



21 July 2016

Denplan encourages families to Brush-Up this summer

For a second year, Denplan is running 'The Big Summer Brush-Up' to encourage families to make the most of the summer holidays to visit the dentist and spend time practising brushing techniques with their children. The national PR campaign is running for two months throughout July and August and Denplan is encouraging member practices to take part. This year, the PR campaign also features the inspiring Katie Piper, who will act as the campaign's celebrity Mum ambassador.

A survey of parents of children aged 1-11 from Denplan, has revealed that almost a third (30%) of parents think that it is acceptable for a child to have experienced tooth decay before they have reached their teenage years¹.

According to the survey many parents try a multitude of methods to help their children manage their oral health effectively. However, 30% of parents surveyed stated that they think it is acceptable for a child to develop tooth decay due to the difficulty in controlling how effectively they clean their teeth on a daily basis.

Difficulties regulating children's sugar consumption was also cited as a reason why many parents now accept tooth decay. Over a quarter (26%) of parents surveyed admit this with a further 29% of parents surveyed believing that potentially painful oral health conditions, such as tooth decay, are pre-determined by a family history of oral health complaints and weak teeth.

Worryingly, more than 1 in 10 parents (14%) claim that they think that decay in children's teeth is acceptable as all children will inevitably lose their milk teeth as they develop.

These statistics come as the government announced plans to introduce a sugar tax on the soft drinks industry, due to come into effect by 2018. Denplan's research suggests that the tax could be warmly welcomed by parents with almost half (45%) of parents surveyed claiming that they

¹ OnePoll survey of 2,000 participants conducted in February 2016



believe that tooth decay can be prevented by limiting the amount of sugar in a child's diet. A further 40% of parents believe that tooth decay can be prevented by ensuring that children regularly see their dentist for a check-up. Despite this, when asked what actions they take to prevent their child developing decay just 1 in 5 (18%) of parents said that they take their child to see the dentist once a year as soon as their first tooth appears.

Henry Clover, Chief Dental Officer at Denplan comments: "As the poor state of children's oral health continues to dominate the headlines, and dental caries continues to be one of the most common chronic (but also largely preventable) diseases in UK children, Denplan will continue to champion improvements in children's oral health.

"Whilst parents have the best of intentions with their children's dental health, the research shows that it can be hard for parents to keep up good habits amongst a backdrop of hidden sugars in our food and drinks and children's reluctance to follow a good oral health routine. Denplan's Big Summer Brush-Up campaign, along with the accompanying materials Denplan has produced has been created to help practices support and guide families on their oral healthcare. Providing the right advice and encouragement from an early age or even from when a child's first tooth appears, could make a lifetime of difference when it comes to their oral health."

Denplan's 'Little Book of Healthy Smiles' has been produced, containing handy advice from dentists and tips on how to entuse unwilling children to brush up on cleaning teeth, written for parents by parents. For further information and downloadable content such as a brushing chart and the Little Book of Healthy Smiles visit www.bigsummerbrushup.co.uk.

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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 customers. Established in 1986 by two dentists who pioneered the concept of dental payment plans, Denplan has been at the heart of dental care for 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

- 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
- Corporate 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 Certification Programme and Denplan Training. Plus regulatory advice, business and marketing consultancy services and networking opportunities.

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About Simplyhealth

We have been helping people with their health for over 140 years. Our roots are in the hospital funds set up during the Victorian era to help working people save for their medical care, and we still follow mutual values today. With no shareholders, our profits go back into supporting our customers and healthcare charitable causes, donating over £1 million each year. Last year, we donated £1.6 million.

In 2011, we acquired Denplan Limited, the UK's leading dental payment plan specialist. Simplyhealth has 1,391 employees based across our offices in Andover, Manchester, Leeds and Denplan in Winchester. We serve nearly 3.5 million customers through cash plans, dental plans, Denplan and pet health plans. Our Independent Living Centres provide daily living and mobility products, including powerchairs, mobility scooters and wheelchairs, in Andover, Bristol, Burnham, Droitwich, Kenilworth, Leeds, Northfield, Norwich, Sutton Coldfield, Telford, Willenhall and Wolverhampton.

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