



Dental Health Foundation
Ireland

Review
2008 – 2014



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Chairman's Address

I am pleased to present a report on the achievements of the Dental Health Foundation for the period 2008 – 2014.

The Dental Health Foundation (DHF), established in 1977, is an independent charitable trust, governed by a Board of Trustees from within both public and private dental practice.

Working closely with the Department of Health (DOH) and Health Service Executive (HSE) the DHF acts as a central facilitator and strategist in placing oral health issues and solutions on the national health agenda. It is a valued resource within the healthcare sector for advice and tools to promote best oral health practices. The DHF increases awareness amongst the public empowering them to make healthier oral and general health lifestyle choices. It focuses its energy on strengthening community action by responding to needs and working with communities to put in place appropriate information and education programmes. The DHF continually supports innovation and development in the delivery of oral care prevention measures arising from scientific research conducted both nationally and internationally.

In addition to its Oral Health Promotion work programme the DHF provides Secretariat Services to the Irish Expert Body on Fluorides and Health. In this role the DHF has been responsible for the delivery of key support services to the Expert Body using the highest standards of quality assurance and accountability.

In 2013 the DHF broadened its support role to the Department of Health by the provision of Secretariat Services to the policy development group of the National Oral Health Policy. The Policy will ensure a single vision of oral health services for the future.

I wish to thank Professor John Clarkson for his work in relation to the development of the DHF Strategy 2008-2012 and for the expert advice from the DHF Advisory Committee in the development of the DHF work programme for this period.

I am grateful to the dedication and commitment of the staff of the Foundation who ensure the work programme is delivered in an efficient and effective manner.

Stephen McDermott
Chairman

Introduction

This report sets out the work and accomplishments of the Dental Health Foundation during the period 2008 – 2014 which was guided by the DHF Strategy 2008 - 2012. This Strategy, developed in consultation with the DHF Advisory Committee, informed the DHF work programme.

The Strategic Initiative 2008 – 2012 set out five main goals:

1. Development of an Independent Voice for the Dental Health Foundation
2. Support to the Department of Health and Children
3. Oral Health Promotion for Groups with Special Needs
4. Increased Awareness of Good Personal Oral Health Practices
5. Promoting Excellence in Oral Care

These goals informed the activities and outcomes of the work of the Foundation and are set out in detail in this report. The approach adopted by the Foundation has at all times been socially inclusive, independent and evidence-based.

The achievements set out in this report are as a result of the dedicated work of the Foundation's staff, the support of the Department of Health and HSE, the collaborative working with the oral healthcare profession, consumer groups, the oral healthcare industry, the community and education sectors, and support and commitment of the DHF Trustees and advisors.

As Chief Executive of the Dental Health Foundation I would like to thank all those who contributed to our success in the past and I look forward to continuing to work with them in the future.

Patricia Gilsenan O'Neill

Chief Executive

Executive Summary

The DHF works on a collaborative basis with key stakeholders; the Department of Health, the HSE, the oral healthcare profession, consumer groups, the oral healthcare industry, and the community and education sectors.

The Dental Health Foundation 2008 – 2012 Strategy and work programme from 2008 – 2014 was guided by the following objectives:

1. Development of an Independent Voice for the Dental Health Foundation
2. Support to the Department of Health and Children
3. Oral Health Promotion for Groups with Special Needs
4. Increased Awareness of Good Personal Oral Health Practices
5. Promoting Excellence in Oral Care

1. Development of an Independent Voice for the Dental Health Foundation

The Foundation provides strong advocacy as an independent voice to ensure that existing, new and emerging oral health matters are communicated appropriately and effectively using a multi-strategy approach.

In fulfilment of this role the Foundation has contributed to a range of public policies (Appendix C). Additionally, the DHF has produced a White Paper on The Importance of Oral Health Promotion (2011) which was submitted as part of the Public Health Policy Review – Your Health is Your Wealth: A Policy Framework for a Healthier Ireland 2012-2020 and a White Paper on the Implementation of Oral Health Promotion (2012). In line with recommendations from the Competition Authority Report "Competition in Professional Services, Dentists" (2007) the DHF website was redeveloped in 2010 providing accurate evidence-based information in a user-friendly online environment. In 2013 the DHF launched its Facebook page where up-to-date information relating to the DHF's activities, evidence based health promotion messages and tips on how to improve and maintain good oral health can be found. The Foundation also delivers presentations at conferences and workshops and disseminates information via conference information stands. The DHF represents oral health on a range of committees engaged in partnership programmes and policy input on mainstreaming oral health into the public health agenda.

2. Support to the Department of Health and Children

The Foundation continues its support to the Minister for Health and the Department of Health by way of Secretariat provision to the Irish Expert Body on Fluorides and Health by giving effect to the decisions and extensive work programmes of the Body. The DHF also provides information and advice to the Department as part of its role as Secretariat to the Expert Body and also in its core role of oral health promotion. In 2013 the DHF broadened its support role to the Department at its request by the provision of Secretariat services to the policy development group of the National Oral Health Policy.

3. Oral Health Promotion for Groups with Special Needs

The Foundation has focused on strengthening community action by responding to needs and working with communities to put in place appropriate information and education for people with special needs, their carers and the professionals involved in their care.

In 2011 the DHF amended wording for the 'Henry Bear' leaflet (for children with congenital heart disease) in line with the latest scientific evidence regarding the use of fluoridated toothpaste for children with special needs who are under two years of age. The first edition (2002) of the leaflet was developed in conjunction with the Dental and Cardiology Departments, Our Lady's Children Hospital, Crumlin and the Dental Health Foundation.

An Ad-hoc Committee comprising of representatives from Mouth Cancer Patient Groups, the Dublin Dental University Hospital and the Dental Health Foundation was set up in July 2009 to collaborate in a new venture to raise awareness, including highlighting the symptoms and risk factors, of mouth, head and neck cancer in Ireland. The current members of Mouth, Head and Neck Cancer Awareness Ireland (MHNCAI) are Mouth, Head and Neck Cancer patients and survivors, the Dublin Dental University Hospital, Cork University Dental School and Hospital, the Irish Cancer Society, the Irish Dental Association, the Dental Health Foundation and health professionals.

MHNCAI produced a Mouth, Head and Neck Cancer Awareness leaflet in 2010 and have successfully run a Mouth Cancer Awareness Day since 2010 which takes place annually in September.

In 2012 the DHF worked with Europharma Concepts to ensure that its new range of Dry Mouth products developed in Ireland was suitable for the Irish market. The Foundation has also developed an oral health message in conjunction with Europharma for use on their website and for distribution in leaflet format to pharmacies in Ireland. Dry Mouth can be a significant problem for both older people and oral cancer patients who are undergoing treatment and/or post-treatments. Additionally, the DHF has made resources for older people, including denture care, provided by the Dental Service Oral Health Promotion Team in HSE Dublin North East available on the DHF website.

4. Increased Awareness of Good Personal Oral Health Practices

To achieve this goal the Foundation has worked with a number of partners to develop and deliver oral health promotion messages to enhance the public's capacity to develop personal skills by raising awareness of the importance of healthy lifestyle choices and increasing awareness in relation to oral health.

This included working with ALDI to ensure their new oral health range, launched in 2011, was developed in line with the Recommendations of the Forum on Fluoridation (2002) while providing an oral health promotion message for use in ALDI's in-store magazine.

The DHF produced a range of oral health promotion post-cards in conjunction with the Irish Dental Association, distributed to the public at the National Ploughing Championships in 2010 and 2011. Support was also provided to the Women's Self-Care Group - Barnardos, Ballybeg, Waterford by way of oral health promotion information.

Additionally, the Dental Health Foundation in association with a number of dental health experts contributed to the HSE Caring for Your Baby and Caring for Your Child booklets, for parents and caregivers, to ensure that accurate evidence based oral health messages were made available when the booklets were updated in 2009.

Initial work in relation to early childhood caries prevention was undertaken by the DHF in conjunction with a health and allied professional steering committee in 2009. This initiative did not proceed due to amendments in services within the HSE. The Dental Health Foundation provided guidance and advice to the West Limerick Primary Health Care Project for Travellers in the development of their 'dental health road show for parents and caregivers of children aged 0 to 8 years' (2011).

The DHF has also worked on a number of primary school-based programmes with collaborative partners;

- Tooth Day 2010 with the National Dairy Council, the Irish Dental Association and GlaxoSmithKline
- Blinds for Schools with the Printed Blinds Factory initiative in 2012,
- Provision of the Mighty Mouth Schools Programme in Irish in 2011.

The Dental Health Foundation participated in a project to develop evidence-based clinical practice guidelines for the Public Dental Service and continually contributes oral health promotion information and articles to local radio and publications.

5. Promoting Excellence in Oral Care

The DHF has addressed its goal of ensuring people in Ireland are adequately informed and gain from the continuing innovation and development in the delivery of oral care prevention measures. This is achieved through the provision of support and collaborative working with the oral care profession, policy makers, service providers, communities, schools and consumers. This approach helps to minimise the "information lag" which is often experienced in the transfer of knowledge.

The Specialist Certificate in Health Promotion (Oral Health), initiated in 1999 by the Dental Health Foundation, the Society of Chief and Principal Dental Surgeons in Ireland, and the National University of Ireland, Galway, is an accredited training programme for dental health professionals. The curriculum was developed collaboratively by the National University of Ireland, Galway, the Dental Health Foundation and Dr Mary O'Farrell, former Principal Dental Surgeon with the Health Service Executive Dublin North East. This curriculum was revised by Dr Mary O'Farrell in 2009.

The Foundation has put in place support mechanisms for the preparation and training of health professionals, and also to increase an evidence based approach to oral health promotion programme development. To encourage uptake of this approach the DHF has pursued these aspects through award schemes. The DHF Excellence in Practice Awards recognise outstanding efforts in oral health improvement. These are the:

- Moloney Award – in conjunction with the Irish Dental Association
- Irish Society for Disability and Oral Health (ISDH) Awards
- Oral Health Promotion Research Group Ireland Bursary
- IADR Irish Division / DHF Research in Primary - Dental Care Award

Oral Health in Ireland: Handbook for Health Professionals (Second Edition) 2014 is a concise scientifically-based document on oral health promotion for use by health and allied professionals in the Republic of Ireland. The publication updates the information contained in Oral Health in Ireland (1999) to reflect the changes in current scientific knowledge that have arisen over the last fifteen years.

The publication was published by the Dental Health Foundation in collaboration with the Oral Health Services Research Centre, Cork. Funding contributions for the publication were received from the Health Services Executive (HSE) and support, comments and information from the Department of Health and the National Oral Health Office, HSE.

The DHF responded to a call for submissions in line with the Review of Undergraduate Nursing and Midwifery Degree (Pre-Registration) Programmes. The DHF noted there would be a considerable benefit in nurses fulfilling a role in promoting the oral health of all population groups including children, the elderly and those with special needs.

In 2010 the Dental Health Foundation conducted an audit of all oral health promotion activity within the Public Dental Service in Ireland as requested by the then newly established National Oral Health Office, HSE. The data collected provided details of the oral health promotion service being delivered during the period 2008-2010 highlighting the gaps in the system and issues specific to lack of resources in delivering an effective service.

01 Development of an Independent Voice for the Dental Health Foundation

The Foundation provides strong advocacy as an independent voice to ensure that existing, new and emerging oral health matters are communicated appropriately and effectively using a multi-strategy approach.

Well-informed policy makers at local, regional and national levels are critical in ensuring the inclusion of oral health issues in relevant national policies, programmes and strategies. Equally, in response to the public's need for information that is independent of vested interests, the DHF provides accessible information that promotes and enables decisions to be made based on the latest evidence-based research.

Dental Health Foundation Contribution to Public Health Policy

The role of advocacy has been a cornerstone of the Foundation's work which has involved informing and educating government, community leaders and decision makers about specific issues that will have an impact on the oral health and wellbeing of the citizens of Ireland. In fulfilment of this role the Foundation has contributed to a range of public policies. A full listing of DHF submissions is available in Appendix C.

White Paper on The Importance of Oral Health Promotion – June 2011

The burden of chronic diseases is expected to rise dramatically in the Republic of Ireland between 2007 and 2020 (Institute of Public Health, 2010). The available evidence shows that oral diseases share important common risk factors with the four leading chronic diseases - cardiovascular diseases, cancer, chronic respiratory diseases and diabetes. These diseases, as with oral disease, can result from unhealthy diets, tobacco use, and excessive alcohol consumption. Therefore good oral health is of vital importance to general health. Consequently, oral health promotion and preventive measures are important approaches to improving overall health and reducing costs.

In line with these issues the Dental Health Foundation produced a White Paper on the Importance of Oral Health Promotion (2011). This paper was submitted as part of the Public Health Policy Review - Your Health is Your Wealth: A Policy Framework for a Healthier Ireland 2012-2020.

White Paper on the Implementation of Oral Health Promotion – November 2012

Over the last few decades, there have been significant developments in evidence supporting the importance of health promotion aimed at reducing the burden of diseases, particularly for those who are socially disadvantaged. The evidence suggests that single strategies aimed at providing health information to support behaviour change and lifestyle modification are least effective and that multiple and complementary actions which are used together are shown to be the most effective.

This White Paper on the Implementation of Oral Health Promotion sets out key aspects that should be addressed to ensure the effective implementation of oral health promotion.

DHF Website Redevelopment

The Dental Health Foundation's website was redeveloped in 2010 in line with the Competition Authority Report "Competition in Professional Services, Dentists" (2007) recommendations.

The site provides the public with evidence-based oral healthcare information in a clear and comprehensive manner. The DHF website is regularly updated with the latest news, publications and activities in oral health. It features a 'contact us' section where professionals and the general public can email their queries directly to the Foundation. Additionally, the DHF has developed an 'FAQ' -frequently asked questions - section in response to queries received by the DHF via email and by phone.

Publications and evidence-based resources produced by the Dental Health Foundation and other organisations such as the HSE and Safefood are made available through the Publications and Resources section.

DHF Facebook Page

Social media has become increasingly popular over the last number of years allowing users to create and share content and / or participate in social networking. In 2013, to mark World Oral Health Day (20th March 2013), the DHF launched its Facebook page where it provides up-to-date information relating to the DHF's activities, evidence based health promotion messages and tips on how to improve and maintain good oral health.

Oral Health Promotion Representation

The Foundation has been invited to deliver presentations at conferences and workshops. This included a workshop presentation on developing capacity for health promotion at the National University of Ireland, Galway's Health Promotion Conference (June 2011) and an overview of the strategies used by opponents of water fluoridation in Ireland at the Oral Health Promotion Research Group Annual Conference (September 2014).

Additionally, the DHF has undertaken the dissemination of information via information stands as at:

- IDA / HSE Dental Surgeons Conference - October 2012
- Faculty of Dentistry, Annual Scientific Meeting, Royal College of Surgeons of Ireland – October 2013 and 2014
- Irish Dental Hygienists Annual Conference – November 2013 and 2014
- Bank of Ireland 11th National Enterprise Week themed "Let's Connect" – November 2014
- Youth Conference 2014
- Pharmacists Conference 2014 – in conjunction with Mouth, Head and Neck Cancer Awareness Ireland

The DHF also represents oral health on a range of committees, engaged in partnership programmes and policy input, on mainstreaming oral health into the public health agenda. The Dental Health Foundation is a member of:

- Mouth, Head and Neck Cancer Awareness Ireland since its establishment in 2009.
- Programme Board for Health Promotion MA/Postgraduate Diploma and Specialist Certificate programmes, National University of Ireland, Galway
- Fluoride And Caring for Children's Teeth (FACCT) Programme Steering Group. FACCT is an important new research study about children's oral health. The FACCT study is a joint University College Cork/Health Services research project and is funded by the Health Research Board.
- National Heart Alliance (NHA), an independent non-governmental organisation, which aims to increase co-operation among organisations involved in the fight against heart disease and to recommend appropriate policies and approaches to prevent heart disease.
- Healthy Food for All's Advisory Committee from 2008-2010. The DHF made oral health related contributions to HFFA's Good Practice Guide for School Food Initiatives and to the Good Practice Guide for Community Food Initiatives. Healthy Food for All (HFFA) is an all-island initiative seeking to combat food poverty by promoting access, availability and affordability of healthy food for low-income groups whose key areas of work are community and school food initiatives, policy and networking.
- The Association for Health Promotion in Ireland (AHPI) is the professional association for those who work to promote health. It was formed in 1997 and provides a forum through which health promotion professionals can exchange knowledge and ideas. The AHPI is led by an executive committee of health professionals. From 2008 to 2010 the DHF held the post of Treasurer.

The DHF continues to address healthy eating and the impact it can have on dental and general health. The Foundation was involved in an extensive consultative process with the National Dairy Council regarding the drafting of the BAI General and Children's Commercial Communications Codes (2013). The DHF raised concerns regarding the inclusion of cheese in the Code due to the nutritional value of calcium in the diet and its role in the development of healthy teeth and bones. The Foundation was concerned with the mixed messaging and risks to dental and general health that might result if cheese was classified as a food high in fat, salt and sugar (HFSS).

The DHF has contributed to the Safe Food - Little Steps Campaign by way of oral health promotion advice for online and consumer publications most recently the poster "Is there more Sugar in this drink than you think?"

Safefood's Childhood Obesity Campaign, in partnership with the HSE and Healthy Ireland Framework in the Republic of Ireland and the 'Fitter Futures for All' Implementation Plan in Northern Ireland, reminds parents about the negative health impacts of excess weight in childhood and how this can impact on a child's quality of life.

02 Support to the Department of Health and Children

The Foundation provides information and advice to the Department in its core role of oral health promotion.

Additionally, the Foundation continues its support to the Minister for Health and the Department of Health by way of **Secretariat provision to the Irish Expert Body on Fluorides and Health** by giving effect to the decisions and extensive work programmes of the Body. In this role, the DHF provides substantial management and secretarial support on an on-going basis.

The Secretariat's responsibilities fall into seven main categories:

1. The Secretariat provides assistance to the Expert Body in publishing codes of practice/reports to ensure the highest quality assurance standards throughout the fluoridation process.
2. The Secretariat assists the Expert Body in collaborating with health authorities, education and relevant bodies to communicate to the public the scientific evidence in relation to fluoridation, the processes and safeguards in place, risks and best practice, particularly in relation to young children.
3. The Secretariat provides assistance in collating and reviewing research material in the areas identified by the Forum of Fluoridation (2002) (e.g. legislation and regulation, international best practice, use of fluoride toothpaste and longitudinal research surveys).
4. The Secretariat organises and supports meetings of the Expert Body and sub-committees, dealing with day-to-day communications with the industry, the public and professionals, managing and administering third party services. It also ensures appropriate financial and administrative records are maintained.
5. In addition to the work involved in directly supporting and overseeing the implementation of the Expert Body's Action Plan, the Secretariat is continuously engaged in activities related to responding to requests for information and technical advice from the Minister and officials of the Department of Health, persons in professional practice, public bodies, public representatives, and Oireachtas Committees.
6. Additionally, the Secretariat designed, developed and manages the Expert Body website, www.fluoridesandhealth.ie, which hosts information relating to the ongoing work of the Body.
7. The Secretariat also attends and participates in relevant conferences, liaising with relevant authorities and bodies within the island of Ireland and overseas on behalf of the Expert Body as appropriate.

The Secretariat function is periodically reviewed by the Expert Body in conjunction with the DHF and revised if required. In 2013 the DHF broadened its support role to the Department of Health, at its request, by the provision of secretariat services to the National Oral Health Policy. The DHF initially provided support during the development of the project work structure. The Foundation currently provides support in relation to the development of the National Oral Health Policy. This support manifests in the coordination of the three workstreams which comprise the Policy's development; needs assessment, resource review, and stakeholder consultation, and the various projects operating therein. Within this, support is provided to working groups informing the aforementioned workstreams including the Academic and Practitioners References Groups, and an international panel of experts providing quality assurance across the project. Further, contribution is made to the overall policy development management team. This includes:

- Assisting in collating and reviewing research material in the areas identified by the working groups.
- Organising and supporting meetings of the working groups.
- Development of an overall National Oral Health Policy theoretical framework.
- Design and development of project governance structures.
- Contributing to planning and allocation of work and targets for Groups within varying work streams.
- Conducting of systematic literature reviews in order to inform evidence based policy.
- Contributing to the design and planning the implementation of the national public consultation process.
- Co-ordination of communication and engagement with stakeholders.
- Design and development of reports reflecting the inputs of multidisciplinary Academic Reference Group.
- Communication of outcomes and requirements across Reference Groups.
- Organisation of relevant workshops.
- Representing the policy development project management team at national and international conferences.
- Assembly and dissemination of a library of relevant and up to date literature.
- Ensuring appropriate financial and administrative records are maintained.

03 Oral Health Promotion for Groups with Special Needs

The Foundation has focused on strengthening community action by responding to needs and working with communities to put in place appropriate information and education for people with special needs, their carers and the professionals involved in their care. Achieving this goal is reliant on working in close collaboration with oral health care professionals and building capacity with the broad range of support services in place. Defining and promoting these solutions in partnership with special needs clients is fundamental to the process.

Henry Bear Leaflet – Dental Care for the Child with a Heart Problem

In Ireland approximately one baby in a hundred is born with congenital heart disease. These children are at risk of developing infective endocarditis, a serious infection of the heart, from bacteraemia induced by certain dental procedures and from chronic poor oral health. It is therefore extremely important that children with congenital heart disease attend a dentist from an early age for regular preventive and routine dental care.

The 'Henry Bear' leaflet provides important information for parents and carers of children with congenital heart disease. The first edition of the leaflet was developed in 2002 in conjunction with the Dental and Cardiology Departments, Our Lady's Children Hospital, Crumlin and the Dental Health Foundation. In 2011 the leaflet was amended in line with the latest scientific evidence regarding the use of fluoridated toothpaste for children with special needs under two years of age.

Mouth, Head and Neck Cancer Awareness Ireland (MHNCAI)

An Ad-hoc Committee with representatives from Mouth Cancer Patient Groups, the Dublin Dental University Hospital and the Dental Health Foundation was set up in July 2009 to collaborate in a new venture to raise awareness of mouth, head and neck cancer in Ireland. The group was joined by the Cork University Dental School and Hospital in 2010.

Initiated by survivors of mouth, head and neck cancer the group conducted a review of strategies, reports and journal articles to establish what is known about Mouth Cancer in Ireland, who is involved in mouth cancer research and what work is being done to promote awareness in Ireland. Following this review, with the support of the Irish Cancer Society, the group produced a Mouth, Head and Neck Cancer Awareness leaflet.

In September 2010 the group held the first mouth cancer awareness day. A free mouth, head and neck cancer examination was offered in the Dublin Dental University Hospital and Cork University Dental School and Hospital. In 2011 the Irish Cancer Society and the Irish Dental Association joined the group. 'Mouth Cancer Awareness Day' 2011 encouraged members of the public to visit their local participating dentist for a free mouth, head and cancer examination.

Since 2012 free examinations have been provided by the Cork University Dental School and Hospital and local dentists organised by the Irish Dental Association as part of the Annual Mouth Cancer Awareness Day. The Dublin Dental University Hospital (DDUH) host a Mouth Cancer Information Day where patients, visitors, accompanying persons, staff and students visit the information and trade stands in the front hall of the DDUH throughout the day. The Irish Cancer Society, the Dental Health Foundation and the Oral Health Promotion Research Group are among those who provide information stands on the day. Between the years 2010 and 2013 the campaign resulted in approximately 20,000 free examinations and 22 cancers being detected (MacCarthy, D, McAlister, C, and O'Sullivan, E, 2015)

A Mouth Cancer Awareness website has also been developed, providing information for the public on the Awareness Day, mouth, head and neck cancer and associated risk factors. The website also includes resources for the dental profession on how to participate in 'Mouth Cancer Awareness Day' and educational materials including examination details, forms and referral pathways.

The current members of MHNCAI are Mouth, Head and Neck Cancer patients and survivors, the Dublin Dental University Hospital, Cork University Dental School and Hospital, the Irish Cancer Society, the Irish Dental Association, the Dental Health Foundation and health professionals.

Older People's Oral Health

Oral health systems should better match the needs of older people, including the functionally independent, the frail and the functionally dependent. Greater understanding is needed regarding diet and nutrition in older age and how tooth loss and the status of the oral cavity can result in inadequate nutrition and weight loss. Xerostomia or 'Dry Mouth' which can occur as a result of medication or from an underlying health condition has a negative effect on oral function and quality of life for older people.

In 2012 the DHF worked with Europharma Concepts to develop an oral health message for use with their new Dry Mouth Products range on their website and for distribution in leaflet format to pharmacies in Ireland. This project is in line with the DHF annual work programme on Mouth, Head and Neck Cancer and Older People. Dry Mouth can be a significant problem for both older people and oral cancer patients who are undergoing treatment and/or post-treatments. Additionally, the Dental Service Oral Health Promotion Team in HSE Dublin North East has produced information leaflets for older people to help them to look after their oral health. The Dental Health Foundation has made these resources available on the DHF website.

04 Increased Awareness of Good Personal Oral Health Practices

To achieve this goal the Foundation has worked with a number of partners to develop and deliver oral health promotion messages to enhance the public's capacity to develop personal skills by raising awareness of the importance of healthy lifestyle choices and increasing awareness of oral health matters.

ALDI Supermarkets

The Dental Health Foundation worked with ALDI to ensure their new oral health range, launched in 2011, was developed in line with the Recommendations of the Forum on Fluoridation (2002). Additionally, an oral health promotion message providing advice on effective toothbrushing and guidelines in relation to the use of fluoride toothpaste in ALDI's in-store magazine, was developed by the Dental Health Foundation.

National Ploughing Championships

In conjunction with the Irish Dental Association the Dental Health Foundation produced three oral health promotion postcards with key messages each targeting specific lifestages ie 0-2 year olds, 2-7 year olds, teens, students, Mums to be and over 50s. The postcards were distributed to the public at the National Ploughing Championships in 2010 and 2011. These postcards have proved a very effective way of disseminating key oral health promotion messages.

Women's Self-Care Group – Barnardos

The DHF has provided support to the Women's Self-Care Group – Barnardos, Ballybeg, Waterford. The group meet on a weekly basis and take part in activities which centre around the issue of self-care with particular emphasis on oral hygiene. The forum assists marginalised and socially isolated women to foster friendships and a sense of self-care.

Caring for Your Baby & Caring for Your Child Booklets

In 2009 the HSE revised their child health and parent support booklets and audio CDs; Caring for Your Baby and Caring for Your Child Booklets. The information packs add to the advice parents and carers get from their child health professional and are available from the local public health nurse, health promotion office and on the HSE website, www.hse.ie

Tooth development and oral health promotion messages are important in the early developmental years. The Dental Health Foundation in association with a number of dental health experts contributed to these booklets to ensure that accurate evidence based messages were made available. The resource is aimed at the following three cohorts:

- Caring for Your Baby: Birth to Six Months
- Caring for Your Child: Six Months to Two Years
- Caring for Your Child: Two to Five Years

Early Childhood Caries Prevention Initiative

The Early Childhood Caries Prevention Initiative began work in 2009 with the aim to develop and implement a national campaign that informs and supports parents and carers to care for the oral health of children aged 0-5 years.

A partnership approach facilitated and led by Dental Health Foundation was adopted. A multi-sectoral, multi-disciplinary Steering Committee including representatives from the HSE's Public Dental Service, Health Promotion and Social Marketing Services, along with an expert on nutrition and oral health representation from Northern Ireland was established.

In line with recommendations from the Irish Oral Health Services Guideline Initiative on 'Strategies to Prevent Dental Caries in Children and Adolescents' (2009), the Steering Committee developed an implementation plan which identified the key role the public health nurse plays in early intervention. This initiative did not proceed due to amendments in services and resource allocation within the HSE.

West Limerick Primary Health Care Project for Travellers

In 2011 the Dental Health Foundation provided guidance and advice to the West Limerick Primary Health Care Project for Travellers in the development of their 'dental health road show for parents and caregivers of children aged 0 to 8 years.'

The West Limerick Primary Health Care Project (PHCP) for Travellers was established in September 2010. The project is funded by the HSE. A number of women from the Traveller Community qualified as Community Health Workers after completing their FETAC Level 3 Community Health Advocacy Award in 2010. The project is in line with national health policy which aims to have Primary Health Care Projects for Travellers in all HSE regions where there is a significant Traveller population. The project actively collaborated with over 25 partners including the Dental Health Foundation. In 2012 the workshop was delivered to trainees on the Limerick City Primary Health Care Programme. As part of an outreach work programme the Community Health Workers also distributed dental health information to parents of children in junior infants in Rathkeale.

In 2013 a programme evaluation was conducted. Over the two-year period, 2011 to 2013, there was a notable increase in self-reported health knowledge for a number of conditions including healthy teeth and gums. Those reporting that they "knew a lot" increased from 20% to 50% and those attending the dentist increased from 58% to 77%.

Schools Programmes:

Printed Blinds Factory – 2012

In conjunction with the Printed Blinds Factory the Dental Health Foundation has produced key oral health promotion messages targeting 4-12 year olds. The blinds, available in various primary school classrooms around the country, could prove to be a very effective way of disseminating key oral health promotion messages in terms of targeting children in an educational setting. This project is part of an overall initiative designed specifically for the education sector to coincide with the national curriculum.

ACE Schools Programme – 2011

Developed by the Community Nutrition and Dietetic Service, HSE Dublin Mid-Leinster. The Schools' Activity Confidence Eating (ACE) project is an example of a whole school intervention, focused on promoting three main aspects of health within the school i.e. health eating and dental health, physical activity, and mental health. The programme uses a simple award scheme (Bronze, Silver, Gold and Platinum) to help schools to mark their progress.

The project aims to encourage schools to draw up a tailored and individualised health policy in accordance with particular guidelines given to them, over the course of a year, with the help and support of a lay health worker (Schools' ACE Supporter) who is trained to facilitate the school in developing and implementing their health policy. The Dental Health Foundation provided oral health promotion advice in the development of the programme.

Tooth Day 2010

The Dental Health Foundation along with Aquafresh (GlaxoSmithKline) the National Dairy Council and the Irish Dental Association ran the national programme 'Toothday' on Tuesday, 30th November 2010. Toothday took place in 2,500 primary schools in the Republic of Ireland and reached approximately 120,000 children.

The WHO identified that sustainable behaviour modification is possible through oral health promotion for the young and should start early in life. They also indicate that as schools have globally proven to be ideal platforms for implementation of health promotion a strategy for healthy public policies should be integrated permanently into the structure of the educational system and mirrored in teachers training and educational material for all primary schools. (Peterson et al, 2010)

The aim of 'Toothday' was to raise awareness on the importance of oral (dental) health among children. This was done in two ways – encouraging children to brush their teeth twice a day and making them aware of tooth friendly snacks and drinks. Junior and senior infants' classes in schools around the country were supplied with goodie packs containing a tube of Aquafresh toothpaste (GSK) and a certificate to encourage the children to commit to twice daily toothbrushing. Feedback from schools was very positive with a number indicating they would welcome the programme being run on an annual basis.

The child friendly story 'The Story of the Tooth' developed for 'Toothday' was updated in 2012 and is downloadable from www.dentalhealth.ie. The story teaches children how to look after their teeth through both regular tooth brushing and a tooth friendly diet.

Getting children actively involved in looking after their oral health from a young age improves both their oral and general health as an adult. Taking these positive steps ensures that a real difference can be made in promoting good oral health and well-being in children.

The Mighty Mouth Schools Programme for 5 to 6 Year Olds is an evidence-based oral health promotion tool in the overall delivery of dental care services for young children living in Ireland. It was commissioned by the dental services in the Eastern Regional Health Authority Area now the HSE and developed by the Dental Health Foundation, Ireland, in collaboration with the oral and general health promotion teams in the eastern region and in partnership with teachers, parents and children. The programme was rolled out on a National basis in 2005 and continues to be available as an optional module as part of the Social and Personal Health Education (SPHE) primary schools programme.

In 2011 the Dental Health Foundation made the programme available as Gaeilge which is downloadable from the publications and resources section of the DHF website www.dentalhealth.ie.

Irish Oral Health Services Guideline Initiative, for Strategies to Prevent Dental Caries in Children and Adolescents (2009)

The Dental Health Foundation was invited to participate in a project to develop evidence-based clinical practice guidelines for the Public Dental Service. The DHF participated as a representative on the high caries risk Guideline Development Group (GDG) and also provided feedback on the draft scope for the identification of high caries risk, the use of topical fluorides for caries prevention and school dental screening guidelines.

This Health Research Board funded project was a collaboration between the Public Dental Service, the Oral Health Services Research Centre in Cork and the UK Cochrane Centre.

Publications contributed to

The Foundation continually contributes oral health promotion information and articles to publications including, the Irish Dentist, the Irish Medical News, the Irish Times, Mothers and Babies magazine, the Irish Independent, Consumer Choice, the Irish Farmers Journal, the RTE Guide, In Touch Magazine, Journal of the Irish Dental Association and the HSE staff magazine Health Matters.

05 Promoting Excellence in Oral Care

The DHF has addressed this goal of ensuring people in Ireland are adequately informed and gain from the continuing innovation and development in the delivery of oral care prevention measures. This has been achieved through the provision of support and collaborative working with the oral care profession, policy makers, service providers and consumers to minimise the "information lag" which is often experienced in the transfer of knowledge.

Specialist Certificate in Health Promotion (Oral Health)

The course was initiated in 1999 by the Dental Health Foundation, the Society of Chief and Principal Dental Surgeons in Ireland, and the National University of Ireland, Galway, who put in place the necessary training and accreditation programme for dental health professionals to develop and improve their oral health promotion skills while at the same time offering career advancement opportunities for course participants.

The curriculum was developed collaboratively by National University of Ireland, Galway, the Dental Health Foundation and Dr Mary O'Farrell, former Principal Dental Surgeon with the Health Service Executive Dublin North East. This curriculum was revised by Dr Mary O'Farrell in 2009.

The Specialist Certificate in Health Promotion (Oral Health) provides a professional qualification in this field. The course is aimed at practitioners who work in the oral health field (for example Dentists, Dental Nurses, Dental Hygienists and others in a position to promote oral health, eg Public Health Nurses, General Practitioners, Dieticians, Special Needs Assistants).

The course is delivered by the National University of Ireland, Galway via three modules: the first two; Concepts and Principles of Health Promotion, Oral Health Promotion; include workshop participation and distance education materials for home study, and the Project Development module consisting of project work. Examinations are by continuous assessment throughout the year, and submission of a final year project.

DHF Excellence in Practice Awards

The Foundation has put in place support mechanisms for the preparation and training of health professionals, and also to increase an evidenced based approach to oral health promotion programme development. To encourage uptake of this approach, the DHF has pursued these aspects through award schemes.

The DHF Excellence in Practice Awards recognise outstanding efforts in oral health improvement. Winning an Award can be a great way to energise oral health programs and get recognition in-house, in the community, and nationally among peers. The awards programme is an annual programme that the organisation has valued as a means of placing oral health promotion on the agenda in a variety of settings.

Moloney Award

The Moloney Award was established in 2003 to recognise the outstanding contribution of the late Dr Joe Moloney to oral health promotion in Ireland, as a founding member of the Dental Health Foundation and his lifetime contribution to the Irish Dental Association (IDA). It is presented at the IDA's annual scientific conference.

Between 2003 and 2014 the Award was presented to an individual or group of dentists judged as Best Table Demonstration by a panel of judges. Competitors were judged on detailed criteria including originality, usefulness and presentation. A key requirement of the judging criteria was that each demonstration presented a practical component applicable to general dental practice. A hands-on, interactive approach was encouraged. The Moloney Award is currently under review by the Dental Health Foundation in consultation with the Irish Dental Association. The format is likely to change for 2015 onwards.

Irish Society for Disability and Oral Health (ISDH) Awards

The Irish Society for Disability and Oral Health was established in 2002. It serves to promote, preserve and protect the oral health of people with disabilities. The special care dentistry awards are presented by the Dental Health Foundation at the annual ISDH Conference.

Annual Special Care Dentistry Award

The society awards the prize for the best essay, case-report or completed project on any aspect of Special Care Dentistry. Applicants for the prize must be a current member of the Society. A team working together on a project may enter.

Annual Special Care Dental Care Professional (DCP) Award

The society awards the prize for the best essay, case-report or completed project on any aspect of Special Care Dentistry by a dental nurse, hygienist, oral health promoter or other non-dental healthcare professional. The prize is confined to dental care professionals and non-dental healthcare professionals resident on the island of Ireland. A team working together on a project may enter.

Student/ Newly Qualified Professional Award

The society awards the prize for the best essay, case-report or completed project on any aspect of Special Care Dentistry by an undergraduate student or a newly qualified dental professional on the island of Ireland. The prize is confined to undergraduate students or newly qualified dental professionals (first year post-qualification) on the island of Ireland.

For all awards it is a requirement that the work would not have been presented elsewhere nor been awarded a prize previously.

Biennial ISDH Travel Bursary

This travel bursary will assist with the cost of attending the Biennial Congress of the International Association of Disability and Oral Health in order to make a scientific oral or poster presentation. Applicants for the prize must be a current member of the Society.

The Oral Health Promotion Research Group Ireland Bursary

The Oral Health Promotion Research Group Ireland aims to raise the status of oral health promotion through providing a forum for dissemination of developments in oral health promotion research, policy and practice.

In support of this aim the Dental Health Foundation Bursary is presented at the OHPRG Ireland Annual Conference. The intention is that the successful candidate/s will use the award to implement the proposal submitted by them.

The bursary may be awarded in full to one project or may be divided amongst a number of smaller projects. The bursary may also be withheld. These decisions will be made at the discretion of the judges.

The applicant must be a current member of the Oral Health Promotion Research Group (Ireland). A team working together on a project may submit proposals. It is a requirement that the work should not have been presented elsewhere nor have been awarded a prize previously.

Irish Division / DHF Research in Primary – Dental Care Award

The IADR Irish Division / DHF Research in Primary Dental Care Award is presented to support research by investigators and clinicians who mainly work in the areas of dental public health and health promotion.

Health services research is the primary focus of the award and this may include epidemiology, audit, health promotion or research into other health service issues. The award is open to all members of the dental team - dental nurses, dental hygienists as well as dentists. The prize is awarded by the Dental Health Foundation at the IADR Irish Division Annual Conference.

Oral Health in Ireland: A Handbook for Health Professionals (Second Edition) 2014

The Dental Health Foundation in collaboration with the Oral Health Services Research Centre, Cork has published Oral Health in Ireland: A Handbook for Health Professionals (Second Edition) 2014. Funding contributions for the publication were received from the Health Services Executive (HSE) and support, comments and information from the Department of Health and the National Oral Health Office, HSE.

This Second Edition provides updated evidence based guidance on oral health promotion for health and allied health professionals in the Republic of Ireland enabling them to promote and support an inclusive approach to addressing risk factors and preventing diseases while empowering people to take action to protect and be responsible for their own oral health. It updates the information contained in Oral Health in Ireland (1999) to reflect the changes in current scientific knowledge that have arisen over the last fifteen years.

The document sets out to describe:

- Oral health terminology and the determinants of oral health and disease
- Relevant information on the current oral health status and oral health practices of Irish children and adults
- Methods of disease prevention
- Common risk factors between oral health and general health
- Information on nutrition and oral health
- Oral health care products
- Sources of information on oral health in the Republic of Ireland

The DHF responded to a call for submissions in line with the **Review of Undergraduate Nursing and Midwifery Degree (Pre-Registration) Programmes (2012)**. The Department of Health commenced a review of the undergraduate nursing and midwifery degree programmes in order to establish their efficiency and effectiveness in preparing nurses and midwives to practice in the Irish healthcare system now and into the future.

The DHF noted there would be a considerable benefit in nurses fulfilling a role in promoting the oral health of all population groups including children, the elderly and those with special needs. The Foundation proposed that oral health be included on the programme for general nursing, intellectual disability and psychiatric nursing programmes.

Independent Audit of Oral Health Promotion Activity within the Health Service Executive (HSE)

In 2010 the Dental Health Foundation conducted an audit of all oral health promotion activity within the Public Dental Service in the Republic of Ireland as requested by the then newly established National Oral Health Office, HSE.

The Audit was in line with the recommendations of the PA Consulting Report (2010) which stressed the importance of having a single point of contact to determine what is being delivered within the Public Dental Service.

Data was collated on a local, regional and national basis. It provided details of the oral health promotion service being delivered during the period 2008-2010 highlighting the gaps in the system and issues specific to lack of resources in delivering an effective service.

Future Plans

Against the background of achievements under the DHF's Strategy 2008-2012 and in line with ongoing oral health promotion requirements in Ireland the DHF has developed a new strategy for the period 2015-2017. The Foundation will continue to promote quality and excellence in the oral health promotion sector to deliver better outcomes for people.

Over three-quarters of global health leaders (76%) agree that lack of knowledge and access to reliable health information keeps individuals from managing their health. Seventy-four percent believe that patients do not understand the health information and choices available to them (PricewaterhouseCoopers, 2010). Improving the oral health of the entire population, young and old alike, is a collaborative effort which involves individuals, parents, caregivers, school teachers and health professionals as well as a range of other structures, settings and environmental and social determinants having an important role to play in ensuring optimal oral health. The Dental Health Foundation is committed to empowering individuals and advocating for supportive environments for oral health by providing reliable, quality and easily accessible data, working with stakeholders on targeted projects and ensuring excellent and effective communication and collaboration between relevant partners and stakeholders.

The Foundation has the experience and capability to effectively interpret the oral health requirements of the Irish population into value for money work programmes in line with government policy and international research findings.

The DHF is well positioned within the oral health promotion sector to perform effectively and deliver on the sectors requirements. The Foundation will continue to provide professional leadership through focusing on the customer, understanding the various strands of oral health promotion and connecting with the health care industry.

Governance

The Dental Health Foundation is a charitable trust. Its 'Declaration of Trust' outlines the governance and management requirements of the organisation. The Foundation is governed by a Board of voluntary Trustees.

DHF Board of Trustees

Mr Stephen McDermott (Chairman), BDent Sc, MSc

Dr Paddy Crotty, BDentSc FDS, RCS (Edin)

Dr. Mary Coleman, B.D.S., M.D.P.H.

Dr Brendan Pigott (former Chairman) (until October 2011)

Dr John Walsh, MSD (Paed), Indiana Uni (until August 2013)

The Board of Trustees ensure that:

- An Annual Report and Set of Audited Accounts are submitted to the grant authorities in line with the Comptroller and Auditor General (Amendment) Act 1993 and in line with contractual agreements with funders.
- An annual Tax Clearance Certificate issued to the Dental Health Foundation by the Revenue Commissioners is also submitted.
- An annual review of current exchequer funding arrangements provided from the Department of Health (DOH) and HSE is conducted to ensure adequate provisions are in place. Regular activity updates and funding analysis are provided to the DOH and HSE in line with contractual agreements and best practice.

Dental Health Foundation Business Case

A Business Case was developed for the DHF in 2009 to assist the Trustees of the DHF to agree an appropriate business plan in the light of the changing operating environment.

A Turnaround Strategy for the Dental Health Foundation: To enable future organisational growth and development (2013)

This Strategy was developed to ensure the future growth and development of the DHF and to guide future organisational strategic development.

A Code of Practice for Good Governance of Community, Voluntary and Charitable Organisations in Ireland, 2012

The Dental Health Foundation began the process of adopting the Governance Code in on a phased basis in late 2012.

Advisory Committee

The Advisory Committee, established in 2007, under the Chairmanship of Professor John Clarkson, former Dean of the Dublin Dental School and Hospital, provided support and guidance to the DHF on the development of the its work programme in line with the DHF Strategy 2008-2012.

MEMBERSHIP

Professor June Nunn	<i>Public Health/Disability</i>
Professor Helen Whelton	<i>Oral Health Services Research</i>
Professor Gerry Linden	<i>Oral and Systemic Diseases</i>
Professor Brian O'Connell	<i>Restorative Dentistry and Behavioural Sciences</i>
Dr Dymphna Daly	<i>Paediatrics</i>
Dr Eamon Croke	<i>General Dental Practitioner</i>
Dr Mary O'Farrell	<i>Public Dental Service</i>

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Executive Director

Dr Conor Kennedy BA, MA, PhD
Project Officer

Ms Patricia Gilsenan-O'Neill BSc MBA
Chief Executive

Ms Sandra Byrne
Project Officer

Ms Etain Kett Grad (IFST) Dip.
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Public Affairs & Communications Manager

Ms Pheena Kenny MA (until August 2013)
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Bankers
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The Foundation's website is:
www.dentalhealth.ie

The Foundation is also on Facebook: 

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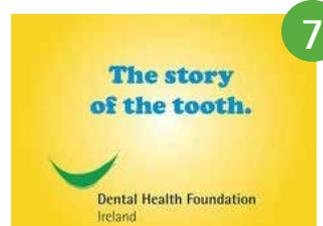
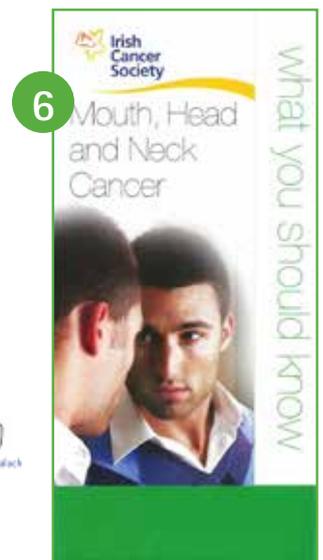
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Appendix A: Resources

List of Dental Health Foundation Resources published between 2008 and 2014

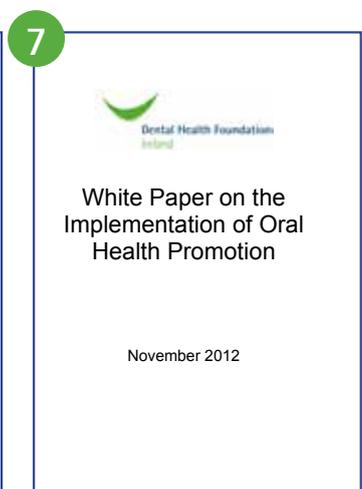
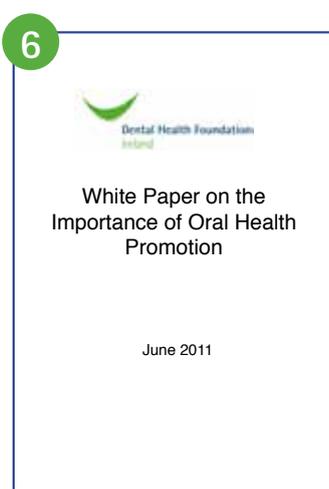
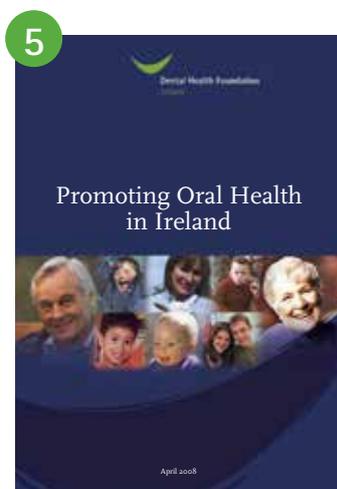
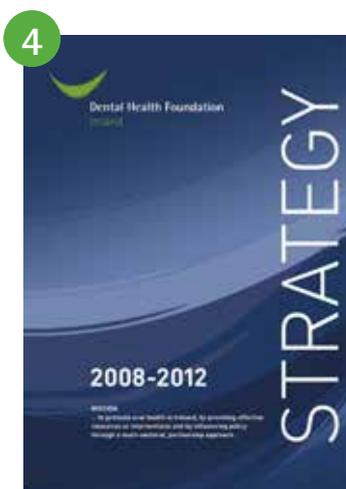
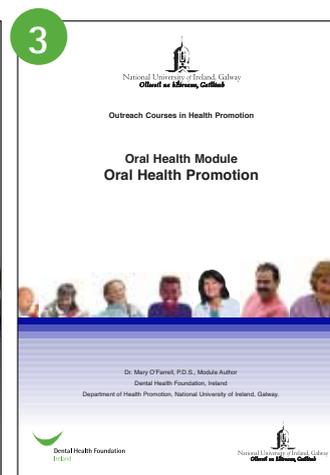
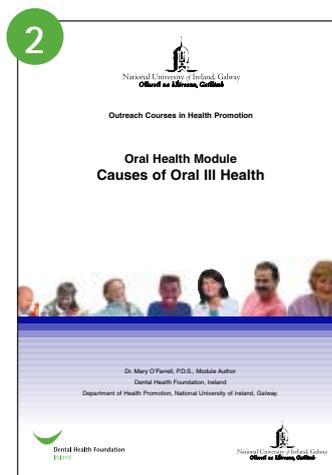
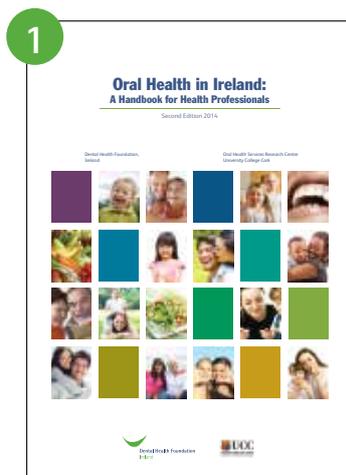
1. Tooth Tips Blinds - Printed Blinds Factory
2. Henry Bear Leaflet - Dental Care for the Child with a Heart Problem
3. Save That Tooth - Dental Trauma Poster (English and Irish versions)
4. Oral Health Information Postcard series:
 - 0-2 and 2-7 year olds
 - Teens & Students
 - Mums to be and the over 50's
5. Mighty Mouth Resources - As Gaelige
6. Mouth Head and Neck Cancer Leaflet (Mouth Head & Neck Cancer Ireland, Dental Health Foundation, Dublin Dental School and Hospital, Cork University Dental School and Hospital, Irish Cancer Society)
7. The Story of the tooth



Appendix B: Publications

List of Dental Health Foundation Publications published between 2008 and 2014

1. **Oral Health in Ireland: A Handbook for Health Professionals (Second Edition)(2014)**
Oral Health Services Research Centre, University College Cork, Dental Health Foundation
2. **Oral Health Module – Causes of Oral Ill Health (2009)** Dr Mary O'Farrell PDS, Module Author,
Dental Health Foundation, National University of Ireland, Galway
3. **Oral Health Module – Oral Health Promotion (2009)** Dr Mary O'Farrell PDS, Module Author,
Dental Health Foundation, National University of Ireland, Galway
4. **Strategy 2008 – 2012 (2008)** Dental Health Foundation
5. **Promoting Oral Health in Ireland (2008)** Dental Health Foundation
6. **White Paper on the Importance of Oral Health Promotion (2011)** Dental Health Foundation
7. **White Paper on the Implementation of Oral Health Promotion (2012)** Dental Health Foundation



Appendix C: Submissions

The role of advocacy has been a cornerstone of the Foundation's work which has involved informing and educating government and community leaders and decision makers about specific issues that will have an impact on the oral health and well being of Irish people. In fulfilment of this role the Foundation has contributed to a range of public policies between 2008 and 2014

- Submission to the WHO Draft Guidelines on Free Sugars (2014)
- Submission to the Draft Contract for the Provision of Free GP Care to all Children under 6 years of age (2014)
- Submission to the E.U Directive on the Tobacco Directive (2013)
- Submission to the Draft Document for Consultation on the National Healthcare Charter Paediatric Services (2013)
- Submission to the Dept. of Health regarding a Proposed Revision of the E.U Directive on the Tobacco Products Directive (2013)
- Submission to the Dept. of Health on the Consultation Process on new Legislation to replace the Dentists Act, 1985 (2013)
- Submission to the Implementation of Charities Act 2009 (2013)
- NHA Pre-Budget Submission on Tobacco Taxation (2012)
- Submission to the H.S.E Draft National Guidelines for Service User Feedback (2012)
- Submission to Department of Health, Health and Wellbeing Policy (2012)
- Submission to the Department of Health to the National Strategy on Dementia (2012)
- Oral Health and the Proposed Introduction of Tax on Sugar Sweetened Drinks (2012)
- Broadcasting Authority of Ireland - Consultation on Children's Commercial Communications Code (2012)
- Submission to the Review of Undergraduate Nursing and Midwifery Degree (Pre-Registration) Programmes (2012)
- Submission to National Standards for the Protection and Welfare of Children (HIQA) (2012)
- Submission to the Department of Children & Youth Affairs - 'Improving the lives of children and young people'(2012)
- Pre-Budget 2013 Submission to the Department of Health (2012)
- Public Health Policy Review – Your Health is Your Wealth: A Policy framework for a healthier Ireland 2012-2020 (2011)
- Department of Health – Statement of Strategy 2011 – 2014 (2011)
- Broadcasting Authority of Ireland, Children's Commercial Communications Code (2011)
- Public Consultation on the "Comprehensive Review of Expenditure" (2011)
- White Paper on The Importance of Oral Health Promotion (June 2011)
- Submission to Irish MEP's regarding the European Parliaments Environment Committee debate of the Council Common position on food information to consumers in second reading (Sommer report). (2011)
- Pre-Budget 2012 Submission to the Department of Health (2011)
- Proposed National Charter/Guide 'The HSE and You' (2010)

- The National Substance Misuse Strategy 2009 – 2016 (2010)
- Code of Practice for Decontamination of Reusable Invasive Medical Devices – Review (2010)
- The National Positive Ageing Strategy, Office for Older People (2009)
- An Garda Síochána Strategy for the Older Person (2009)
- Submission to the Office of the Minister for Children – Early Childhood Education (2009)
- Submission to the EU on Action to Reduce Health Inequalities (2009)
- Report on Primary Medical Care in the Community (Joint Committee on Health and Children) (2008)
- National Oral Health Policy (2008)



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