



National Smile Month

ENGAGEMENT ROADSHOW NEWSLETTER

ISSUE 1 - AUGUST 2025

All Together Smiling is a supervised toothbrushing programme, funded by NHS Cheshire and Merseyside and hosted by Beyond, the children and young people's transformation programme, supporting children aged 2-7 living in the 20% most deprived communities. The programme supports children in nursery and school settings to access daily toothbrushing with toothbrushes and fluoride paste, as well as providing take home packs for brushing during holidays.



Children under the age of 7 should:

- Brush **twice** a day
- Use family **fluoride toothpaste** (1450ppm)

Under 3 years of age
a smear amount of toothpaste



3 years+ a pea-size amount of toothpaste



- **Spit don't rinse** after toothbrushing
- **Be supervised by an adult** while they brush their teeth



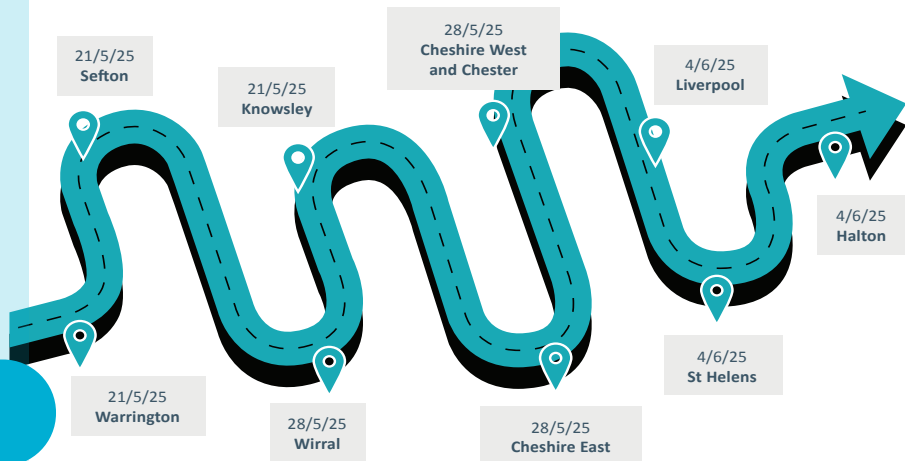
During National Smile Month, All Together Smiling travelled across Cheshire and Merseyside to meet families and talk about good oral health.



The team gave out:

- **1,088** oral health packs (toothbrush and toothpaste)
- **108** free-flow feeder cups
- **183** water bottles
- **Key messages** about oral health and diet

Families also met Croc-o-smile, the friendly oral health mascot!



alltogethersmiling@alderhey.nhs.uk



During week one, the roadshow commenced and the programme visited Warrington, Sefton, and Knowsley.



Warrington - Live Well Hub / Town Centre

Supported by Bridgewater, Public Health, Living Well Hub, and CHAMPS colleagues.

“The roadshow in Warrington provided a great opportunity to meet with families to discuss oral health and give out free oral health resources. The engagement event also provided a unique opportunity to give some targeted advice to a family who had a small child in a pushchair with a bottle of juice. Mum wasn’t aware of the risks associated with sugary drinks in a bottle and the damage to teeth. A discussion took place to raise awareness of the key oral health messages; especially advice about limiting the number of sugary drinks and snacks throughout the day and mum was pleased and thankful for the advice she was given.”

Julia Carter - Warrington Borough Council Public Health team & Helen Howard - Bridgewater 0-19 Integrated Services



Sefton - Bootle Strand Shopping Centre

Supported by Public Health colleagues.

“It was brilliant to have the All Together Smiling Roadshow visit Bootle Strand in Sefton. Such an important event for our community, which was very well attended by members of the public, who were extremely grateful for the free oral health products and the literature that supported parents and carers with their children’s oral health.

Massive thank you to Beyond All Together Smiling team for not only providing helpful advice but doing it in a way that clearly resonated with the public. The visual tools used such as the sugar content cards really helped to support people’s thinking around everyday foods that may not always be viewed as high sugar, supporting small changes within families. Everyone loved Croc-o-smile, who was so engaging and fun and a big hit with the children.”

Deborah Mellor - Sefton Council Public Health team



Knowsley - New Hutte Family Hub

Supported by Healthy Knowsley colleagues.



“The Knowsley roadshow event was a great success, and I am so pleased that the Family Hub and nursery were able to be part of it, encouraging the children to learn about looking after their teeth by providing a brilliant Toothbrushing themed play session. It was also great to see the children and staff from our local community centres visit the roadshow and receive free resources and information.”

Debbie Bennett - Healthy Knowsley Service

WEEK 2 - WEDNESDAY 28TH MAY

During week two, the programme visited Wirral, Cheshire West & Chester, and Cheshire East.

The programme was also joined by Fool Size Theatre who co-produced mini-animations with children and families to capture 'What does oral health mean to you?' by using interactive iPad stations and crafts!

Wirral – Brassey Gardens Children’s Centre

Supported by Public Health and Fool Size Theatre colleagues.

“The Wirral event has had a lot of good feedback from those who attended. The children enjoyed dancing with (and brushing the teeth of!) Croc-o-smile the crocodile and one little girl was particularly excited to create her own Peppa Pig cartoon about brushing their teeth! Parents/carers were shocked to see the amount of sugar in some of the day to day snacks and drinks that their families consume and will be looking to make some simple sugar swaps in the future.”

Stephanie Pink - Wirral Council Public Health team

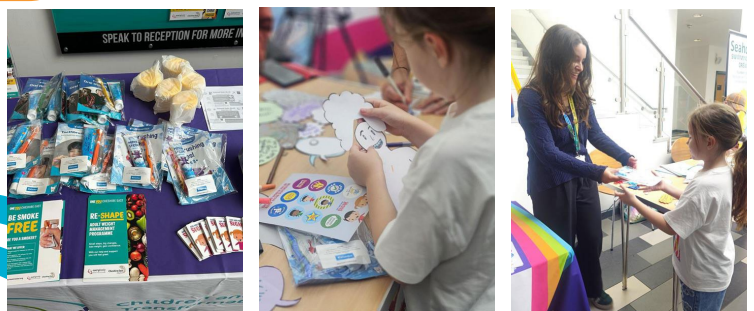


Cheshire East – Crewe Lifestyle Centre

Supported by Fool Size Theatre, Public Health, Active Cheshire, and One You Family Weight Management colleagues.

“We were delighted to support National Smile Month and emphasise the importance of good oral health at our roadshow in Crewe. Our goal is to ensure that everyone in our communities across Cheshire East has access to the information and resources they need to maintain a healthy smile.”

Rachael Zammit - Cheshire East Council Public Health team



Cheshire West & Chester – Winsford Cross Shopping Centre

Supported by Fool Size Theatre, Beyond, Active Cheshire, and Home Start colleagues.

“It was great to have the All Together Smiling Roadshow visiting Winsford in Cheshire West and Chester. It was a great opportunity to interact with families to discuss key messages to maintain good oral health and give out free resources. This was also a great opportunity to speak to families about the importance of a healthy lifestyle including good nutrition and being physically active regularly.

In addition, we connected with local services such as Home Start Warrington who are providing family support across the Northwich and Winsford as part of the Thriving Families programme.”

Nont lamkamphaeng - Active Cheshire and Beyond programme

During week three, the programme visited Liverpool, St Helens, and Halton.



St Helens - Central Link Family Hub

Supported by Public Health, St Helens Wellbeing and Smile Squad colleagues and Councillor Andy Bowden (Cabinet member for Adult Social Care and Health).

“It was great to have the All Together Smiling Team and the Brush Bus visit Central Link Family Hub, helping us celebrate the official launch of St Helens Supervised Toothbrushing Programme. It was busy afternoon with lots of families having the chance to learn more about what makes good oral health. Thanks again All Together Smiling and “Croc A Smile” for your visit”.

Vicky Velasco - St Helens Council

Liverpool - Sefton Park

Supported by Public Health, Koala NW colleagues and Councillor Barbara Murray (Lord Mayor of Liverpool).

“It was fantastic to have All Together Smiling at the Festival of Storytelling. The toothbrushes and toothpaste packs, along with the advice and guidance, were very well received by the families in attendance. A huge thank you to the team for organising such a wonderful roadshow.”

Liz Fisher - Liverpool City Council Public Health team



Halton - Runcorn Old Town

Supported by Public Health, 0-19 services, and library colleagues.

“Ifeoma, Fiona, Sophie and George joined the ATS Team and their oral health bus at the Co-op in Runcorn. The event was a success with lots of interest in the toothbrushes and toothpaste, as well as many helpful discussions. Sophie (not in the photo) has been doing incredible work behind the scenes, training and supporting the supervised toothbrushing settings.”

Fiona Watson - Halton Borough Council Public Health team

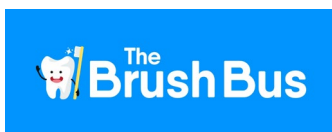


Examples of wider media engagement to promote the All Together Smiling National Smile Month roadshow.



ACKNOWLEDGEMENTS

Special thanks to Alder Hey Children's NHS Foundation Trust for providing the mobile unit and all partners who provided resources and supported delivery of the roadshow:



alltogethersmiling@alderhey.nhs.uk

