

## Hygienists call on government to take dentistry seriously

Dental hygienists are calling on government health ministers to 'take dentistry seriously' at the news that England looks set to reach 5 million type 2 diabetes diagnoses by 2020 - five years sooner than previously thought.

According to new analysis of the first six months of 2016, the number of prescriptions of type 2 diabetes medications was already up by more than 8% compared to the same period in 2015. At the start of this year, 3.5 million UK adults were diagnosed with type 2 diabetes. If the trend continues, this will increase to five million by 2020.<sup>1</sup>

Michaela O'Neill, president of the British Society of Dental Hygiene and Therapy (BSDHT), says that the government must now invest time, money and energy into raising awareness of the importance of dental hygiene. She believes dental teams are well placed to halt this predicted hike in the figures. She said: 'Oral health education is the cornerstone of preventative dentistry and can have a positive impact on not only the health of the British population's teeth and gums, but on their overall health, too.'

Michaela added: 'Regular dental examinations offer the opportunity for dental teams to detect early signs and predictors of systemic disease as well as dental disease and can also open up communication between clinician and patient about lifestyle risks, such as heavy alcohol use, smoking and poor nutrition.'

'By investing time, energy and money into educating the British public on the importance of regularly attending a dental examination - and by empowering them to do so - the government will ensure everyone has an equal chance to both understand and address any poor health choices.'

1. EXASOL. New research by EXASOL discovers that type 2 diabetes prescriptions have risen by one third in five years. 10 October 2016. Available at: <http://www.exasol.com/en/newsroom/press-releases/new-research-exasol-discovers-that-type-2-diabetes-prescriptions-have/> (accessed October 2016).



## Nestlé removes smile factory strapline from advertising

Nestlé has taken steps to withdraw its 'The Smile Factory' advertising campaign following an appeal from the British Society of Dental Hygiene and Therapy (BSDHT) mentioned in the September issue of *BDJ Team* (<http://www.nature.com/articles/bdjteam2016131>).

The BSDHT had deep concerns about the Rowntree's advertising campaign, labelling it hugely misleading and irresponsible for its portrayal of sugary sweets being linked to happiness and smiling.

In a letter received by the BSDHT, Nestlé has acknowledged their responsibility in advertising towards children and have reviewed the campaign accordingly. As a result, Nestlé has confirmed that they will not continue to use the strapline 'The Smile Factory' as part of their advertising with immediate effect.

President of the BSDHT, Michaela O'Neill, believes this swift and decisive action should be a catalyst for other sweet manufacturers in reviewing their own advertising

campaigns:

'This is a positive action from Nestlé of which we are highly appreciative; they have listened to our concerns and recognised that real care is needed when advertising sugary foods, especially to children.

'We recognise that 'The Smile Factory' campaign was not intended to directly target children but through its use of bright colours and cartoon-like nature it did undoubtedly appeal to them.

'We urge all food and drink manufacturers to think more carefully about their advertising campaigns in the future and about the wider health implications of their messaging.

'We would again like to extend our gratitude to Nestlé for taking action on this and also call on them to do more to try and change the course of oral health in the UK through further decisive action.'

## New radiation safety guidance launched



to protect the body against dangerous radiation levels. If stored incorrectly, the equipment can become damaged and that immediately reduces its effectiveness.

The book, *Personal protective equipment for diagnostic X-ray use*, is a practical guide to using and caring for PPE and is written by Peter A. Hiles, Helen Hughes, Denise Arthur and Colin J. Martin as part of a BIR Working Party with support from the BIR Radiation Safety Special Interest Group (SIG). Products created in conjunction with the book are two A2 sized posters, *Caring for your PPE* and *Wearing your PPE* and three videos, *Wear and Fit*, *Care and Storage* and *Screening PPE*.

The resources are for radiologists, trainees, radiographers at all levels, radiology managers, radiation protection advisors (RPAs), medical physicists, vets, dentists, nurses and clinical application specialists.

The book and posters are available to purchase from <https://birorgukportal.force.com/BookList> and the videos can be viewed for free on the PPE resources page: <http://www.birpublications.org/pppe>.

The British Institute of Radiology (BIR) has produced posters, videos and a book on personal protective equipment (PPE) for staff working with radiation, to help reduce exposure to diagnostic X-rays and develop radiation safety knowledge in and beyond the radiology department. The guidance gives practical advice on how staff should select, wear and store their PPE. Importantly it gives clear advice on how to comply with regulations, and prepare a risk assessment.

It is crucial that protective aprons, head and eye wear are worn and fitted correctly