

Appendix 1 cont.

Progress Update – Dentistry

Number	Recommendation	Responsibility	Completion Date / Anticipated Completion Date	Evidence of Progress 14/09/09	Assessment of Progress (Categories 1 -4) - 14/09/09	Evidence of Progress 08/03/10	Assessment of Progress (Categories 1 -4) - 08/03/10
1	The Committee recommends that target areas and patient groups with an identified need are priority groups requiring access to the mobile dental facility purchased by the PCT. Particular consideration should be given to areas of high density of elderly people especially where NHS provision has been removed or locations of nursing care homes.	Consultant in Dental Public Health	01/03/2008 December 2009	A procurement exercise has been completed in the PCT with a new practice commissioned to provide services in central Stockton to provide additional capacity. The new practice will be open in October 09. A further procurement exercise is underway and will develop the dental practice at Fairfield – expected to be operational in December 2009.	2 - On Track but not yet due for completion.	A new dental practice has been commissioned in central Stockton called Watch Dental Clinic in Skinner Street. This dental practice opened on 6 th November 2009, providing a full range of NHS treatment and evening appointments. In addition a new dental practice has been commissioned and is now open in the Fairfield area. The new dental practice is called Alpha Dental Studio and was opened on 1 st February 2010. These developments have provided NHS places for approximately 8500 additional patients.	1 - Achieved
2	The Committee recommends that the North East Strategic Health Authority undertake consultation in Stockton Borough in the financial year 2007-8 to determine the level of local support for the introduction of fluoridation to the borough's water supply.	NE SHA	Mar-08	An application for a judicial review has been made against the South Central SHA's decision to fluoridate their water supplies. The NE SHA will need to await the outcome of this process before proceeding with a consultation in the North East	3 - Slipped	An application for a judicial review on South Central SHA's decision to fluoridate water supplies has been granted. The NE SHA will need to await the outcome of this process before proceeding with a consultation in the North East	3 - Slipped
5	The Committee recommends that Stockton-on-Tees Borough Council assist the PCT to publicise issues about NHS dentistry through its	PCT and Council Press/Publicity Sections	01/04/2008 October 2009	A single point of contact to direct patients who want a dentist has been set up on Tees to ease finding a dentist. The communications plan is anticipated to commence in	2 - Not on track but not yet due for completion	There has been a sustained focus on publicising NHS dental services within Stockton-on-Tees. Recent press releases and publicity campaigns include: Dental Roadshow - Oct 2009 Smile Sacks scheme in schools 2009	1 - Achieved

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	publications, in particular Stockton News which is delivered to every house in the borough.			September/ October in line with the new dental service being developed in Stockton Central		<p>New dental practice - Nov 2009 New dental practice - Jan 2010</p> <p>Dental Marketing campaigns undertaken in Oct 09 and Jan / Feb 10. The objectives of both campaigns was / is to raise awareness of Access to NHS Dentists on Teesside, publicise the NHS Dental Helpline number and reinforce prevention messages including how to have good oral health and look out for the early signs of oral cancer. A variety of methods were used to get the message across including:</p> <ul style="list-style-type: none"> • Radio advertising • Website activity on a variety of commercial and voluntary partners including the NHS Tees website • Bus advertising • Bus shelter advertising • Street team activity targeting hard to reach groups • Using the mobile bus reaching hard to reach groups • Press advertising • Road shows in town centre locations with high footfall handing out goody bags with toothpaste in and oral health messages via a TV • Life Channel advertising • Literature sent to all GP and 	

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						<p>Dentists providing tips (spit don't rinse etc) on oral health</p> <ul style="list-style-type: none"> • Taxi advertising <p>Some examples from marketing campaigns and press releases are attached for information.</p>	
6	The Committee is aware that the Council has relationships with many and various community and voluntary groups. It is recommended that Council officers with links to such groups provide the Head of Primary Care, North Tees PCT with contact information to target those groups in order to publicise dentistry issues.		Apr-08	The Oral Health Advisory Group are in the process of drafting a communications strategy that will make recommendations on how to improve engagement and communication with all stakeholders. The Oral Health and Commissioning Primary Care Dental Services Strategy has been approved by the PCT Board and will be disseminated to partners including LINKs.	2 - On Track but not yet due for completion.	<p>The Dental communications strategy final draft will be considered by the Oral Health Advisory Group on the 10.2.10. The strategy will be circulated to stakeholders for comments.</p> <p>The Oral Health and Commissioning Strategy has been circulated to partners. It is to be presented to the Joint Tees Valley Overview and Scrutiny Committee on 9.2.10 for discussion.</p>	1 – Achieved with continued work underway to ensure communications strategies are kept up-to-date