There were over 70 entries and Cllr Julie Gunn and the practice manager at AP Smilecare shortlisted the final 16. A Blackburn Rovers player (Ryan Nyambe) then chose the four finalists and a video was produced with him choosing these four posters.
- The four winners were awarded an electric toothbrush each at the OHI strategy launch event at Ewood Park last May 2022. The children were thrilled to see Ryan’s video and ecstatic to have Rover the Dog award their prizes.
- These four designs were then transferred onto the council’s billboards, road signs and a select few bus stops in Little Harwood ward. Feedback from children and their parents was that they ‘loved’ seeing their designs on billboards across the Borough and they created a conversation – which was the desired aim.



RECOMMENDATION
8 - MET

Progress so far:

Lift the Lip in Primary Care

Lift the Lip is part of a Mini Mouth Care Matters initiative that operates in secondary care (hospitals). The public health team approached the MMCM team and a dental public health consultant based at Kings College London got back in touch to see if we could pilot the Lift the Lip in primary care. Councillor Jackie Floyd engaged with The Olive practice in North Primary Care Network (PCN) to pilot the programme and two of their primary care nurses attended the e-learning. These nurses 'lifted the lip' at the child vaccination visits and gave oral health advice when necessary. There is now a coding for 'Lift the Lip' in EMIS ('oral health education' concept ID 243085009; Description ID 363558017) which is being monitored for a year. Feedback so far is:

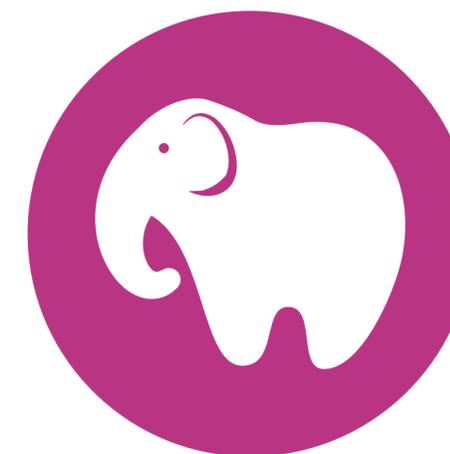
- Olive Practice felt this action was not as onerous as anticipated.
- Sessions have been held with other practice managers to take this action on board.
- The timing clashed with winter pressures.
- North PCN members will now take on this action for the rest of the year.
- There are plans to record how many cases are referred into emergency dental care.
- Asking other health care roles to take on 'lift the lip' is being considered.
- In itself 'lifting the lip' raises the level of conversation about oral health across BwD and is therefore part of the general engagement with our population.

Mouth Care
Matters

NHS
Health Education England

Mini Mouth Care Matters

A guide for hospital healthcare professionals



Developing people
for health and
healthcare
www.hee.nhs.uk

Priorities for 2023/24 are:

- Looked after Children and care leaver's oral health (Start Well) – AP Smilecare provide age appropriate toothbrushes and toothpaste which are delivered to the Children in Our Care Team for dissemination. Following a Looked after Children pilot in Rossendale in 2022, the project is now being rolled out across Lancashire and South Cumbria (L&SC) from 3rd March 2023. NHS England North West, in collaboration with the Integrated Care Board (ICB), local authorities, and the Local Dentistry Network, have commissioned this new pathway for priority access to dental services for children in care. This is an interim pathway to enable children in care to achieve good oral health and two dental practices in Blackburn with Darwen Borough Council have expressed an interest in being part of the pathway. A permanent priority offer is in development for all children in care living in L&SC.
- Homeless people's oral health (Live Well) - the L&SC ICB's Population Health Team are funding the necessary dental work for 64 men identified as having high dental need. AP Smilecare will be carrying out the assessments and restorative dental work and this started in February 2023. The Council's Homeless Liaison Officer will support the men to attend their appointments, reducing risk of non-attendance. This work falls under the CORE20+5 and if successful, will help improve these men's lives. AP Smilecare are also taking these men on as NHS patients following the restorative work if they continue to engage. Other areas of Lancashire are piloting homeless dental projects including Blackpool and Blackburn and our new Dental Public Health Consultant led on an extensive homeless project in Leeds for his PhD and is keen to support this work in BwD. Now L&SC ICB are commissioning dentistry, opportunities to have a regional homeless dental project will be strengthened
- Care home managers have been asked to nominate at least one member of the care team who can attend the Age Well training provided again by Smart Dental Academy. The aim is for these staff to become 'Oral Health Champions' within their care settings. In 2020, dentists across Lancashire were going to 'buddy up' with care homes but the pandemic delayed this so we are hoping to reignite it through 2023/24 and it is top of the agenda for the next Lancashire & South Cumbria's OHI group.
- Develop closer links with dental and primary care by having dental professionals sit on the four PCN's. North PCN now has a dentist on their network and Lift the Lip was piloted in North PCN. The priority is to increase the number of nurses receiving the oral health training in primary care and the new EMIS code will be monitored for a year.
- There will also be dental:
 - 'In Practice Prevention' schemes and
 - Enhanced dental access and focused oral health interventions for children at a high risk of dental decay (caries)

More detail on these dental interventions will follow in the 2024 report

What has worked well this year?

1. Supervised Tooth Brushing - every nursery in the ward with the highest rate of tooth decay (Little Harwood) has welcomed the supervised tooth brushing programme and all staff have taken part in the supervised brushing training. 99% of the primary schools have had their Early Years staff trained to supervise their Reception children brushing, and 100% of the top twenty schools targeted in the first year will have started the programme by the end of the 2022/23 school year.
2. GULP – this has been so successful the programme has been commissioned into 2024, with funding secured from the Population Health Team at Lancashire and South Cumbria’s ICB as children’s oral health is now part of their Core20+5
3. A new Lancashire & South Cumbria OHI group was formed in 2022 following a long gap since the previous Dental Public Health Consultant retired in 2021. This need was instigated by the Public Health Team in Blackburn with Darwen Borough Council as it was felt that there was a gap in support for teams working on OHI across the L&SC ICB footprint.
4. The OHI strategy group is chaired by the Deputy Leader of the Council and Executive Member for Children and Education, Councillor Julie Gunn. Membership is from across the spectrum and this ensures leadership and governance is assured.

OHI strategy group membership
Adult Services and Prevention BwD BC
BwD Baby Friendly Team ELHT
BwD Healthy Living
Children’s social care BwD BC
Comms – BwD BC
Local Dental Committee (BwD)
Early years – BwD BC
Elected member for children young people and education BwD BC
Elected member for public health and wellbeing, BwD BC
Health Improvement Team / Re:Fresh – BwD BC
Health Watch
IMO charity
Local Professional Network - Dentistry (Lancashire and South Cumbria)
NHS England and NHS Improvement North
NHS LSCFT
One Voice
Oral Health Improvement Service (supervised brushing and Start Well training) – AP Smilecare
Public Health BwD BC
Smart Dental Academy (Live and Age Well training)
SPARK (Substance misuse services)

What have the challenges been?

The Supervised Brushing Programme is new to Blackburn and Darwen's schools and nurseries. The nurseries have really engaged but some schools were apprehensive taking on the programme, believing it would take up too much of the children's learning time. These schools waited to see how their peers managed the programme and all schools targeted in the first year of the programme will have taken up the programme by the spring term.

Although not in the strategy, it is recognised that oral health is linked inextricably with food which includes breastfeeding. Strengthening the partnerships between these agendas will be a focus for 2023/24

How has the data changed?

The new five year old DMFT data was released on the 23rd March 2023 and shows a reduction in the proportion of children having at least one decayed missing or filled tooth; down from 51% in 2019 to 40% in 2022.

What happens next...?

Start Well

- » OHI Training to be delivered to the 0-19 Healthy Child Programme workforce
- » Local commissioning of dentistry - from April 2023 this will move from NHS England and into L&SC ICB and this will be cross cutting across every life course.
- » Nurses in primary care 'lifting the lip' of young children at their routine appointments
- » Further roll out of the Supervised Brushing Programme
- » Closer working relationships with the Baby Friendly Team and co working across all nutrition and food agendas will ensure the OHI strategy group will be kept abreast of developments and updates.
- » Children in care will be able to access a dentist using the new L&SC ICB pathway.

Live Well

- » Training the workforce working with our vulnerable adults
- » Delivery of the homeless population pilot for 64 men

Age Well

- » Care homes should have an oral health policy in place with one staff member taking responsibility for this policy within the home. This should be clearly aligned to NICE guidance 48 Oral Health for Adults in Care Homes.
- » Every person's oral health should be assessed as part of the holistic assessment of needs and personalised care and support planning process in care homes / domiciliary care.
- » Every person's oral health should be enquired after and/or observed regularly by care home staff as part of their usual hygiene routine, and they should have access to routine dental checks and specialist dental professionals as appropriate. Local systems should work collaboratively to provide access to appropriate clinical dental services for people living in care homes.

Priorities for 2023/2024

- » **Looked After Children and care leavers' oral health (Start Well)**
- » **Homeless people's oral health (Live Well)**
- » **Oral Health Champions in care homes and care services (Age Well)**

Appendix 1 - Oral Health Improvement Strategy - Recommendations Action Log

Life course	Recommendation	RAG
Start Well	1. Make oral health a core component of a joint strategic needs assessment and the health and wellbeing strategy. Review it as part of the yearly update.	Yellow
	2. Ensure all staff working with children in early years settings receive e-learning for oral health each year. Other key staff such as health visitors will receive face to face oral health training on an annual basis	Green
	3. Peer support in early years' settings to form parent champion networks	Green
	4. Continue to purchase toothpaste, toothbrushes and sippy cups for our health visitors to distribute to every child at their 8-12 month check and continue to purchase and distribute a supply of adult brushes and toothpaste for our care leavers each year	Green
	5. Source a provider to deliver and monitor a universal supervised brushing scheme in reception classes, children's centres and nurseries	Green
	6. Explore with NHS England how dental practices can apply fluoride varnish to children in areas found to have high rates of decay and also make sure every child is registered with a dentist by one year old	Yellow
	7. Update and reinstate the Smile 4 Life award scheme in all early years' settings; Give Up Loving Pop (GULP) to be rolled out across 20 primary schools with highest rates of decay	Smile 4 Life GULP
	8. Develop and deliver a targeted communications campaign between council and partners to promote good oral health. This will use the intelligence from the full dental census survey to pinpoint wards with the highest rates of decay	Green
Live Well	9. Purchase toothbrushes and toothpaste for our commissioned services to deliver to clients in houses of multiple occupancy (hostels) and request an evaluation of this intervention from the provider each year.	Green
	10. Services working with vulnerable adults to access oral health e-learning on induction (and new for 2023/24 – key staff also receive face to face training annually) this training will be refreshed annually.	Offered but not taken up yet
Age Well	11. Every person's oral health should be assessed as part of the holistic care home / domiciliary care assessment of needs and personalised care and support planning process	Red
	12. Care homes should have an oral health policy in place with one staff member taking responsibility for this policy within the home. This should be clearly aligned to NICE guidance 48 Oral Health for Adults in Care Homes	Red
	13. Every person's oral health should be enquired after and/or observed regularly by care home staff as part of their usual hygiene routine, and they should have access to routine dental checks and specialist dental professionals as appropriate. Local systems should work collaboratively to provide access to appropriate clinical dental services for people living in care homes.	Red
	14. Staff employed by care home providers should undertake training in oral healthcare to support delivery of oral health assessments and daily mouth care for individuals, and maintain this knowledge and skill through ongoing professional development	Available but not taken up
	15. Adult Social Care to co-ordinate oral health e-learning for all staff working in care homes or who support our vulnerable elderly residents who live in their own homes. This will take place on induction and as annual refresher training. The oral health champion identified in recommendation 2 above will receive more in depth annual training from the commissioned oral health improvement training provider	Red