



FOUR BILLBOARDS OUTSIDE STOKE-ON-TRENT, STAFFORDSHIRE...

Billboards in Stoke-on-Trent are being used to influence the eating habits of young people in the city. This is the result of the Keep Stoke Smiling campaign initiated by the orthodontic team at the University Hospitals of the North Midlands (UNHM). They have teamed up with students at Newcastle under Lyme and Stafford Colleges who have created colourful and impactful billboard posters to highlight the impact of sugar on teeth.

Karen Juggins, Consultant Orthodontist at Royal Stoke University Hospital, who is leading the initiative, said: 'Grossly decayed teeth in children and young adults is one of Stoke's biggest dental health problems. The consumption of high sugar content fizzy drinks is without doubt a large contributing factor and many of our patients seem unaware of the consequences. We've set out on a mission to improve the dismal statistics we are seeing year after year.'

UNHM's orthodontic team has collaborated with colleagues in general dental practice and general medical practice, the community dental service and local dental public health and NHS England teams. Members of the dental trade are also supporting the campaign. Posters will be displayed in participating dental practices, schools and colleges throughout March and April as well as billboards in Stoke-on-Trent.

The billboards were made available at a reduced rate and have been paid for by the local NHS England team. The campaigning of the Stoke Orthodontic Team can be followed using the following hashtag: #keepstokesmiling

