

Denplan pledges to raise £1 million for oral health charity Dentaid

Over the next five years Denplan, the UK's leading dental payment plan provider, has pledged to raise £1 million for Dentaid, the specialist registered charity devoted to improving the oral health of disadvantaged communities around the world.

Working together, Denplan and Dentaid aim to raise money to support Dentaid's development of innovative and groundbreaking oral health initiatives. One such project is a unique schools programme, which provides children in Uganda with free oral screening and treatment, oral health education using culturally appropriate materials, toothbrushes and toothpaste as part of a supervised toothbrushing programme. This project is part of a wider sustainable development programme, which Dentaid is hoping to roll out throughout many disadvantaged communities in the developing world, and money raised by Denplan and Dentaid will go towards achieving this goal.

Denplan aims to raise the money by working with its 6,000 member practices and Denplan employees to promote Dentaid's cause, its initiatives and encourage everyone to get behind Dentaid and get involved in fundraising activities and events.

"Many of our member dentists already support Dentaid and have raised considerable amounts of money through events such as sponsored cycle rides, treks and fancy dress days and I'm sure they will want to get involved in the exciting events programme we have planned over the next few years," commented Stephen Gates, Managing Director, Denplan.

"Without organisations like Dentaid, millions of people will continue to suffer from untreated dental pain with no prospect of relief. We hope that by helping to raise funds for the charity, the excellent programmes that already

take place can develop into new areas and literally help to save lives," added Stephen.

Luke Wordley, Chief Executive of Dentaaid adds:- "This is a tremendous boost to our work. With the support of Denplan and its member dentists we will be able to empower more and more disadvantaged communities around the world to improve their oral health."

"With a lack of basic knowledge about oral health, Dentaaid must couple education with improved oral health care to really improve quality of life. The reality is that communities in poor rural areas can buy Western fizzy drinks on every street corner, but do not have access to fluoride or safe, effective dental treatment. For too many people, the only treatment option remains visiting untrained personnel like blacksmiths who use various tools like pliers to remove teeth without sterilisation or anaesthetic. As a dental profession, we have a responsibility to improve this situation and I am delighted that Denplan has joined Dentaaid in this challenge."