

# impact

(Smile Together)

Special Edition Nov 2020



## #SmilesatSea

Helping our fishing communities to  
**#GetSeaFit**

Award-winning Smiles at Sea is part of the national SeaFit programme funded by Seafarers UK and delivered by Smile Together in partnership with The Fishermen's Mission and Seafarers Hospital Society

# Improving the oral health of coastal communities

Whilst we couldn't provide fishermen and their dependent family members with dental treatment from a mobile unit this year due to the pandemic, in line with Covid-19 safety measures and supported by Smile Together volunteers, we took an experienced qualified oral health dental nurse to harboursides across Cornwall and Devon to:

- Improve knowledge and awareness of good oral health
- Share ways to reduce sugar intake and change eating habits
- Provide toothbrushing advice to improve dental health
- Signpost to emergency dental provision if required
- Outline our plans for next year's visit with a mobile dental unit

Social distancing was observed and in some locations there was also free Healthy Lifestyle advice and information from other healthcare providers who we enjoyed partnering with.

We had 'Old for New' whereby fishermen could bring along their old toothbrushes and toothpaste tubes for recycling in line with our Colgate and Terracycle oral care recycling programme. Every eligible person who saw our oral health dental nurse received a free pack of oral health items and healthy snacks, was entered into a free prize draw and got free eye test vouchers + £45 off their new glasses!

Fishermen could simply pop along and see us at their nearest harbourside location from 10am each day.

## Here's where we went:



#SMILESATSEA



# Our impact at a glance



Engaged with 39 fishermen on oral health, toothbrushing and dietary advice



All 39 received free oral health packs, a bottle of water and healthy snacks



15 fishermen encouraged to contact our Urgent Dental Care Hubs for emergency care



100% of those engaged with said the toothbrushing advice was helpful



72% shared immediate ideas for reducing sugar intake and changing their eating habits



3 oral health nurses and 11 volunteers from Smile Together got involved



Visited 6 harbourside locations over 9 days



26% of those seen hadn't visited a dentist for 5 years or more



100% rated our visit as excellent and 85% said they'd visit us next year

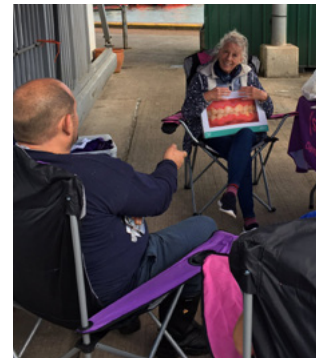
We also had [over 65 conversations](#) with members of the public and [only 3 fishermen had visited us previously](#) so we reached a relatively new audience. [We travelled over 1,000 miles](#), enjoyed some great conversations, handed out 39 bottles of water, packets of oatcakes and apples, and the sun shone in almost every location!

## Making a difference in partnership

Smiles at Sea 2020 coincided with National Recycle Week, National Eye Health Week and Stoptober which led to some great social media engagement, especially as we also linked our tour with World Mental Health Day and World Smile Day (...naturally)! Our GetSeaFit partners played a valuable role in raising awareness not only of our work in improving oral health but also wellbeing at sea, and our thanks to them all:







## What the fishermen said about Smiles at Sea 2020

"I should have taken much better care of my teeth years ago - I will definitely come back to see you next year!"

"I have heard this all before but this has been a great reminder and I really should follow this advice - thank you!"

"I liked the oat cakes, apples and water in the goodie bag - can I come back for more!"

"Learnt a helpful new denture care routine and the teeth cleaning advice was great"

"I'm going to tell my son what you've told me, especially about spitting not rinsing"

"Fantastic scheme for the fishermen"

"Very helpful and friendly"... "Thank you for putting in the time and effort to help us"... "Very friendly 10/10"

"Very good service, fantastic. The advice was the right sort of nagging!"

## What our partners & team had to say

"The SeaFit Programme values the great partnership it has with Smile Together. The fishermen and their families really need this service as providing dental treatment and advice on the quayside means they can get straight back to work without losing money by spending time away from the harbour for healthcare. If we can secure funding to extend the 2-year SeaFit Programme beyond Spring 2021 we would love to continue working with Smile Together"

**Carol Elliott, SeaFit Project Delivery Manager**

**Oral health dental nurse Jo Trevelyan:** It's been a privilege to meet the fishermen and talk to them about their oral health. Such a friendly and engaged group"

**Volunteer Alison Dunn:** "Fantastic day doing Smiles at Sea at Newquay Harbour talking about oral health and our company with Fishermen and members of the public. Really interesting to see the fishermen bringing in their catch and even a friendly seal in the water!!"

**British Society of Paediatric Dentistry on Twitter:**  
"Such important work you carry out"

Thank you everyone who engaged in our GetSeaFit Smiles at Sea tour 2020 to improve the oral health of fishermen and their families. We're so glad to have been able to make a difference and do something to help despite Covid-19.

## An even deeper reach:



**23%**  
uplift in new  
website users



**6,647**  
people visited our website  
during Smiles at Sea



**5,463**  
engagements on  
social media

**(Smile:Together)**

Follow us:



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