

BDA

British Dental Association

**Beauty
Banks**

THE TOOTH HURTS

SMILES SHAPED BY POVERTY

THE POOR ORAL HEALTH EPIDEMIC
IN CLASSROOMS ACROSS BRITAIN
REVEALED IN A NEW REPORT BY
CHARITY BEAUTY BANKS IN
ASSOCIATION WITH THE BRITISH
DENTAL ASSOCIATION

Grassroots hygiene poverty charity Beauty Banks has teamed up with the British Dental Association (BDA) to understand the impact of the Cost of Living Crisis on the oral health of students and on the role of teachers in classrooms across Britain.

OUR SURVEY* OF SECONDARY TEACHERS REVEALED:

81%

SAID THERE ARE CHILDREN IN THEIR SCHOOL WHO DON'T HAVE REGULAR ACCESS TO TOOTHPASTE

40%

SAID THIS LEADS TO STUDENTS BEING SOCIALLY EXCLUDED BY THEIR PEERS

83%

SAY THEY OR THEIR SCHOOL HAVE GIVEN STUDENTS TOOTHBRUSHES AND TOOTHPASTE

1 IN 2

SAID CHILDREN ISOLATE THEMSELVES BECAUSE OF ORAL HYGIENE ISSUES

ONE THIRD

HAVE WITNESSED BULLYING DIRECTLY DUE TO A STUDENT'S ORAL HYGIENE ISSUES

25%

SAY CHILDREN MISS SCHOOL AS A RESULT OF POOR ORAL HYGIENE

74%

SAID CHILDREN WHO DON'T HAVE REGULAR ACCESS TO ORAL HEALTH PRODUCTS HAVE DISCOLOURED TEETH

ONE HALF

SAID CHILDREN HAVE NOTICEABLE TOOTH DECAY

30%

SAY CHILDREN ARE IN DENTAL PAIN AND 50% HAVE NOTICED THEM SUFFERING FROM HALITOSIS

COST OF CLEAN CRISIS

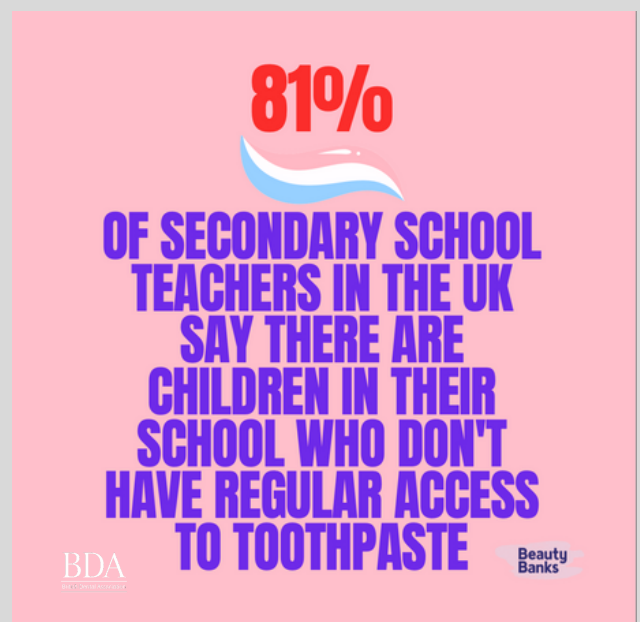
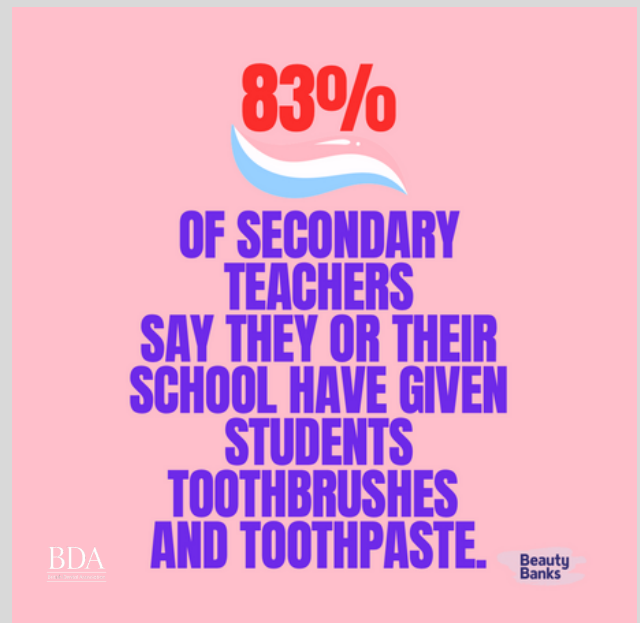
Beauty Banks, established in January 2018, supports individuals and families in the UK who can't afford to stay clean. "We work with charities including food banks, family centres, domestic abuse centres, homeless shelters and universally - across the board - toothpaste is now our most requested item. Before the Cost of Living Crisis, it wasn't even in the top 3. So we initiated this research with the British Dental Association to fully understand the immediate and long-term impact of a lack of access to fundamental but vital oral hygiene essentials," says Jo Jones, co-founder of the charity.

THE BRITISH DENTAL ASSOCIATION

Tooth decay remains the most common reason for hospital admissions among young children. According to the BDA, tooth decay in children has reached epidemic levels, with any recent gains set to be undone by ongoing access problems and disruption to public health programmes.

British Dental Association Chair Eddie Crouch said: "Our youngest patients face a perfect storm, with millions unable to access care, or even the basics to maintain good oral health. This shocking survey underlines that deep health inequalities are set to widen. Yet while our children face an epidemic of decay, the government seems asleep at the wheel."

The latest NHS dental statistics indicate that just 44.8% of children attended a dentist appointment in the last year, down from 58.7% in 2019/20, a net result of the pandemic disruption.



TEACHER IMPACT

Unsurprisingly, this oral hygiene crisis creates a more challenging working environment for teachers. *"Our teaching workforce spends a significant amount of time dealing with the impact of poverty on pupils, that they want to spend educating their classes. Hygiene poverty causes not only social exclusion in children but in educational exclusion, too,"* says Beauty Banks co-founder Sali Hughes.

TEACHERS WHO WITNESS POVERTY IN THE CLASSROOM REPORT:

31%

SAY IT AFFECTS THEIR
MENTAL HEALTH

1 IN 4

ARE KEPT AWAKE AT
NIGHT WORRYING
ABOUT THEIR
STUDENTS' WELLBEING

38%

FEEL HELPLESS

TEACHER POVERTY

Severe access problems and the Cost of Living Crisis create a perfect storm for teachers and their students. In August, BBC research in partnership with the BDA found that 91% of practices in England could not take on new adult NHS patients. 79% were not accepting new child NHS patients. While NHS dentistry is free for children and some adults, often based on their benefit status, many on modest incomes have to pay. Dental charges were first introduced to discourage attendance, and nearly 1 in 5 adult patients have delayed treatment for cost reasons, according to the last Adult Dental Health Survey. Dentist leaders are now deeply concerned that current economic conditions and access problems will inevitably see more patients deferring treatment.

"Nearly every patient coming through is telling us they're feeling the pinch," says Paul Woodhouse, a dentist in Stockton-on-Tees. *"We're seeing a spike in last-minute cancellations. Others choose extractions simply because it's cheaper than treatment that could save a tooth. Appointments are hard to come by, but for many on modest incomes, dentistry is becoming a luxury they simply can't afford."*



COST OF CLEAN CRISIS

Grassroots hygiene poverty charity Beauty Banks has teamed up with the British Dental Association (BDA) to understand the impact of the Cost of Living Crisis on the oral health of students and on the role of teachers in classrooms across Britain.

TEACHERS PARTICIPATING IN OUR SURVEY SAID:

45%

SAY THIS IS BECAUSE THEIR LOCAL DENTIST ISN'T ACCEPTING NEW NHS PATIENTS

1 IN 4

SAY THEY GET ANXIOUS ABOUT VISITING THE DENTIST BECAUSE OF TREATMENT BILLS

22%


STRUGGLE TO AFFORD HYGIENE BASICS LIKE TOOTHPASTE, SHAMPOO AND DEODORANT

MORE THAN TOOTHPASTE...


**DIGNITY
SELF-ESTEEM
SOCIAL
ACCEPTANCE
CONFIDENCE
GOOD HEALTH**



BEAUTY BANKS 



**TOOTH
DECAY
NOT
OKAY**



BE A BEAUTY BANKS TOOTHFAIRY

In 2022, as a result of the Cost of Living Crisis, Beauty Banks supported 60% more charity partners than in 2021 and increased its quantity of donation deliveries by 75% to meet demand. Toothpaste and toothbrushes are the charity's most requested items. By donating to Beauty Banks today, you can help support people in the UK living in hygiene poverty.



DONATE £1

Beauty Banks can supply a school child or teacher with toothpaste for two months.

DONATE £2

Provides a school child or teacher with a toothbrush and supply of toothpaste for two months.

DONATE £5

Provides a family of four with a toothbrush each and a supply of toothpaste for one month.

DONATE £10

Provides a family of four with a toothbrush each and a supply of toothpaste for three months.

DONATE £25

Provides a classroom of school children and their teacher with a supply of toothpaste each for one month.

DONATE £50

Provides two classrooms of school children and their teachers with a supply of toothpaste each for two months.

DONATE £100

Provides three classrooms of school children and their teachers with a supply of toothpaste each for three months.

[DONATE](#)

**TOOTH HURTS CAMPAIGN IMAGERY
ASSETS AND NOTES TO EDITORS
PICTURE CREDIT: BEAUTY BANKS**



**MR SOCIALLY
EXCLUDED BY HIS
'FRIENDS'**



**LITTLE MISS
ASHAMED OF HER
SMILE**



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