



20 July 2015

## **Denplan launches 'The Big Summer Brush-Up' Campaign**

Denplan has today launched 'The Big Summer Brush-Up' campaign to help families to brush their teeth better this summer. Running for six weeks throughout the summer school holidays (from 20<sup>th</sup> July until 31<sup>st</sup> August), this national-facing PR campaign will help to raise awareness of the importance of proper brushing and will provide practical tips on how best to do this. Denplan is encouraging parents across the UK to take part and visit their dentist in the school holidays.

Following a recent Denplan focus group study and a survey of over 2000 parents of children aged 2-11, Denplan discovered that many families could use a helping hand in understanding how to take care of their children's teeth. Denplan found that many children aren't brushing properly, which can be a huge challenge for families to tackle. The survey results showed that over a third (37.35%) of children have gone more than a day without brushing their teeth, with over 14% not brushing for two days. Furthermore, over 80% of children don't brush for the recommended two minutes each time they brush.

Henry Clover, Deputy Chief Dental Officer at Denplan comments: "It is clear that while parents have the best of intentions with their children's dental health, it can be difficult to keep up good habits among a backdrop of sugary treats and children's reluctance to follow a good oral health routine. There are several techniques parents can adopt including brushing alongside their children or brushing to music. The most important step is to keep them interested for long enough to reach the vital two minute brushing time and engage them in the importance of cleaning their teeth as soon as their first milk teeth appear.

"We are encouraging Denplan dental practices to get involved and promote 'The Big Summer Brush-Up' as it provides the perfect opportunity to promote the key campaign messages to their patients as well as also potentially increasing footfall into their practice during the school holidays."



Over the six week period, Denplan will be revealing the results of their in-depth family surveys and focus groups through national press articles and social media. Denplan has also designed a handy booklet – Denplan’s Little Book of Healthy Smiles - for families to download from [www.denplan.co.uk/bigsummerbrushup](http://www.denplan.co.uk/bigsummerbrushup) . This provides lots of helpful tips on how to brush effectively, including oral health advice from dentists and insights from real mums to other mums. There is also a brushing chart for them to download.

Earlier this month, on the 1<sup>st</sup> July, Denplan also hosted a Roundtable meeting at The House of Lords emphasising the importance of children’s oral health and the serious consequences of failing to provide enough advice, guidance and access to oral health assessments. Key policymakers from across the health spectrum were motivated to attend, with speakers including Professor Stephen Fayle, Representative of the British Society of Paediatric Dentistry, Eric Rooney, Dental Public Health Consultant from NHS England, and Dr Sandra White, Director of Dental Public Health, Public Health England and Dr Roger Matthews, Chief Dental Officer at Denplan. In collaboration with partners, Denplan will continue to make sure dentistry commands attention at the highest level and that key issues such as the state of children’s oral health are highlighted and pushed up the policy agenda.

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## Notes to Editors:

### About Denplan

Denplan Limited is the UK’s leading dental payment plan specialist owned by Simplyhealth; with more than 6,500 member dentists nationwide caring for approximately 1.7 million Denplan registered patients. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been at the heart of dental care for nearly 30 years. Today, Denplan has a wide range of dental plans for adults and children, enabling patients to spread the cost of their private dental care through a fixed monthly fee. Denplan supports regular attendance and preventive care, reducing the need for clinical intervention and helping patients to maintain healthy teeth and gums for life. Patient enquiries telephone: 0800 401 402 Dentist enquiries telephone: 0800 328 3223

[www.denplan.co.uk](http://www.denplan.co.uk)

- Denplan Care: all routine and restorative care + worldwide dental injury and dental emergency cover
- Denplan Essentials: routine care only + worldwide dental injury and dental emergency cover
- Plans for Children: routine and other agreed care + worldwide dental injury and dental emergency cover
- Membership Plan: registered with the dentist + worldwide dental injury and dental emergency cover
- Denplan Emergency: worldwide dental injury and dental emergency cover only
- Denplan Enhance: interest-free patient loans of £250 – £25,000 for dental treatment
- Company Dental Plans: company funded, voluntary and flexible benefit schemes



Denplan also provides a range of professional services for its member dentists and their practice teams, including the Denplan Quality Programme, Denplan Excel Accreditation Programme and Denplan Training. Plus regulatory advice, business and marketing consultancy services and networking opportunities.

For more information about Denplan:

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## About Simplyhealth

- Simplyhealth became its own brand in 2009 after bringing together HSA, BCWA, LHF, HealthSure, Totally Active, its family of health companies
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- Simplyhealth is a trading name of Simplyhealth Access, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and Prudential Regulation Authority
- Simplyhealth as it stands today, now covers nearly four million people with health plans (more than any other company) and helps 20,000 companies with their employees' health
- Simplyhealth is committed to making a positive impact on its communities. Each year, it donates over £1 million to health related charities and causes

For further information: [newsroom.simplyhealth.co.uk](http://newsroom.simplyhealth.co.uk)

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<sup>i</sup> Paediatric Oral Health Survey conducted by OnePoll on behalf of Denplan. Survey was carried out online between 22 May – 3<sup>rd</sup> June 2015, surveying 2000 parents of children aged 2 – 11 years of age.