

**Sent via email**

To All Community Pharmacists

**Midlands & East (Central Midlands)**

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Dear Colleague

**Community Pharmacy Health Promotion Campaign**

**National Smith Month 15/5/17 – 15/6/17**

As you know participation in Health Promotion Campaigns is an important part of the

Terms of Service for Community Pharmacy Contractors.

There local oral health programmes aimed at improving oral health and we are inviting community pharmacists to get involved with ‘National Smile Month’ this year.

National Smile Month is the UK’s largest and longest running campaign to promote good oral health. It is organised by the Oral Health Foundation and encourages all health professionals to join in and educate, promote and communicate positive oral health messages to those they come into contact with.

National Smile Month highlights three key messages, all of which go a long way in helping to 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.

Poor oral health, particularly amongst young children, has been described as a ‘national crisis’. The cost of taking children’s teeth out each year is putting a huge strain on the NHS.

Tooth decay and gum disease are entirely preventable and having good oral health means a person can be free from dental pain, avoid fillings and extractions and be more likely to smile more! There are also many other associated health benefits from having good oral health including reduced risk of cardiovascular disease and better controlled diabetes.

We recommend pharmacy teams read the ‘Delivering Better Oral Health Toolkit’ published by Public Health England as this document outlines the correct evidence based oral health messages to be given by health professionals. The full and summary document can be read/downloaded here:

<https://www.gov.uk/government/publications/delivering-better-oral-health-an-evidence-based-toolkit-for-prevention>

**Who is the campaign aimed at?**

National Smile Month which runs this year 15th May to 15th June is aimed at the entire population.

**Materials**

Materials are available to download from the following links:

Downloads from the Oral Health Foundation:

 <http://www.nationalsmilemonth.org/downloads/>

Top tips for a healthy mouth:

<http://www.nationalsmilemonth.org/oral-health-tips/>

**Monitoring and outcomes**

It is important that you complete your data collection forms with the number of interventions provided to the public. Completed data collection forms for each of the campaigns for 2017/18 should be retained at the pharmacy and a copy of the summary form should be gradually completed for each of this year’s campaigns and submitted as one sheet at the end of the year to NHS England Midlands & East (Central Midlands) by emailing: england.pharmacy-athsm@nhs.net following completion of **ALL** the campaigns during 2017/18. One summary form should be submitted by each contractor by the end April 2018.

Without submission of the summary form there is no confirmation that a pharmacy has participated in the public health campaigns which form part of the essential services. Furthermore, the information you provide enables us to evaluate the success of the campaigns we run. Pharmacies are advised to also retain their own copies as evidence for contractual monitoring.

Please do not hesitate to contact a member of your local NHS England team using the email above if you have any further questions relating to this campaign.

Thank you for your support and full and enthusiastic participation in this important and mandatory element of the pharmacy contract.

Yours sincerely



On behalf of

Lesley Harrison

Pharmacy and Medical Lead