

## TV doctor reinvigorates child dental campaign

The British Society of Paediatric Dentistry's (BSPD's) Dental Check by One campaign is being reinvigorated thanks to a video with BAFTA award-winning TV presenter Dr Ranj (pictured). Hosted on the new BSPD Kidsvids page (<https://www.bspd.co.uk/Kidsvids>), the video joins three others starring the celebrity doctor, who is passionate about improving the health of children's teeth.

An NHS consultant paediatrician who works on the Accident and Emergency ward, Dr Ranj has first-hand experience of the consequences of dental decay. Sometimes, late at night he will encounter worried parents who have turned up at casualty because their child is screaming and they don't know why. The problem can be a dental infection or an abscess caused by untreated caries.

The video concept was born following research among parents whose children had been referred into hospital with gross

dental caries. The research was carried out to understand the best way to deliver preventive advice. Among the findings were that nearly all parents have mobile phones or tablets, their children watch TV programmes like CBeebies and they take advice from celebrities, usually via social media.

Dr Ranj, the presenter of the CBeebies programme *Get Well Soon*, was asked by BSPD's Claire Stevens in 2019 to work on a series of four brief videos for families. The first three videos, *Healthy Teeth Guides* aimed at parents of children aged 0–3, 3–6 and 7+, were launched in May during the COVID-19 pandemic when communicating preventive advice to families was vital. The DCby1 video was delayed because face-to-face video examinations were not taking place.

The Dental Check by One video is just under three minutes long and with clear and punchy messages. Dr Ranj is filmed at the home of mum Danielle Heximer and



her baby Kit. Edited into the Q&A with Danielle is some footage of Consultant Paediatric Dentist Claire Stevens carrying out a lap-to-lap examination in order to examine the mouth of baby Mariella.

The video was produced by BSPD and Brush DJ's Ben Underwood with funding from Henry Schein Dental and Dentisan.