

Healthy Living Dentistry Prospectus





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Foreword and Introduction

by Professor Kate Ardern



The Healthy Living Dentistry (HLD) concept is a new development unique to Wigan building on the success of the Healthy Living Pharmacy programme. The aim of the programme is to demonstrate the quality and effectiveness of community dentistry services, and to show how they contribute to better health and wellbeing services overall.

In Wigan we have already developed a strong base with our local General Dental Practices. The majority are already providing an excellent service, including a number of prevention and enhanced services. We wish to build on this strong foundation by better utilising the unique expertise that our dentists and their employees can provide. We are therefore extremely proud to be launching this Healthy Living Dentistry

prospectus and programme because it is an important initiative and supports local dentists so that they can further improve the wellbeing of our residents.

We have much to celebrate in terms of the progress that has been achieved to date in improving the health of patients in Wigan borough but there is still more work to be done and there can be no room for complacency.

There remain marked inequalities in the life expectancy between the most deprived and most affluent parts of Wigan. On average, men in the most affluent ward will live almost 11 years longer than those in the most deprived ward and for women, there is an 8 year difference. Much of that inequality is caused by potentially avoidable risks, especially smoking and obesity. The modern lifestyle threatens to reverse the advances in health achieved.

Alcohol consumption is rising to harmful levels, smoking rates remain high along with intakes of both sugar and salt. Whilst the head line statistics present a rosy picture, inequalities in health have been widening and not everyone has been taking advantage of opportunities available to prevent illness, or understand how their current lifestyle choices may affect their longer term health.

Here at Wigan Council the principles are to target programmes and services effectively across the whole life course to maximise health gain and improve outcomes for Wigan residents. Council strategy and policy identifies three groups, within the life course, 'Start Well', 'Live Well' and 'Age Well' with services designed around these groups.

In the coming months and years the whole health economy will have to deal with perhaps the toughest financial climate it has ever faced, meaning that greater partnership working will be necessary to ensure that we can continue to improve the quality of services and care the public receives. The challenges we face require a new approach if we are to maintain the reductions in death rates from the main killer diseases (heart, cancer and respiratory diseases). HLDs help us meet the challenge to continue to increase life expectancy and to respond to a rapidly growing and elderly population. This prospectus sets out the way we can develop a group of highly motivated healthcare professionals to move to centre stage in the emerging public health delivery system for the 21st century.

Professor Kate Ardern





Introduction

by Barry Kinshuck and Joe Lee, Wigan Local Dental Committee (LDC)

On behalf of Wigan LDC, in conjunction with the Greater Manchester Local Dental Professional Network, it gives us great pleasure to introduce the Healthy Living Dentistry (HLD) Programme to Wigan and be the first area in the country to provide this service.

Working closely with the Wigan Council Public Health Team we will help build an excellent relationship with Wigan Council and the Health and Wellbeing Board.

As we head towards a new contract where quality of delivery will be a key component of the contract, Wigan dental practices will find that they will be able to demonstrate these quality improvements by following the HLD Programme.

This programme will help recognise the general health messages that are delivered by the dental team and provide the opportunity to take this service to another level.

Dental practices already have an important place at the heart of local communities and the HLD programme will help to build on this through programmes such as 'Baby Teeth Do Matter (BTDM)' and by establishing links with early years settings, as well as improving communication with other health professionals.

It will help with the development of our dental teams' leadership and communication skills, and establish good team work.

Practices will be able to demonstrate a commitment to patients' dental and general wellbeing under an endorsed programme led by practice based and qualified Health Champions.

This programme will provide extensive evidence for most of the Care Quality Commission (CQC) Outcomes as well as demonstrating the quality of outcomes, a key requirement of the proposed dental contract.

Finally, as health care professionals, we will be able to improve the care we offer our patients which can only lead to an increase in job satisfaction for us all.

'This programme will help recognise the general health messages that are delivered by the dental team, and provide the opportunity to take this service to another level.'

Barry Kinshuck

Joe Lee



The Healthy Living Dentistry Programme



Why become a HLD?

The health of people in the Wigan borough is generally worse than the England average, with heart disease, stroke and cancers being the biggest cause of death. All of which have behavioural / lifestyle risk factors including excessive alcohol consumption, tobacco use, physical inactivity and poor diet. Future challenges include an increasing ageing population, diabetes and obesity in both children and adults.

Wigan Council is committed to ensuring that the health outcomes and life expectancy of our population continues to increase as it has done in recent years and part of this work centres around the Health Champions programme and establishing programmes such as Healthy Living Pharmacy and Healthy Living Dentistry.

The HLD Programme:

The HLD programme is an accreditation model managed and quality assured using a self-assessment which practices undertake and complete. Each self-assessment will then be reviewed by the Wigan Council Public Health Team and shared with the LDC and Local Area Teams.

There are a number of levels of achievement within the programme starting with level 1, which should be achievable to all who want to participate within the HLD programme. The HLD programme then progresses to Level 2, which requires an increasing level of input and commitment from the practices.

Throughout the process of working through the levels of the HLD programme, the Wigan Council Public Health Team will be on-hand to support dental teams in achieving their desired level.





HLD Level 1

- A minimum of one staff member and the lead dentist in the practice have completed the required training

The training for staff, including the costs would be provided by the Wigan Council Public Health Team. The training will be the nationally accredited Royal Society for Public Health (RSPH) Level 2 award in Understanding Health Improvement. The RSPH qualification and appropriate on-going offers of training would contribute to the continuing professional development (CPD) for staff.

- Health messaging and signposting into a 'preventative service offer' is routinely in place to ensure delivery of best practice regarding public health messaging for smoking, alcohol, diet, oral screening and fluoride varnish delivery.
- Undertake the BTDM on-line training programme. The BTDM on-line training is verifiable CPD.

- Undertake the online safeguarding training for Awareness of Child Abuse and Neglect - Foundation (level 2) and Safeguarding Adults, and offer signposting into support for patients where appropriate.
- Participating practices would commit to take part in 3 health campaigns each year, as suggested by the LDC and Wigan Council Public Health. This includes:

Stoptober

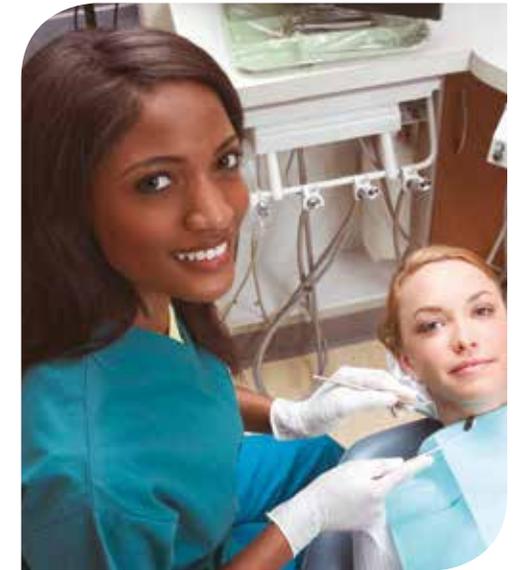
October

Mouth Cancer Action Awareness Month

November

Dry January

December/January



HLD Level 2

- Participating practices would commit to take part in 6 health campaigns each year, as suggested by the LDC and Wigan Council Public Health. This includes:

National Smile Month

May

National Diabetes Week

June

'Stoptober'

October

Mouth Cancer Action Awareness Month

November

Dry January

December/January

Dementia Awareness

To be determined

- Joint health improvement work will be established between Dental Practices, local Early Years settings and Children's Centres. This can

include signing up to BTDM while available or undertaking equivalent activity. Examples consist of offering fluoride varnish treatments, prioritising children 5 and under, signposting children and their families from Early Years settings / Children's Centres into dental services and vice versa. (Details to be confirmed). Practices will also nominate a 'HLD Early Years Champion' who will develop a relationship with early years settings within the practice locality and be the named contact to support the work undertaken in these settings.

- Practices will welcome and offer any newly diagnosed cancer patient (who does not have a Dentist) a dental assessment to support them to be dentally fit.
- Additional Voluntary option: Dementia. Dental practices are encouraged to become Dementia Friends (sessions are provided

by Wigan Council, for further information on Dementia Friends please see Alzheimer's Society www.dementiafriends.org.uk. Practices will be encouraged to sign up to the Dementia Action Alliance and support will be given to Practices to undertake actions to demonstrate their commitment towards becoming dementia friendly. For further Information please see Dementia Action Alliance www.dementiaaction.org.uk. Please contact Wigan Council Public Health Team to discuss options further.





Contacts

For HLD queries, applications or to contact the Wigan Council Public Health Team please contact:

Kerry Thompson
Public Health Officer (Age Well)
Public Health
Wigan Life Centre (South Site)
PO BOX 100
WN1 3DS

Email: Kerry.thompson@wigan.gov.uk

Phone: 01942 828778

For any dental queries, please contact:

Jill Smyth
Specialist in Dental Infection Control
and Oral Health
Public Health
People's Directorate
Wigan Council
Wigan Life Centre
PO BOX 100
WN1 3DS

Email: j.smyth@wigan.gov.uk

Phone: 07946520975

Online Resources

Delivering Better Oral Health Third Edition - Department of Health (June 2014)

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

Local Child Health Profile 2014

www.chimat.org.uk/profiles

Local Public Health Profile 2013

www.apho.org.uk/default.aspx?QN=HP_FINDSEARCH2012

Smokefree & Smiling – Helping dental patients to quit smoking - Public Health England 2014

www.gov.uk/government/uploads/system/uploads/attachment_data/file/288835/SmokeFree__Smiling_110314_FINALjw.pdf



Application form

Healthy Living Dentistry

The aim is to ensure that, irrespective of premises, the dentistry staff can demonstrate that they embrace the healthy living ethos.

- Dentistry staff will gain an understanding of the basic principles of health and wellbeing
- Dentistry staff have some understanding of the public health needs in their area
- Members of staff receive training on issues of confidentiality and consent relevant to the member of the public receiving the service
- The team are friendly, welcoming and sensitive to the need for privacy for different individuals seeking advice and health services
- Members of the dentistry team are able to communicate effectively and sensitively when recruiting members of the public to health and wellbeing services or providing them with advice
- The team recognise the need for equality and diversity; providing a person-centred approach
- The team understand that every interaction is an opportunity for a health intervention
- There is a clear leader within the team who is responsible for achieving the vision and creating an ethos of proactive health and wellbeing within the practice

To register your practice as a Healthy Living Dentistry Practice, please complete the application form below and submit to Kerry Thompson at Kerry.thompson@wigan.gov.uk or alternatively please post to Kerry Thompson, Public Health Officer (Age Well), Public Health, Wigan Life Centre (South Site), PO BOX 100, WN1 3DS

Practice Name.....

Practice Address

Lead Team Member (responsible for HLD)

Email address of lead team member

Contact number for lead team member

*Lead team member signature

*By completing and submitting this form, you are agreeing that the practice detailed above will, as a minimum, work towards achieving the standards set for level 1 of the Healthy Living Dentistry as outlined in the Healthy Living Dentistry Prospectus and self-assessment form.





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