

DENTAL NURSE JO LAUNCHES VIDEO CHALLENGE TO CELEBRATE NATIONAL SMILE MONTH



To celebrate this year's National Smile Month, Jo Dawson, the dental nurse behind the Raisin Awareness oral health campaign,^{1,2} has launched a social media video challenge called Raise A Smile (#RaiseASmile).

Raisin Awareness is Jo's campaign to have dried fruit removed from the free fruit snack selection at primary schools. Over 2 million children, in 16,600 primary schools in England, are given raisins and sultanas as a snack six times a year, increasing their risk of tooth decay.

Raise A Smile is designed to be a fun, funny, interactive way to spread the message about the importance of a healthy diet for a healthy smile during National Smile Month, which runs from 17 May to 17 June 2021. Anyone and everyone is being encouraged to join in by making a snappy video and challenging a friend to do the same.

Jo said: 'You could Raise A Smile anywhere and in any way. Examples of moving upwards and ending up with a beaming smile include: raising a teacup or pint; lifting your head up; going up stairs; going from sitting to standing; holding a balloon; or flying a toy aeroplane.'

'Those more adventurous individuals might like to try jumping on a trampoline, riding on an escalator, sitting on a swing, climbing a tree/hill/climbing wall, raising a flag on a flagpole, a box on a forklift truck or flying a kite.'

'If you're feeling shy you don't have to make a personal appearance in the video; simply use an object or image. Then tag someone who you would like to pass on the challenge to, on your favourite social media site - or all of them!'

Participants are encouraged to state 'I challenge [@Tag] to #RaiseASmile and click to sign for change'.

As well as bringing cheer #RaiseASmile is asking participants to consider having a positive impact on children's health by supporting a bigger and better School Fruit and Vegetable Scheme. BIGGER by expanding to include older primary school pupils and BETTER by delivering fresh produce every day (not dried fruit), as well as sourcing more British produce. This will benefit farmers, the environment and the children themselves who will receive one of their five a day, while reducing their risk of tooth decay from cariogenic snacks.

Details of #RaiseASmile can be found at <https://youtu.be/H0MhqUtcZXE> and there is also a link to click to show support by signing a petition asking ministers to implement the improvements: <http://chnng.it/PrM24pbCfG>.

British Society of Paediatric Dentistry (BSPD) media spokesperson Claire Stevens said: 'Dried fruit such as raisins can form part of a healthy diet, but we recommend that they are eaten sparingly and at mealtimes. Drying fruit concentrates the sugars and creates a food which can stick to teeth and cause decay. For this reason, whole fresh fruit and vegetables are a much safer snack for children.'

British Association of Dental Nurses (BADN) CEO Pam Swain said: 'BADN are pleased to support the "Raise A Smile" video challenge. As dental professionals, our members understand the role a balanced diet plays in oral health, as well as the importance of instilling good habits from an early age. We appreciate the general and oral health benefits that could be gained by removing dried fruit and expanding the School Fruit and Vegetable Scheme. We hope everyone has great fun taking part.'

#RaiseASmile on Facebook, Twitter, Instagram or Tiktok.

References

1. Dawson J. Raisin awareness - My campaign to eliminate cariogenic snacks from schools. *BDJ Team* 19 March 2021; **8**: 38-39. Available at: <https://www.nature.com/articles/s41407-021-0556-5> (accessed May 2021).
2. Dawson J. Raisin awareness - Join the campaign! *BDJ Team* 16 April 2021; **8**: 10-11. Available at: <https://www.nature.com/articles/s41407-021-0590-3> (accessed May 2021).

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Are you about to graduate from university in a dental discipline? Or are you involved in dental research in a different capacity? Would you like to share your findings with a wide dental audience through publication in *BDJ Team*?

In September 2021 *BDJ Team* will be publishing an issue focused on dental care professional (DCP) research. Articles published in this issue might be an excerpt from or summary of the findings from a final year dissertation; a clinical audit; a summary of the findings of your dental research; a summary of a poster presentation; or a summary of a literature review you have conducted, relevant to dentistry.

We are looking for articles between 800 and 2,500 words to publish in the DCP research issue of *BDJ Team*. References should be numbered at the end and cited in the text. Figures and images are welcome, with appropriate permissions.

Three examples of DCP research published in *BDJ Team* are:

- <https://www.nature.com/articles/s41407-021-0502-6>
- <https://www.nature.com/articles/s41407-020-0348-3>
- <https://www.nature.com/articles/s41407-019-0127-1>.

Submissions may be sent directly to the Editor, Kate Quinlan, k.quinlan@nature.com, or uploaded directly through the 'Publish with us' link on the *BDJ Team* website. You are also welcome to contact Kate to discuss a possible submission or idea.

Submissions from dental undergraduates are also welcome, if the subject is relevant to DCPs/the whole dental team.

If you are interested in submitting an article for the DCP research issue, *BDJ Team* would be delighted to hear from you! The deadline for submissions is 23 July 2021.