



ORAL HEALTH IN NORTH WEST KILMARNOCK

Board Meeting – 3 February 2005

1. PURPOSE OF REPORT

- 1.1 To update Board members of the success of the application submitted by East Ayrshire Local Health Care Co-operative (LHCC), for NHS Ayrshire and Arran 'Change and Innovation Funding', to develop an oral health project in North West Kilmarnock.

2. BACKGROUND

- 2.1 Members will recall that, at the Board meeting of 12 August 2004, a report was presented, which summarised an application by the LHCC for 'Change and Innovation Funding' to develop an oral health project in North West Kilmarnock.
- 2.2 There is evidence to suggest that there is a health inequality in the dental status of children living in deprived communities. Within the proposed target population of East Ayrshire, the percentages of primary school children who are caries free are 25% in Kilmarnock (Hillhead), 29% in Kilmarnock (Mount Carmel) and 33.8% in Kilmarnock (Onthank). These percentages demonstrate a significant inequality in relation to schools within less disadvantaged areas in East Ayrshire.

3. ORAL HEALTH ACTION PROJECT

- 3.1 The Oral Health Action Project (OHAP) application for 'Change and Innovation Funding' was approved in October 2004, with a financial packages of £207,000 confirmed over three years. The project will be implemented in North West Kilmarnock, which has been identified as 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 An agreed, co-ordinated programme of activities will be developed including:
- dietary initiatives using innovative approaches;
 - tooth brushing in childcare establishments, extending to primary schools and supported by local parents with appropriate training; and
 - dental registration initiatives.

A comprehensive project plan will be developed in June 2005.

3.3 The objectives of the OHAP include:

- assessing the dental health of nursery children and/or younger children;
- 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.

3.4 It is anticipated that a Project Co-ordinator post and an Administrative Assistant post will be advertised in February 2005, which will be based within the LHCC premises in Holmes Road, Kilmarnock.

4. RECOMMENDATIONS

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

- i) notes the success of the funding application submitted by the LHCC to NHS Ayrshire and Arran for 'Change and Innovation Funding' to develop an oral health project in North West Kilmarnock;
- ii) agrees to receive further updates in respect of project progress at future meetings of the Board; and
- iii) otherwise, notes the content of the report.

Gwen Barker
Community Planning and Partnership Manage
18 January 2005