



Help bring a sparkle to our oral health campaign.

Lancashire County Council's Public Health Team is pleased to announce Lancashire's Oral Health Campaign for young children is now live. The campaign will feature mainly in the districts of Lancashire which currently have the poorest oral health outcomes for children; Burnley, Pendle, Preston, and parts of Lancaster, including Morecambe.

The campaign has been developed together with a broad range of families, community members and Professionals and has been designed to encourage families with children aged 0-2 years to brush their teeth twice a day with a fluoride toothpaste, from as early as their first tooth appearing. Its team of Healthy Heroes share various messages and top tips of the different ways families can look after their children's teeth and why these are important to protect against tooth decay.

We are very pleased to announce the campaign resources are now live and available for distribution. To showcase them and to help improve the health and well-being of children and families you support in Lancashire we are hosting two online briefing events taking place on:

- **Tuesday 28th November at 10.30am – 11.15am**
- **Tuesday 5th December: 10.15am – 11am**

To register your place and view a copy of the toolkit please email healthimprovement@lancashire.gov.uk with your preferred date. If you are unable to attend please nominate and send a deputy in your place.

#LetsGetLancashireBrushing

Warm regards,
Lancashire County Council's Public Health Team