Children and adults with learning difficulties can now brush up on their oral health with the help of an animated film, 'Teeth the Musical'.

The 13-minute animated film has been produced by Somerset Primary Care Dental Service along with students at Bridgwater College and a Somerset video production company.

The DVD called 'Teeth the Musical', aims to help children and adults with additional needs gain a better understanding of the importance of brushing and caring for their teeth.

Students from Bridgwater College on the 'Towards Independence' course, were given the task of making a film which explains why brushing and care of their teeth is important.

They worked with Somerset-based video production company JUMPcuts and over a period of four months they got together with professional animators and musicians who incorporated their ideas, drawings, and voices into the completed animation.

The film features a young boy called Fred as he avoids a visit to the dentist. His teeth talk and sing about the way he fails to brush his teeth or go to the dentist. Songs such as 'Acid Attack' are included and Fred's teeth warn him what will happen if he has too many sugary snacks or fizzy drinks. Fred gets the clean teeth message in the end.

Rob Munday, clinical director of the Somerset Primary Care Dental Service, said: "Our oral health promotion team is skilled at developing innovative ideas into award-winning projects to improve the oral health especially of children and adults with additional needs."

"Once again in linking with Bridgwater College and JUMPcuts, we think we have produced a winner, which communicates an old message in a fresh and somewhat surreal way which will not only appeal to the peers of the young people who produced it, but with its colourful animation and catchy songs will break through preconceived ideas about oral health and bring a smile to all who view it."

Organisations interested in obtaining copies of the DVD ‘Teeth the Musical’ should contact the Somerset Primary Care Dental Service by e-mailing: OHPOffice@somerset.nhs.uk or telephoning 01278 436622. A sample of the film's animation has also been posted on YouTube. Watch by going to: www.youtube.com/watch?v=SueV1jIHYlUM

Free copies of the DVD will be given out to local special needs schools and facilities, supporting the learning disabled and the Somerset Primary Care Dental Service hopes to promote the film as an educational aid to mainstream primary schools and children’s centres in Somerset and beyond.

Stephen Clark, a co-director of JUMPcuts, said: “As a film company which has had a lot of experience working with community film projects, we were delighted to support the production of this film. The Bridgwater College students who took part in its development and production thoroughly enjoyed themselves and I believe we have created an enjoyable animated film, which really engages young children and their parents.”

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