



# Supervised Toothbrushing Initiative

This is a targeted initiative, delivered in partnership with Norfolk County Council, inviting your setting to take part in a fully funded and supported supervised toothbrushing programme.

## What is it?

A quick, fun daily routine where children brush their teeth together with support from staff.

- Takes just a few minutes a day
- Uses child-friendly toothbrushes and fluoride toothpaste
- Becomes part of the daily routine

## What are the benefits?

Supervised toothbrushing helps children to:

- Establish life-long healthy habits
- Develop independence and self-care skills
- Stay happy, healthy, and ready to learn

Plus, it can be a fun, social part of the day!


## Supports the EYFS

Supervised toothbrushing fits beautifully into the Early Years Foundation Stage.

It supports children to develop:

- Independence and self-care
- Healthy routines
- Confidence and well-being

## Why does it matter?

 Did you know? Tooth decay is the leading cause of hospital admissions in children aged 5-9 in England - yet it is largely preventable.

- It can impact a child's speech, eating, sleep, confidence and well-being
- It can lead to pain, infection, and time off school

## How does it work?

It's simple and easy to fit into your routine:

- Children sit together
- Each child has their own toothbrush
- Children brush along to a two-minute timer or song to support
- They are encouraged to spit into a napkin
- Toothbrushes are stored safely and hygienically

It quickly becomes a familiar and enjoyable part of the day.

## What's included?

We provide everything you need to get started - making it simple and stress-free for your team:

- Individual toothbrushes for every child
- Fluoride toothpaste
- Toothbrush storage racks
- Take-home oral health packs to support brushing at home
- Clear guidance and training provided
- Ongoing support whenever you need it

For more information, please email our team at [toothbrushing@plummers.co.uk](mailto:toothbrushing@plummers.co.uk)

