



LONDON

A view from London by Melonie Prebble

I work in a small private practice in St John's Wood, an area of London that remains a real village community to this day. We're located on Abbey Road just up from the famous zebra crossing of The Beatles fame.

Part of our mission, as a reasonably new team to a long-established practice, is to give back to the community we serve. And how much better a time to 'give' than during Smile Month?

We decided on two projects. First, we arranged to visit the drop-in centre just around the corner from the practice. We were just on site and available to give free, informal advice to parents and their young families. This was deliberately unstructured and very low key, so that we could emphasise the caring and friendly side of modern dentistry. We sat and simply chatted to the people who dropped in or played with the kids and really just gave out simple oral health messages as and when the subject came up in conversation.

Our second project took place at Waitrose on Finchley Road. This is an incredibly busy store and we were lucky enough to have a

stand just inside the door. From this great vantage point, the dentist and hygienist team were able to dispense both advice and samples. There was a tremendous interest shown, especially from the older shoppers. We emphasised the key messages: 'Be sure to visit your dentist' and 'Keep healthy teeth for life'. Many were delighted to meet a hygienist and ask for oral health advice. Samples, information leaflets and our practice's details were quickly snapped up.

Following on from this exercise, the store manager has agreed for me to go in and meet with the staff for a series of 'oral healthcare in the workplace' workshops. This is a really exciting opportunity. The British Dental Health Foundation was a great help to us in both of these exercises, supplying us with goodies to give away.



Melonie Prebble's London practice has been giving back to the community for Smile Month

If you would like to let us know what is going on in your part of the UK, we'd be delighted to hear from you. Please contact us at: comments@ppdentistry.com