

Partnership, reach & reaction

The Fishermen's Mission alongside local harbourmasters were again central to the success of #SmilesatSea 2019 and, as part of the national SeaFit programme, Smile Together was joined this year by a wide range of local health care providers. These included Healthy Cornwall, Macmillan Cancer Support, Prostate Cancer UK, members of Harbourside Physiotherapy Network, Fairwinds, OneYouPlymouth, Healthy Lifestyle Torbay, SAIL, Compass House GP Surgery, Alcoholics Anonymous, the Environment Agency, Seafood Cornwall Training and a dental student from Plymouth University – our grateful thanks to them all, and of course Seafarers UK and Seafarers Hospital Society.

According to our patients #SmilesatSea makes a big difference

"Trying to get treatment is a nightmare, so this is a very good idea. I needed to see a dentist but going private is too expensive. Fishermen have money but need to keep some by in case they can't fish, if the boat breaks down or weather is bad. I'd really recommend this to others"

"Can you come again next year? You guys have really made my day today!" ...
"I don't like going to the dentist but the service I got today was smashing"

"This is brilliant for fishermen. It's hard to get to the dentist - you have to wait until the boat goes in for a refit to be home. I've had to keep cancelling appointments, then I get told to leave"

"This has been fantastic, you've really helped today. I was in a lot of pain before I saw the dentist. Now I'll be able to eat with a bit more confidence"

"This is great. I never knew there were so many agencies offering advice and assistance" ... "I haven't had my teeth checked in years and the dentists were really helpful"

"Can't tell you how great it is that you've been here today. I haven't had my teeth checked in a long time. They are much cleaner and I feel a lot better, and I now have a referral to mend my broken teeth so I am very happy"

For our partners #SmilesatSea 2019 was a real success

"Many of the fishermen we saw hadn't seen a dentist for years and were full of praise for the treatment they received. We're delighted with the response to this year's #SmilesatSea tour of Devon and Cornwall. It has been fantastic, far exceeding our expectations"

Carol Elliott
SeaFit
Project Delivery Manager

"While patients were waiting they could engage with our many partner organisations. Fishermen really welcome these local health events and it encourages them to seek help so the more we can do, the better"

Matt Skinner
The Fishermen's Mission
Area Officer in Brixham

"We've been able to explain the signs and symptoms to look out for, give advice about managing the side effects of cancer treatment, where to find local support and answer questions about anything related to cancer. It has been a fantastic initiative to be part of"

Elaine Perry
Macmillan Cancer Support
Information and Support Specialist

BBC Coastal Britain featured Smile Together

We featured in a powerful BBC Inside Out South West programme on 7 October about access to NHS dentistry and what we're doing as a dental social enterprise to reach those in our communities who need us most and improve oral health education. This included filming from #SmilesatSea in Newquay! It appeared again on the BBC national news as part of Coastal Britain and featured on their website.



impact

(Smile:Together)

Special Edition Oct 2019

(Smile:Together)

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#SmilesatSea

Helping our fishing communities to #GetSeaFit

Reaching further into our coastal communities

Earlier this year we proudly won The Dental Awards 2019 'Best Outreach or Charity Initiative' with #SmilesatSea. We're equally proud that an initiative we began here in Cornwall back in 2017, to reach those in our community who rarely get to see a dentist due to the demands of their work, has now been rolled out across the country.

As part of the national SeaFit programme, funded by Seafarers UK and delivered in partnership with The Fishermen's Mission and Seafarers Hospital Society, our 2019 #SmilesatSea tour of harboursides across Cornwall and Devon was a resounding success. In the mobile dental unit loaned from our good friends and fellow employee-owned community interest company CDS in Bedfordshire, we visited 9 fishing ports in three weeks during September, including 2 brand new locations by special request. In total 173 members

of the fishing community received free dental checks, emergency treatment, oral cancer screening and oral health advice alongside free health checks from a range of fantastic partners, making this the most successful tour yet, thanks to SeaFit. 81 patients were offered subsidised follow-up private dental treatment with our Brighter Dental team as recommended by our West Country Dental Care dentist on the day.

Once again, many of the fishermen we saw hadn't seen a dentist for years and were full of praise for the treatment they received. But we also saw many who'd visited us previously, which is resulting in an improvement in overall oral health – in 2017 and 2018 over 70% of patients hadn't visited a dentist in the last 5 years, and in 2019 this had reduced to 34%.

HERE'S WHERE WE WENT:

Patients could simply pop in and see us at their nearest harbourside location



#SMILESATSEA



Our impact at a glance



Visited 9 harbourside locations, 2 more than last year



173 patients seen, a 50% increase on last year with 30 also 'health checked' in Cornwall alone



30 patients were fishermen's spouses / partners and 9 were their children



40 fillings, 9 extractions, 48 scale and polish and 8 x-rays



All 173 received oral health packs, toothbrushing and dietary advice



164 received oral cancer screening with 3 referred for urgent care



81 patients were offered appointments with Brighter Dental for further essential dental treatment



34% of patients seen hadn't visited a dentist for 5 years or more, a reduction of 51% from previous years



24 members of our team got involved and we had over 610 conversations with members of the public

Reaching more young people

Our Brighter Smiles oral health team joined us in taking the #SmilesatSea mobile unit to Newlyn and Hayle primary schools as well as our Harleigh Road Dental Centre in Bodmin and talked to 457 children plus their teachers about toothbrushing, oral health and visiting the dentist. Some of those children had never seen a dentist so they were able to have a good look around a dental surgery (albeit on wheels)!

Considering our environment

In every location we invited people to bring along their old toothbrushes, toothpaste tubes and packaging so we could recycle in line with the Colgate and Terracycle oral care recycling programme. Our team vehicle-shared to every location thus minimising miles travelled per vehicle to just below the 2,500 2018 figure despite visiting more locations over three (not two) weeks.

Compared to last year:

198%

Increase in Twitter engagement from 2018

131%

Increase in Twitter reach from 2018

29%

Increase in Facebook engagement from 2018

39%

Increase in Facebook reach from 2018

25%

Increase in new web visitors during #SmilesatSea 2019