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Denplan and British Dental Health Foundation join forces again to raise awareness of Mouth Cancer Action Month with Blue Lip Selfie campaign

Denplan is once again proud to be the main sponsor for Mouth Cancer Action Month, organised by the British Dental Health Foundation. The campaign runs throughout November and aims to raise awareness of mouth cancer, the risks and symptoms, and encourages people to get any suspicious ulcers, red or white patches, or lumps checked out by a dentist.

After the success of last year's Blue Lip Selfie campaign, Denplan has decided to run the campaign again and will be actively supporting member dental practices by giving them the tools to raise awareness of the campaign themselves.

"Cases of mouth cancer have increased by a third in the last decade and it's one of the few cancers predicted to increase further in the coming years," said Henry Clover, Deputy Chief Dental Officer at Denplan. "Dental teams can play a crucial role in detecting mouth cancer early and have a unique opportunity to raise awareness of the disease. We want to encourage all practices to take part in Mouth Cancer Action Month, so they can highlight the importance of 'being Mouthaware' to their patients and get everyone talking about mouth cancer and the importance of regular dental visits."

Denplan has sent all member practices a poster, PR toolkit and a sheet of blue lip stickers so that they can support the campaign. To take part in Blue Lip Selfie all practices have to do is take a photo of themselves, their patients or their teams with blue lips and share it on Twitter or Instagram using the campaign's hashtag #BlueLipSelfie. Practices and patients can also directly upload a selfie to Denplan's specially created microsite and gallery at www.bluelipselfie.co.uk or customise their photo with fun blue cartoon lips using the app.

Henry Clover continued: "Practices can wear blue lips as a visible sign of their support for the mouth cancer campaign, which can help raise awareness and if wearing them in practice, can be a positive conversation starter. They can also share their photos on their social media sites. We saw hundreds of practices taking part last year, and we hope we will see even more this year."



In addition to the official gallery, an informative video can also be found on Denplan's microsite featuring case studies of people who have survived mouth cancer – due to their dentist spotting signs of the disease early.

Henry clover added: “Although most dentists will routinely check for oral cancer at every examination appointment, this may not always be clearly communicated to patients. Knowing that their dentist is proactively checking them for mouth cancer is extremely valuable to a patient, and demonstrates the time and value of each dental consultation. For anyone that might need a reminder, we've also produced a video which is a step by step guide on how you can talk your patients through a mouth cancer check – this can be found at www.denplan.co.uk/my-teeth/your-oral-health/mouth-cancer.”

Dr Nigel Carter, Chief Executive of the British Dental Health Foundation commented: “We are extremely grateful that Denplan is once again a key supporter of Mouth Cancer Action Month. With a joint approach from the dental profession we can all help raise public awareness of the signs and symptoms of mouth cancer and help ensure that every patient is checked for signs of the disease. This should increase the likelihood of the disease being detected early with treatment more likely to result in a positive outcome for the patient.”

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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

- 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 Accreditation 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 £1.4 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 our 3.5 million customers through cash plans, dental plans, Denplan and pet health plans. Simplyhealth has Independent Living Centres which 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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