



ORAL HEALTH IN NORTH WEST KILMARNOCK

Board Meeting – 12 August 2004

1. PURPOSE OF REPORT

- 1.1 To present to the Board for noting, a summary of an application, which has been submitted by East Ayrshire Local Health Care Co-operative for 'Change and Innovation Funding', to develop an oral health project in North West Kilmarnock.

2. BACKGROUND

- 2.1 It is widely recognised that poor oral health is a lifestyle issue and that dental decay is an entirely preventable condition. It is the single most common cause of hospital admissions for children in Ayrshire and Arran and accounts for inappropriate use of medical and dental services, particularly the out-of-hours services, as well as unnecessary general anaesthetics.
- 2.2 There is evidence to suggest that there is a social inequality in the dental health status of children living in deprived communities.
- 2.3 In East Ayrshire, the percentages of children who are caries free attending three schools in less disadvantaged areas are 75% in Dunlop, 70.6% in Stewarton (Lainshaw) and 72.9% in Stewarton (Nether Robertland). Within the proposed target population within East Ayrshire, the percentages of children who are caries free are 25% in Kilmarnock (Hillhead), 29% in Kilmarnock (Mount Carmel) and 33.8% in Kilmarnock (Onthank).

3. ORAL HEALTH ACTION PROJECT PROPOSAL

- 3.1 If funding is secured, the Oral Health Action Project (OHAP) will be implemented in North West Kilmarnock, an area of multiple socio-economic deprivation. The main aim of the OHAP is to improve dental health and reduce the burden of dental disease in children from birth to 12 years of age.
- 3.2 The model of intervention is based on the Possilpark Initiative in Glasgow and is a community development approach, which aims to change the environment leading to dental decay by empowering the local community.
- 3.3 An agreed, co-ordinated programme of activities will be developed including:
- dietary initiatives using innovative approaches;
 - tooth brushing in childcare establishments, extended to primary schools and supported by local parents with appropriate training; and
 - dental registration initiatives.

3.4 The objectives of the OHAP include:

- assessing the dental health of nursery children and/or younger children, if possible;
- assessing the school population in the target areas in primaries 1 and 7 and examining these age groups annually through local implementation of the National Dental Inspection Programme;
- working with parents, the local community, and voluntary and statutory agencies as part of the holistic, lifestyle approach towards tackling common risk factors and caries specific factors;
- implementing programmes that will contribute to improvements in dietary habits;
- implementing tooth brushing programmes in pre-school establishments, schools, breakfast clubs and after-school groups;
- implementing a 'Friendly Dentist Scheme';
- developing innovative approaches to address oral health promotion at a community level, including art work, participation in local health events and initiatives, and liaison with the Community Health Improvement Project (CHIP);
- overcoming local niche marketing;
- introducing a 'Baby Bottle Swap' and an 'Ask for Sugar-free Medicine' scheme;
- building community infrastructures to develop, support and sustain the initiative;
- influencing local policies within establishments catering for 0-12 year olds, including statutory and voluntary sectors; and
- monitoring and evaluating the project using a range of quantitative and qualitative approaches.

4. RECOMMENDATIONS

4.1 It is recommended that the North Social Inclusion Initiative Board:

- i) notes the funding request submitted to NHS Ayrshire and Arran 'Change and Innovation Funding' by East Ayrshire Local Health Care Co-operative (EALHCC) to develop an oral health project in North West Kilmarnock;
- ii) agrees to receive a further report from EALHCC regarding progress in respect of the project application process; and
- iii) otherwise, notes the content of the report.

Gwen Barker
Community Planning and Partnership Manager
4 August 2004