

Oral Health Promotion Strategy 2023-2028 Draft

Michelle Baldwin

Public Health Strategic Manager DCC

Starting Well



Better for everyone

Context

- Primary care dental services are currently commissioned directly by NHS England and local authorities are statutorily required to provide or commission oral health promotion programmes. The Health and Social Care Act (2012)
- Previous strategy ended in 2019, but developing a new one was delayed due to the impact of the COVID-19 pandemic
- This all age strategy considers how we can contribute to improving oral health for all residents of the County
- Multi-disciplinary partners worked together with representatives from health education, office for health improvement and disparities (OHID), children's services, adults commissioning etc
- The strategy evidence based and reflects local need.
- Extensive public consultation with 98% of respondent agreeing with the six identified strategic priorities



Key Points:

- Oral health is an important public health concern and can have a significant impact on society and individuals.
- Tooth decay is the most common oral disease affecting children and young people in England, yet it is preventable.
- The extraction of decayed teeth has become the most common reason for hospital admission of under-18-year-olds in England.
- There is evidence for social gradients in the prevalence of dental decay, tooth loss, oral cancer, oral health related quality of life and service use
- At a population level, water fluoridation it is the most effective way of reducing inequalities.
- The Health and Care Act 2022 moved the responsibilities for initiating and varying schemes for water fluoridation from local authorities to the Secretary of State.

Key Actions - Children

Early intervention is key both in terms of prevention of disease but also for embedding good habits around oral hygiene and diet. Therefore, there a number of interventions aimed at giving children the best start in life.

These include:

- Training on oral health promotion given to front line practitioners
- Promoting and supporting delivery of key oral health messages in primary and secondary schools
- Supervised toothbrushing schemes in Early Years settings in the most deprived areas
- Oral health training for foster carers

Key Actions - Adults

- For adults we will aim to equip frontline health care staff with the skills to provide brief intervention and signposting through a Make Every Contact Count approach
- Align or oral health work to national campaigns such as oral cancer month
- We will work with NHSE to support residents in accessing primary dental care
- Oral health champions in residential care homes for older people and for people with learning disabilities

Key Actions – Vulnerable groups

- We recognise that some people are at a higher risk of poor oral health and we aim work with these groups to provide additional targeted support to help reduce these inequalities including:
- Oral health champions in residential care homes for older people and for people with learning disabilities
- GRT Specialist nurses to receive OH training
- Work with special schools and those educated outside of mainstream and explore the needs of SEN families and how we can better support them
- Work with housing providers to provide targeted support to those people who are homeless or rough sleeping

Recommendations

Health & Wellbeing Board are asked to:

1. Note the content of the report.
2. Acknowledge the statutory requirements placed on the local authority and its partners.
3. Agree the implementation of the County Durham Oral Health promotion Strategy 2023-2028.