



News Alert

Monday 29th April 2019

Children's oral health campaign – contractual requirement

Community pharmacy contractors are required to participate in the NHS England community pharmacy oral health campaign, which will run between 13th May-13th June 2019. This campaign, which coincides with [National Smile Month](#), is one of [six campaigns](#) which has been agreed between PSNC and NHS England as part of the Community Pharmacy Contractual Framework; therefore participation in this campaign is mandatory.

Contractors will receive a delivery from Colgate-Palmolive this week (29th April-5th May 2019) which will include one A3 'Monster teeth' poster (this can be displayed in the public area of the pharmacy for the duration of the campaign) and a range of supporting materials, such as leaflets and brushing charts, which pharmacy teams may wish to give to people visiting the pharmacy.

If contractors do not wish to use the Colgate-Palmolive branded materials, they can alternatively, use Public Health England's (PHE) '[Top 3 interventions for preventing tooth decay](#)' as a poster or a prompt to discuss children's oral health with people visiting the pharmacy.

Most pharmacy teams undertook learning on children's oral health, as part of the last Quality Payments Scheme. PHE's '[A quick guide to a healthy mouth in children](#)' also provides a short summary of the key advice for parents and carers.

Actions to take before the campaign begins on Monday 13th May

1. All patient-facing staff should read the [campaign letter](#) from NHS England (which you should have received from your local NHS England team) to ensure they are familiar with the campaign and what they are required to do;
2. If you do not receive the Colgate-Palmolive promotional materials by 7th May and wish to use these resources as part of the campaign, email: communitypharmacy@nhs.net (please include your ODS code and pharmacy address in the email);
3. Ask patient-facing staff to familiarise themselves with the messages in '[A quick guide to a healthy mouth in children](#)' so they are ready to communicate this advice to appropriate visitors to the pharmacy (usually parents or carers of children aged under five) – patient-facing staff who completed the Centre for Pharmacy Postgraduate Education's [Children's oral health](#) training assessment as part of the Quality Payments Scheme should recognise the advice relating to children under the age of five in the briefing;

4. Discuss the likely opportunities for when pharmacy staff will be able to provide advice to families and carers of children under five years, for example, when someone is collecting a prescription for a child, or when they purchase a medicine for a child under five years old or purchasing products such as dummies, teething products or baby milk/food; and
5. If your Pharmacy Local Professional Network has shared a list of local dental practices welcoming child patients during the campaign, or there is a local helpline to help patients find appointments, ensure this is available to all patient-facing staff so they can share this information with people visiting the pharmacy.

Pharmaceutical Services Negotiating Committee



14 Hosier Lane, London, EC1A 9LQ
Tel: 0203 1220 810 | Email: info@psnc.org.uk