

Area Board Project

1. What is the Initiative?

Campaign aimed at raising awareness about dental health among pre school children

The Children's Centre wishes to run a pilot one year campaign to raise awareness among parents and children of the importance of good dental health. The need for such an awareness raising campaign is demonstrated in the JSA figures which noted Westbury area as 19th out of 20 community area for dental health of five year olds.

2. Where is the initiative taking place?

Though based at the Children's Centre in Eden Vale Road, the campaign would visit playgroups and nurseries throughout the community area, estimating it would reach up to 500 children.

3. When will the initiative take place?

As soon as funding is available preferably commencing in the new school term in September 2012.

4. What are the Community benefits/evidence of need/links to Community Plan/Community Issue?

- Data in the Joint Strategic Needs Assessment* for 2010 showed the Westbury community area was 19th out of 20 community areas in Wiltshire for the state of dental health in 5 year olds. The average numbers of children showing fillings, decayed or missing teeth at five was 2.9% compared with 1.6% in Wiltshire.
- The JSA data for 2011 showed that four Lower Super Output Areas (LSOAs) in Westbury Community Area are in the most deprived 20% in Wiltshire and that 16.8% of families can be classified as vulnerable.

*The JSA document sets out the strategic issues for the community area for the next three years based on data, information and knowledge about Westbury Community Area and can be viewed at <http://www.intelligentnetwork.org.uk/local->

[area-profiles/](#)

The area board and the local community area partnership hosted a Westbury Forward event in early 2012 at which the community discussed and highlighted local issues. One of the top issues highlighted for action in the community plan resulting from this event was to **focus on intensive work with pre-school children**

5. What is the desired outcome of this initiative?

To raise awareness of the importance of good dental health care at the earliest opportunity. It will also raise awareness of health related issues and healthy eating. Its message would reach both parents and children and hopefully have positive knock on effect through publicity and awareness raising.

6. Who will Project Manage this initiative?

The project will be led by Ruth Brooks-Martin, the manager of the Children's Centre. Ruth will attend the area board later this year to give an update and overview on the campaign and its issues.

7. Costs/quotes/ match funding?

£1,000 is requested to pay for pull up display boards, exhibition materials, information sheets and leaflets and giveaways of toothpaste and toothbrushes.

8. Additional information