

impact

(Smile Together)

Special Edition Nov 2022



#SmilesAtSeaUK

Free dental treatment at the harbourside for fisherfolk and their dependent family members

Funded and delivered by Smile Together in partnership with The Fishermen's Mission and Healthy Cornwall, SeaFit and their partner network of healthcare providers

Back for a sixth consecutive year

with our very own Smile Together mobile dental unit!

Our 2022 #SmilesAtSeaUK tour of harboursides across Cornwall and Devon was a tremendous success. We know the difference our award-winning Smiles at Sea tour makes to local fishing communities, so we were thrilled to be back out again, helping to improve the oral health of fisherfolk who so rarely get to see a dentist due to the demands of their work.

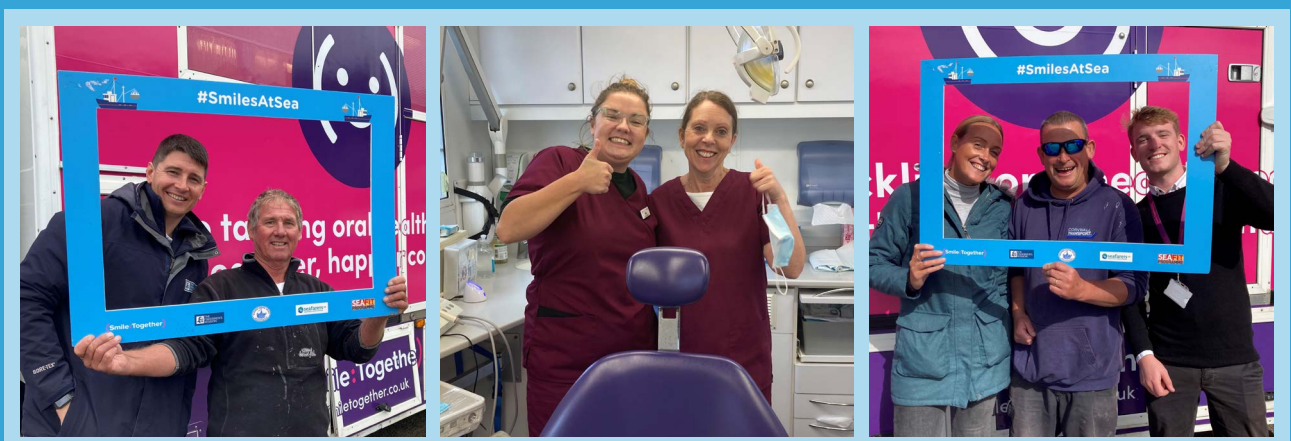
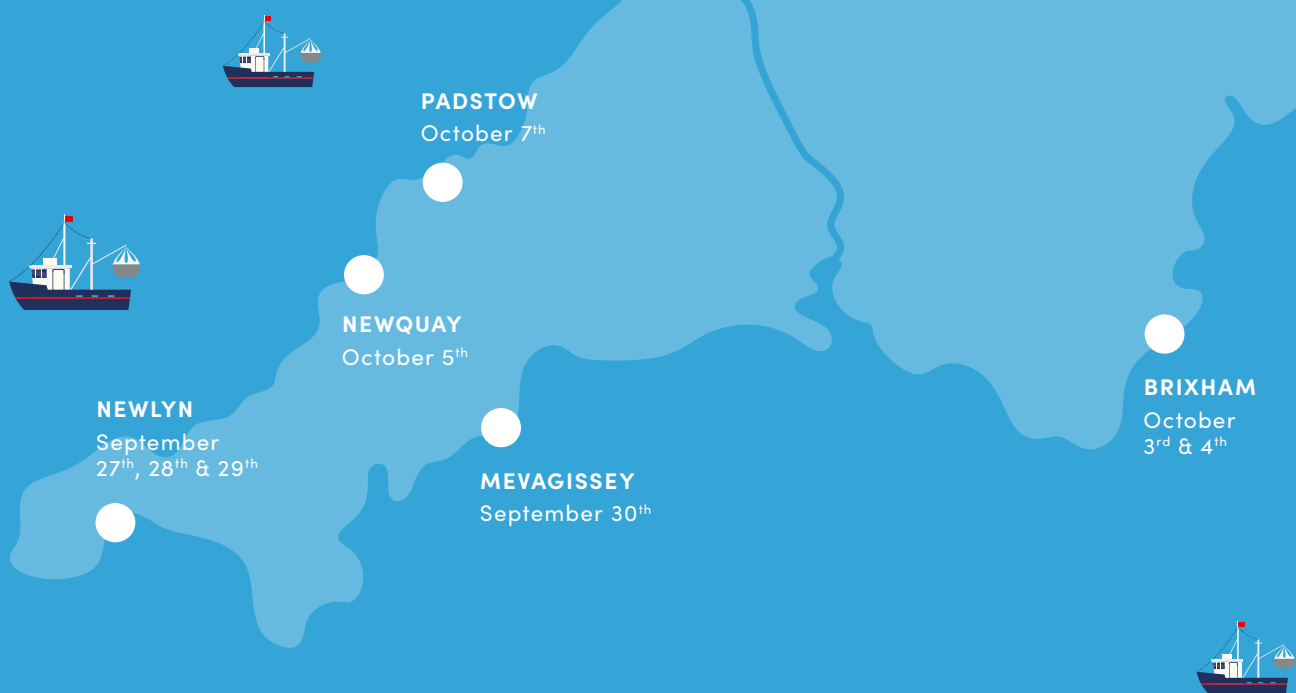
Whilst our priority was to treat fisherfolk and their families, this two-week tour included two days supporting Cornwall Health for Homeless with their integrated healthcare pop ups in Penzance and Newquay.

In previous years we hired a mobile dental unit (MDU) but this year were thrilled to have purchased our very own MDU and, thanks to Fuel and No2TheSame, it is unmistakably us in its bright pink and purple livery!

Demand for our emergency and referral dental services is at an all-time high, and access to dentistry in Cornwall, particularly for vulnerable and hard to reach groups, is especially challenging. Being able to take our own MDU into the heart of local communities enables us to make even more of a difference to those who need us most, underpinning our mission of tackling oral health inequality.

All those who attended received a free pack of oral health items including top dental tips for the family along with a toothbrush, toothpaste, 2-minute timer and healthy snacks, and every eligible person who saw our oral health team was entered into a free prize draw (with our winner featured on the front cover of this report!)

Patients could simply pop in and see us at their nearest harbourside location and here's where we went:



Our impact at a glance

We enjoyed some great conversations over the two weeks and handed out numerous bottles of water, packets of oat cakes and pieces of fruit to everyone. Some days the sun shone and some days it rained (a lot) but thankfully we had our bright purple gazebo for cover!



Visited 5 harbourside locations in 8 days



Treated 103 fisherfolk and their dependent family members



Saw 12 children



37 fillings, 10 extractions, 25 scale and polish, and 10 x-rays



All adult patients received oral cancer screening



Referred 13 patients for urgent care/complex minor oral surgery and/ or to Royal Cornwall Hospital Trust for suspected oral cancer



Everyone seen received a free oral health pack and toothbrushing and dietary advice



All adult patients signposted to regular dental care if not already registered with a dentist



25 members of our team got involved



69% of patients hadn't visited a dentist for over a year, 12% for more than 5 years



Travelled over 300 miles in our mobile dental unit



99% rated our visit as 😊 and said they'd visit us next year

A partnership approach to health inclusion

#SmilesAtSeaUK is a fantastic integrated healthcare initiative. Funded and delivered by Smile Together in partnership with The Fishermen's Mission who, together with the harbourmasters, helped us engage the fisherfolk every day. Healthy Cornwall provided free health checks, advice and guidance and in some locations we were also joined by Covid vaccinations teams, Healthwatch Cornwall, Fishing for Better Health, Seafood Cornwall Training and other SeaFit healthcare partners. We encouraged fisherfolk and members of the public to bring along their old toothbrushes and toothpaste tubes for recycling as part of our Colgate TerraCycle oral care recycling programme. So collectively we were improving oral health care, wellbeing at sea and our environment – thank you all.



Healthy
Cornwall



healthwatch
Cornwall





'Because of you coming here I now have a private dentist and attend for more regular care. You guys rock.'

'Everyone was super friendly and helpful'

'Can't thank you enough. It's amazing.'

'Great, lovely people. Friendly and welcoming.'

'Sociable as well as useful to see the dentist'

'Really good. Very friendly, great service and very grateful'

'Thank you very much, everyone was extremely helpful!!'

'10 out of 10. Very helpful and kind. Very needed.'

'Everyone was very helpful - glad I was home from sea otherwise would have been waiting another 4 years'

What our partners & team had to say

Mike Dale, Fishermen's Mission Area Officer for Cornwall: *"I just want to say a HUGE thank you for all that you and the team at SAS have done over the last fortnight on the quaysides. Your provision truly makes a massive difference to the fishers and their families, and I know they are very grateful, as am I and all of us at the Mission"*

Clare Leverton, Seafood Cornwall Training: *"It is a great relief to be able to signpost fishermen to this service. We are quayside or on the phone talking to fishermen and they struggle to get dental treatment for many reasons"*

Smile Together colleagues enjoyed supporting Smiles at Sea 2022:

"I really enjoyed being involved and felt that the patients that were seen really needed to be seen - it was really worthwhile"

"I really enjoy helping out and giving something back to the community"

"It's such a great initiative and I know there were fishermen desperate to be seen. Furthermore, it's always a pleasure to see the same faces for continuity of care"

"We have made this service really easy and accessible to the fishing community. It's such a rewarding project and I was so pleased to be making a difference to the fisherfolk"

An even deeper reach:

Interviewed by ITV Westcountry, Newquay Radio and My Cornwall Magazine, and generated further coverage in the national dental press.



184%

uplift in new website users per day on average since 2021



3,129

people visited our website during Smiles at Sea



1,699

engagements on social media

(Smile:Together)

Follow us:



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