Association of Dental Groups

Press release

ADG salutes ‘Brush with Us’ campaign to boost children’s oral health

Today the Association of Dental Groups (ADG) warmly welcomed the announcement of a new initiative featuring celebrity Body Coach, Joe Wicks MBE which is designed to encourage children and families to adopt good oral health habits.

Details have been released by the Government and Colgate-Palmolive of a campaign celebrating one year of the national supervised toothbrushing programme which will see Joe Wicks MBE, the fitness coach and author and founder of The Body Coach encouraging parents, teachers, and children to build better brushing habits.

Neil Carmichael, Executive Chair of the ADG, said:

“The ADG warmly embraces the Government’s announcement of the campaign supported by Colgate-Palmolive to capture Joe Wick’s natural rapport with families that has seen him encourage adopting healthier lifestyles. So, it is a smart idea to invite Joe to help promote the adoption of a good oral health routine.

“The Supervised Toothbrushing Programme launched last year was a good start, and now with a commitment from the Government to address the workforce issues with increased numbers of international dentists qualifying through the Overseas Registration Examination and additional places at dental schools opening up, we hope to see children’s oral health turn a corner.

Focusing on how the dental workforce can support children in particular will be a key focus for the ADG in the coming months. We know that one in five children aged five have experienced tooth decay in England, with higher rates of up to one in three in more deprived areas.

“Initiatives such as ‘Brush with Us’ are all steps to ensuring children get the help needed to adopt positive habits that prevent tooth decay. Oral health is fundamental to overall health and Joe Wicks MBE is the perfect ambassador to bring this message to life.”

Parents and families can find advice on children's oral health and daily brushing routines at **colgate.co.uk.**

Follow **#BrushWithUs** on Instagram, TikTok, Facebook, Threads and YouTube.

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