



Protecting and improving the nation's health

06<sup>th</sup> December 2016

Dear colleague,

On the 3<sup>rd</sup> January 2017 Public Health England launched a new Change4Life Be Food Smart app.

The app alerts parents to the hidden sugar, saturated fat and salt in everyday food and drink, and highlight the harm this can do to their child's health, including oral health. The new app enables families to make healthier choices by highlighting the amount of sugar, saturated fat and salt found in everyday food and drink. The app also has tips and suggestions for adults, activities for the kids and for the whole family.

The resources complement the work of the [Child Oral Health Improvement Programme Board](#) with the ambition that every child grows up free from tooth decay as part of having the best start in life.

There is also a guide for dentists which provides dental specific key messaging and information on how dentists can support the Be Food Smart campaign and new app. <http://campaignresources.phe.gov.uk/resources/campaigns/55/resources/2090>

**This year, there are a number of ways for dental teams to get involved:**

Share on social media – images and suggested posts for Facebook and Twitter that can be used to share the campaign oral health key messages.

Free consumer packs - consumer packs available for families which include a nutrition guideline leaflet, information about the Be Food Smart app, tips for making healthier diet choices, stickers and quiz cards for parents and children to do together.

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Download digital resources - adverts/TV screensavers and A4 posters available to download and display in waiting rooms, and digital website banners.

**All of the above resources can be ordered or downloaded from C4Life [Campaign Resource Centre](#)**

If you have any questions please feel free to contact Nao Guy in the Partnerships Marketing Team by email on [nao.guy@phe.gov.uk](mailto:nao.guy@phe.gov.uk) or by phone on 0207 654 8129. If you have any questions about the Child Oral Health Improvement Programme Board please contact the team via the PHE enquiries helpdesk at [PHE.Enquiries@PHE.gov.uk](mailto:PHE.Enquiries@PHE.gov.uk)

Kind Regards

Yours sincerely

A handwritten signature in black ink that reads "S. White". The signature is written in a cursive style with a large initial 'S' and a small 'White' following it.

Dr Sandra White  
National Lead for Dental Public Health