

Ed's letter



CPD:
ONE HOUR

This autumn the British Dental Association (BDA) has launched a new toolkit for dental teams, to support safeguarding of children and young people who miss dental appointments, often for reasons beyond their control. Representing a break from the 'did not attend' pathway, the new approach recognises that children do not 'call the shots' on whether they attend appointments. The 'was not brought' pathway, and the importance of the language used in referring to these missed appointments, is explained further this October in *BDJ Team*, in an article from the Child Protection Company and four CPD questions in complement.

Initiatives to encourage parents to bring their children to the dentist in the first place continue to be launched across the UK. Our cover story this month is all about a successful campaign carried out in the West Midlands, A Little Trip To The Dentist. The team behind A Little Trip hope to share their secrets for success with other public health teams and commissioners.

Caroline Holland, my fantastic maternity cover of recent times, has her finger on the pulse when it comes to marketing and social media. She explains the power of the social media influencer and how dental practices/companies can tap into this. Do you have an Instagram idol?

This issue is one of the most varied we have had for a while. We meet Emma Clayton and find out about her career in dental therapy to date, combined with training carers to look after the oral health of residents in care homes; catch up with Rachael England and her amazing charitable exploits in Kenya; and regular contributor Priya Sharma explains the possible sanctions that can be imposed after a fitness to practise hearing - something I hope none of you ever have to experience.

Get stuck in and do write if you have an opinion on any of our content this month.

Kate

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