



ABOUT THE STBC VIDEO

The **Supervised Toothbrushing Club (STBC) video** was created by Barnsley's Children and Young People's Public Health team to address a gap in practical resources for early years and primary school settings in Barnsley. It also serves as a marketing tool to promote the uptake of STBCs and encourage lifelong positive oral hygiene behaviours for Barnsley's children.

Working in partnership with a Consultant in Dental Public Health and a local school, the video offers a visual demonstration of how clubs operate in a real classroom. It covers daily routines, infection prevention procedures and answers to common concerns, voiced by those with lived experience of running the clubs. We also created an additional STBC video for settings to share with parents and carers, to help them visualise how the clubs work and answers questions they may have.

The video was funded by the government's manifesto pledge to improve oral health among 3-5-year-olds in England's most deprived areas.



BARNSELY'S ORAL HEALTH LANDSCAPE

The scale of the challenge for our youngest residents

30.2%

of 5-year-olds with experience of tooth decay in Barnsley

Office, 2025

~4

decayed, missing or filled teeth on average per affected child in Barnsley

Barnsley Council

22.4%

of 5-year-olds with experience of tooth decay in England

Office, 2025

2x

more likely that children living in the most deprived areas experience dental decay

OHID 2025

WHY SUPERVISED TOOTHBRUSHING CLUBS MATTER

- **Prevents tooth decay**
by establishing daily fluoride-toothpaste brushing in early years.
- **Builds lifelong habits**
by embedding routine and confidence from age 3.
- **Closes the inequality gap**
by reaching children least likely to brush at home.
- **Reduces school absence**
linked to dental pain and hospital extractions.
- **Supports statutory Relationship, Sex and Health Education (RSHE)**
teaching children about the importance of oral health.
- **Saves the NHS**
an estimated £3 for every £1 invested.

WHAT SETTINGS & STAFF GAIN FROM THE VIDEO

- **See it in action**
authentic footage of a STBC running in a Barnsley primary classroom.
- **Hear from lived experience**
staff answer the questions around common concerns and barriers.
- **Master infection prevention**
clear demonstration of UKHSA-aligned hygiene practice.
- **Overcome common barriers**
time, storage, consent.
- **Step toward accreditation**
evidences progress toward Barnsley's Healthier Futures award.
- **Inspire and reassure**
a confidence boost for staff considering starting a club.

Impact

- Helps education and health professionals implement oral health initiatives and share best practice.
- Featured on Barnsley Council's STBC training platform (POD) and oral health webpage, as well as featuring on NHS websites. Adopted nationally via the BRUSH website and showcased by the British Society of Paediatric Dentistry in a leaflet they have created around supporting toothbrushing with children with Special Educational Needs.
- Viewed over 3,000 times since launch.



Let's work together to improve children's oral health.

Watch the STBC video. Start a club. Change a child's smile for life.

WATCH THE VIDEO



If you have any questions, please contact

oralhealth@barnsley.gov.uk