ANN FELTON, ALISON CHAPMAN AND SIMON FELTON

Basic Guide to ORAL HEALTH EDUCATION AND PROMOTION

SECOND EDITION



Contents

COVE	
COVCI	

Endorsements

<u>Title Page</u>

Copyright

Foreword

Preface

<u>Acknowledgements</u>

Section 1: Structure and Functions of the Oral Cavity

INTRODUCTION

Chapter 1: INTRODUCTION

INTRODUCTION

ORAL EMBRYOLOGY

MAIN FUNCTIONS OF THE ORAL CAVITY

TEETH

THE TONGUE AND THE FLOOR OF THE MOUTH

SALIVA

REFERENCES

Section 2: Diseases and Conditions of the Oral Cavity

INTRODUCTION

Chapter 2: Plaque, Calculus and Staining

INTRODUCTION

PLAQUE

CALCULUS

STAINING

REFERENCES

Chapter 3: Chronic Gingivitis

WHAT IS CHRONIC GINGIVITIS?
REFERENCES

Chapter 4: Periodontal Disease

WHAT IS CHRONIC PERIODONTITIS?

AGGRESSIVE PERIODONTITIS

NECROTISING ULCERATIVE GINGIVITIS

PERI-IMPLANT MUCOSITIS AND PERI-IMPLANTITIS

REFERENCES

Chapter 5: Caries

WHAT IS CARIES?
REFERENCES

Chapter 6:	Tooth	<u>Surface</u>	Loss	and
Sensitivity				

WHAT IS TOOTH SURFACE LOSS?

SENSITIVITY (DENTINE HYPERSENSITIVITY)

REFERENCES

<u>Chapter 7: Xerostomia</u>

WHAT IS XEROSTOMIA?
REFERENCES

<u>Chapter 8: Other Diseases and Disorders</u> <u>Affecting the Oral Cavity</u>

INTRODUCTION

PERIODONTAL ABSCESS

<u>APHTHOUS ULCERS (MINOR AND MAJOR)</u>

COLD SORES (HERPES LABIALIS)

ACUTE HERPETIC GINGIVOSTOMATITIS

TOOTH ANOMALIES

GLOSSITIS

GEOGRAPHIC TONGUE

ORAL CANDIDOSIS

WHITE PATCHES (LEUKOPLAKIA)

ORAL CANCER (CARCINOMA)

SQUAMOUS CELL PAPILLOMA

MUCOCELE

TORI

BURNS

RECREATIONAL DRUG USERS

SYSTEMIC DISEASES WITH ORAL IMPLICATIONS

REFERENCES

Section 3: Oral Disease Prevention INTRODUCTION

Chapter 9: Diet and Nutrition

INTRODUCTION

A HEALTHY BALANCED DIET (THE EATWELL

PLATE)

NUTRITION

FOOD ADDITIVES

FOOD LABELLING

REFERENCES

Chapter 10: Sugars in the Diet

INTRODUCTION

THE COMA PANEL ON DIETARY SUGARS

THE NACNE REPORT

FREQUENCY OF SUGAR CONSUMPTION

SUGAR SUBSTITUTES

REFERENCES

Chapter 11: Fluoride

WHAT IS FLUORIDE?
REFERENCES

Chapter 12: Fissure Sealants

WHAT IS A FISSURE SEALANT?

REFERENCES

<u>Chapter 13: Smoking Cessation and Substance Misuse</u>

SMOKING AND TOBACCO USE
OTHER DRUG MISUSE AND SUPPORT
REFERENCES

Chapter 14: Anti-Plaque Agents

INTRODUCTION
TOOTHPASTE
ANTI-PLAQUE MOUTHWASHES
SUGAR-FREE CHEWING GUM
REFERENCES

Section 4: Delivering Oral Health Messages

INTRODUCTION

Chapter 15: Communication

WHAT IS COMMUNICATION?

COMMUNICATION IN THE DENTAL SURGERY

MEDIA INFLUENCE

TECHNOLOGY AND THE OHE

<u>Chapter 16: Education and Planning Sessions</u>

INTRODUCTION
EDUCATIONAL THEORISTS
THE THREE DOMAINS OF LEARNING

STRUCTURING A SESSION
SO WHAT IS A QUESTIONNAIRE?
REFERENCES

<u>Chapter 17: Setting up a Preventive</u> <u>Dental Unit</u>

INTRODUCTION

PDU LOCATION

PDU DESIGN

SETTING UP DISPLAYS

ORGANISATION

<u>Chapter 18: Planning an Oral Hygiene</u> <u>Session Outside of the Practice</u>

INTRODUCTION

PLANNING A TALK TO A GROUP OUTSIDE OF THE PRACTICE

DELIVERING THE TALK (CHECKLIST)

<u>SETTING UP AN EXHIBITION OR DISPLAY (SEE ALSO CHAPTER 17)</u>

POSTER DESIGN AND DISPLAYING WRITTEN INFORMATION (SEE ALSO CHAPTER 17)

<u>Chapter 19: Practical Oral Hygiene</u> <u>Instruction</u>

INTRODUCTION

TEACHING PLAQUE CONTROL SKILLS
COMPLEMENTARY AND ALTERNATIVE THERAPIES

REFERENCES

Section 5: Oral Health Target Groups and Case Studies

INTRODUCTION

Chapter 20: Pregnant Patients

INTRODUCTION

SUSCEPTIBILITY TO ORAL DISEASES AND

CONDITIONS

SUMMARY OF ADVICE FOR PREGNANT WOMEN

REFERENCES

Chapter 21: Parents of Pre-11 Year Olds

INTRODUCTION

GENERAL ADVICE FOR ALL AGE GROUPS

ADVICE TO PARENTS OF 0-3 YEAR OLDS

ADVICE TO PARENTS OF CHILDREN AGED 4-6

YEARS

ADVICE TO PARENTS OF CHILDREN AGED 7-11

YEARS

REFERENCES

<u>Chapter 22: Adolescents and Orthodontic</u> <u>Patients</u>

ADOLESCENTS

THE ORTHODONTIC PATIENT

REFERENCES

Chapter 23: Older People

WHO ARE OLDER PEOPLE? REFERENCES

<u>Chapter 24: At-Risk and Special-Care</u> <u>Patients</u>

WHO ARE AT-RISK PATIENTS?
REFERENCES

<u>Chapter 25: Minority Ethnic Populations in the United Kingdom</u>

INTRODUCTION
BARRIERS TO DENTAL TREATMENT
REFERENCES

Chapter 26: Other health professionals

INTRODUCTION

WHO ELSE PROVIDES ORAL HEALTH EDUCATION?

TEAM UP WITH OTHER PROFESSIONALS

GIVING ADVICE TO INDIVIDUAL HEALTH

EDUCATION PROFESSIONALS

REFERENCE

<u>Chapter 27: Planning Education Case</u> <u>Studies and Exhibitions</u> <u>INTRODUCTION</u>

Section 6: Oral Health and Society INTRODUCTION

Chapter 28: Sociology

SOCIOLOGY THE ICEBERG EFFECT REFERENCES

Chapter 29: Epidemiology

WHAT IS EPIDEMIOLOGY?
SURVEYS
INDICES

REFERENCES

Chapter 30: Evidence-Based Prevention

PREVENTION IS BETTER THAN CURE

EVIDENCE-BASED PREVENTION

RISK MANAGEMENT STRATEGIES

DENTAL CONTRACT REFORM

REFERENCES

Chapter 31: UK Dental Services

GENERAL DENTAL SERVICE

PRIVATE DENTAL PRACTICES

CLINICAL GOVERNANCE

REVIEW OF NHS DENTAL SERVICES IN ENGLAND

THE HEALTH AND SOCIAL CARE ACT 2012

THE GENERAL DENTAL COUNCIL

CARE QUALITY COMMISSION

COMMUNITY DENTAL SERVICE

HOSPITAL DENTAL SERVICE

REFERENCES

Chapter 32: Oral Health Promotion

WHAT IS ORAL HEALTH PROMOTION?

THE OTTAWA CHARTER

DEFINING PEOPLE'S NEEDS

DEPARTMENT OF HEALTH GUIDANCE

NATIONAL ORAL HEALTH PROMOTION INITIATIVES

LOCAL ORAL HEALTH PROMOTION INITIATIVES

BARRIERS TO PROMOTION

FUTURE PROMOTION

REFERENCES

Chapter 33: Dental Research

KEEPING UP TO DATE WITH RESEARCH

CLINICAL TRIALS

SOURCING RESEARCH PAPERS

REFERENCE

Index

Love your patients and they will do anything that you ask.

Ann Felton (1942-2007)



Ann Felton made patients smile and their smiles brighter. Ann was a dental hygienist, tutor and mentor, and ran her own oral health education course for dental nurses whom she referred to as 'the darlings of dentistry'.

Ann wrote the first edition of this book in difficult circumstances, yet retained her love of the subject and her sense of humour throughout. This second edition is dedicated to Ann's life and work.

BASIC GUIDE TO ORAL HEALTH EDUCATION AND PROMOTION

Second Edition

Ann Felton

RDH, Cert Ed

Alison Chapman

RDH, FAETC

Simon Felton

BSc (Hons), LSJ (Hons Dip)

WILEY Blackwell

This edition first published 2014

- © 2009 by A. Felton, A. Chapman & S. Felton
- © 2014 by John Wiley & Sons, Ltd

Registered office:

John Wiley & Sons, Ltd, The Atrium, Southern Gate, Chichester, West Sussex, PO19 8SQ, UK

Editorial offices:

9600 Garsington Road, Oxford, OX4 2DQ, UK

The Atrium, Southern Gate, Chichester, West Sussex, PO19 8SQ, UK

111 River Street, Hoboken, NJ 07030-5774, USA

For details of our global editorial offices, for customer services and for information about how to apply for permission to reuse the copyright material in this book please see our website at www.wiley.com/wiley-blackwell

The right of the author to be identified as the author of this work has been asserted in accordance with the UK Copyright, Designs and Patents Act 1988.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, except as permitted by the UK Copyright, Designs and Patents Act 1988, without the prior permission of the publisher.

Designations used by companies to distinguish their products are often claimed as trademarks. All brand names and product names used in this book are trade names, service marks, trademarks or registered trademarks of their respective owners. The publisher is not associated with any product or vendor mentioned in this book. It is sold on the understanding that the publisher is not engaged in rendering professional services. If professional advice or

other expert assistance is required, the services of a competent professional should be sought.

The contents of this work are intended to further general scientific research, understanding, and discussion only and are not intended and should not be relied upon as recommending or promoting a specific method, diagnosis, or treatment by health science practitioners for any particular patient. The publisher and the author make no representations or warranties with respect to the accuracy or completeness of the contents of this work and specifically disclaim all warranties, including without limitation any implied warranties of fitness for a particular purpose. In view of ongoing research, equipment modifications, changes in regulations, and the constant governmental information relating to the use of medicines, equipment, and devices, the reader is urged to review and evaluate the information provided in the package insert or instructions for each medicine, equipment, or device for, among other things, any changes in the instructions or indication of usage and for added warnings and precautions. Readers should consult with a specialist where appropriate. The fact that an organization or Website is referred to in this work as a citation and/or a potential source of further information does not mean that the author or the publisher endorses the information the organization or Website may provide or recommendations it may make. Further, readers should be aware that Internet Websites listed in this work may have changed or disappeared between when this work was written and when it is read. No warranty may be created or extended by any promotional statements for this work. Neither the publisher nor the author shall be liable for any damages arising herefrom.

Library of Congress Cataloging-in-Publication Data Felton, Ann, author.

Basic guide to oral health education and promotion / Ann

Felton, Alison Chapman, Simon Felton. - Second edition. p.; cm.

Oral health education and promotion

Includes bibliographical references and index.

ISBN 978-1-118-62944-4 (pbk. : alk. paper) - ISBN 978-1-118-62941-3 (emobi) - ISBN 978-1-118-62942-0 (epdf) - ISBN 978-1-118-62943-7 (epub)

I. Chapman, Alison, 1959- author. II. Felton, Simon, 1970-author. III. Title. IV. Title: Oral health education and promotion.

~[DNLM: 1. Health Education, Dental-methods. 2. Dental Assistants. 3. Health Promotion-methods. WU 113]

RK60.8

617.6'01-dc23

2013024991

A catalogue record for this book is available from the British Library.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

Cover image: reproduced with permission of Paul Chapman Cover design by Workhaus

Foreword

Ann Felton and Alison Chapman have between them more than 50 years of experience in the delivery and training of oral health education, and Alison has been a qualified dental hygienist for over 30 years. Ann, together with Simon and Alison, ran an exceptionally successful oral health education course in Bristol for more than 10 years, with a pass rate of over 95% in the UK national examination, before developing an online course with the British Dental Association, which is proving to be very successful.

This has given them great experience and understanding of the subject and the needs of students. The delivery of dental care is undergoing fundamental changes and the need to develop practice teams with skill mix makes this book very timely. Practices need to consider how they can make best use of their staff to help deliver oral care to their patients now and in the future, and oral health educators are an important part of this process.

This book provides a most comprehensive review of the subject. Each chapter has clearly defined learning outcomes that make it easy to read and understand. It is an ideal revision aid and basis for any member of the dental team and other health professionals wishing to know about all the aspects of oral health education. It would also be a good reference book for all practices on the subject.

Alasdair Miller BDS, FDSRCS (Ed), FFGDP, DPDS, F.AoME Regional Dental Postgraduate Dean (South West) University of Bristol

Preface

Oral health is central to our general well-being. The health of the body begins with the oral cavity, since all our daily nutrients, beneficial or otherwise, pass through it.

Knowledge in the field of oral health is changing rapidly and there is a great deal to learn. Patients need trained oral health educators (OHEs) and promoters to help prevent and control dental conditions and disease. It is vital that dental and health professionals consistently promote the same messages to avoid confusion and ultimately improve oral health within the population.

This book covers the theoretical and practical aspects of oral health education and promotion, and is the course companion for UK dental nurses studying oral health education. It is also aimed at hygienists, therapists and dentists who regularly promote and practise oral health and require up-to-date, evidence-based knowledge (including professionals and trainees in developing nations where education has proven to be a cost-effective method of improving oral health). Other professionals such as health visitors, nurses, dieticians and midwives will also find the book invaluable.

Each chapter deals with various aspects of oral health in a logical order, and includes *learning outcomes*, detailing what the reader (particularly students) should have learned by the end of the chapter.

After reading this book, the reader should be able to:

- Confidently educate patients about diseases and conditions that affect the oral cavity; their treatment, management and prevention.
- Set up a preventive dental unit.

- Be aware of the wider context of oral health education and promotion in society.
- Use knowledge gained to help pass a qualification in oral health education.

Acknowledgements

The authors wish to thank the following people for their contributions to this book:

Elizabeth Hill, RDN, Cert. OHE (NEBDN) for her expert advice;

Jennifer Valentine (Dental Hygiene Tutor) for her work on plaque and biofilms, and Frances Marriott, RDH, Cert OHE (NEBDN) for her expertise.

They are also indebted to:

Alasdair Miller, BDS, FDSRCS (Ed), DGDP, DPDS, South West Regional Postgraduate Dean, for his continued support, advice and writing the foreword;

Professor Anthony Blinkhorn, OBE, BDS, MSc, PhD, FDSRCS (Ed), FIHPE, Professor of Oral Health, University of Manchester, for support and permission to refer to his work; Roger Hine and Ruth Macintosh for image design;

Rachel Butler (Dip Hygiene Dip Therapy), Dr Ian Bellamy, Dr Nick Claydon, Dr Susan Hooper, Professor M.A.O. Lewis and Professor Nicola West for granting permission to use photographs, and Paul Chapman for the front cover;

Elaine Tilling, MSc, RDH, DMMS, MIPHE, for permission to use some illustrations;

Elizabeth Clark, Francesca Scott and Anne-Marie Moisley (of the British Dental Association) for proofreading and fact checking, and David and Sarah Felton.

SECTION 1

STRUCTURE AND FUNCTIONS OF THE ORAL CAVITY

INTRODUCTION

This section looks at the structure and functions of the oral cavity in some detail. It includes the development of the oral cavity *in utero*, the structure of the tooth and its supporting tissues, plus eruption dates for primary and secondary dentitions.

It also includes the functions of the tongue in maintaining oral health and common conditions associated with it, plus the composition and role of saliva in keeping the mouth healthy.

Chapter 1

The oral cavity in health

LEARNING OUTCOMES

By the end of this chapter you should be able to:

- **1.** Describe how the oral cavity, jaws and face develop *in utero*.
- **2.** Explain the structure and function of the tissues and fluid of the oral cavity, including teeth, supporting structures, the tongue and saliva.
- **3.** List primary and secondary dentition eruption dates.

INTRODUCTION

Before oral health educators (OHEs) can deliver dental health messages to patients, and confidently discuss oral care and disease with them, they will need a basic understanding of how the mouth develops *in utero*, the anatomy of the oral cavity (<u>Figures 1.1</u>, <u>1.2</u>, <u>1.3</u> and <u>1.4</u>) and how the following structures function within it:

<u>Figure 1.1</u> Structure of the oral cavity (© Elsevier 2002. Reproduced with permission from Reference 1)

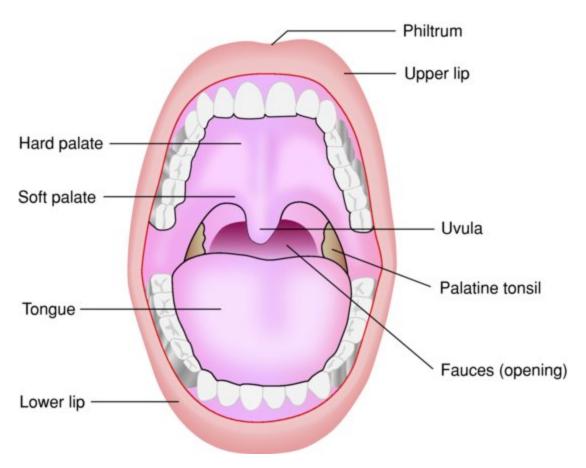


Figure 1.2 A healthy mouth, white person (© John Wiley & Sons, Ltd 2003. Reproduced with permission from Reference 2)



<u>Figure 1.3</u> A healthy mouth, black person (source: Alison Chapman)



<u>Figure 1.4</u> A healthy mouth, Asian person (source: Alison Chapman)



- Teeth (including dentition).
- Periodontium (the supporting structure of the tooth).
- Tongue.
- Salivary glands (and saliva).

ORAL EMBRYOLOGY

A basic understanding of the development of the face, oral cavity and jaws in the embryo and developing foetus will enable the OHE to discuss with patients certain oral manifestations of conditions that stem from *in utero* development (notably *cleft lip* and *palate* – <u>Figure 1.5</u>). (An *embryo* describes the growing organism up to 8 weeks *in utero*; a *foetus* describes the growing organism from 8 weeks *in utero*.)

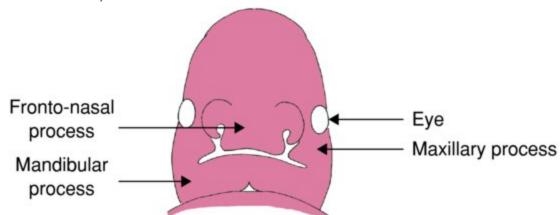
Figure 1.5 Cleft lip (© iStockphoto.com/April Anderton)



Development of the face

At approximately week 4 *in utero* (Figure 1.6), the embryo begins to develop five facial *processes* (projections), which eventually form the face, oral cavity, palate and jaws by week 8 [3]:

<u>Figure 1.6</u> Facial development at 4 weeks *in utero* (© John Wiley & Sons, Ltd. Reproduced with permission from Reference 3)



- Frontonasal process forms the forehead, nose and *philtrum* (groove in upper lip).
- Maxillary process (two projections) forms the middle face and upper lip.
- Mandibular process (two projections) forms the mandible and lower lip.

Development of the palate and nasal cavities

Week 5

The frontonasal and maxillary processes begin to form the nose and maxilla. However, if the nasal and maxillary processes fail to fuse a *cleft lip* and *palate* will result [3]. A cleft lip can be anything from a small notch in the lip (incomplete cleft) to a wide gap that runs up to the nostril (complete cleft lip). One type of cleft palate (submucous) can be hidden.

There are two types of cleft lip:

- Unilateral appears on one side of the lip at the philtrum.
- Bilateral occurs on both sides of the lip, both sides of the philtrum.

Week 6

By week 6, the primary palate and nasal septum have developed. The septum divides the nasal cavity into two.

Week 8

By week 8, the palate is divided into oral and nasal cavities.

Development of the jaws (mandible and maxilla)

Week 6

By week 6, a band of dense fibrous tissue (Meckel's cartilage) forms and provides the structure around which the mandible forms.

Week 7

By week 7, bone develops, outlining the body of the mandible, and as the bone grows backwards two secondary cartilages develop; these eventually become the *condyle* and *coronoid* processes. As the bone grows forward, the two sides are separated by a cartilage called the *mandibular symphysis*. The two sides will finally fuse into one bone approximately 2 years after birth. Upward growth of bone begins along the mandibular arch forming the alveolar process, which will go on to surround the developing *tooth germs*.

Week 8

By week 8, ossification (bone development) of the maxilla begins.

Tooth germ development in the foetus

Tooth germ (tissue mass) develops in three stages known as bud, cap and bell. The developing tooth germ can be affected by the mother's health (see Chapter 20).

- **1.** Bud at 8 weeks, clumps of cells form swellings known as *enamel organs*. Each enamel organ is responsible for the development of a tooth.
- 2. Cap the enamel organ continues to grow and by 12 weeks (the *late cap stage*), cells have formed the inner

enamel epithelium and the outer enamel epithelium. Beneath the inner enamel epithelium, the concentration of cells will eventually become the pulp. The enamel organ is surrounded by a fibrous capsule (the dental follicle), which will eventually form the periodontal ligament.

3. Bell – by 14 weeks, the enamel organ will comprise different layers, which will continue to develop to form the various parts of the tooth.

MAIN FUNCTIONS OF THE ORAL CAVITY

The oral cavity is uniquely designed to carry out two main functions:

- **1.** Begin the process of digestion. The cavity's hard and soft tissues, lubricated by saliva, are designed to withstand the stresses of:
 - Biting.
 - Chewing.
 - Swallowing.
- 2. Produce speech.

TEETH

Different types of teeth are designed (*shaped*) to carry out different functions. For example, canines are sharp and pointed for gripping and tearing food, while molars have flatter surfaces for chewing. Tooth form in relation to function is known as *morphology*.

Dental nurses and health-care workers may remember from their elementary studies that there are two types of dentition (a term used to describe the *type*, *number* and arrangement of natural teeth):

- **1.** Primary (*deciduous*) dentition consisting of 20 baby teeth.
- **2.** Secondary (*permanent*) dentition consisting of 32 adult teeth.

Primary dentition

There are three types of deciduous teeth that make up the primary dentition (<u>Figure 1.7</u>): incisors, canines and molars (first and second). <u>Table 1.1</u> details their *notation* (the code used by the dental profession to identify teeth), approximate eruption dates and functions.

<u>Figure 1.7</u> Primary dentition (© Elsevier 2002. Reproduced with permission from Reference 1)