On Thursday 12th May 2011 the launch of National Smile Month kicked-off to a smiling start, as members of the dental press, dental professionals and sponsors gathered together in the beautiful surroundings of the Houses of Parliament.

Working with the popular theme of the ‘Smile Factor’ (no guesses to the inspiration behind this one!) the aim of this year’s campaign (which started on 15th May) is to put the smile back on peoples’ faces and help them display their full personalities.

Signalling the start of the UK’s largest oral health campaign, this year celebrating its 55th anniversary, National Smile Month promises to be a successful event.

Many leading figures from the world of dentistry were at the launch and sponsors, Oral B, Listerine, Wrigley’s, silver sponsor Macleans (GSK) were proud to be sponsoring National Smile Month for the first time.

Dr Carter opened the event, thanking the room for all their support that the event and the BDHF had received; he also thanked the involvement of Smiles-on in the event with regards to the development of the website, www.nationalsmilemonth.org.

Daniel Davis, President of the BDHF, then took centre stage, welcoming the crowd that had gathered. He spoke warmly of the passion that the BDHF has for the nation’s oral health, and emphasised how people need to be confident of their mouth and that a smile should be part of everything you do.

Representatives from the main sponsors were on hand and added their personal thanks and welcome at the event; Adrian Toomey from Wrigley’s also announced the launch of the Tooth Fairy Fund, a new project which will sponsor local healthcare.

Working on last year’s campaign, ‘Teeth4Life’, which was a huge success, featuring hundreds of events, activities and displays all across the UK, Dr Carter said that he hoped that this year’s campaign will put a smile back on people’s faces.

Dr Carter said: “Many might underestimate it but a smile can be very influential feature. It can shape our lives, our relationships and careers and be a very powerful show of emotion, yet not everyone has the confidence to do so. Those who are not happy or are self-conscious about their teeth could be missing out on showing off their very own ‘Smile Factor’. Others are being held back by poor oral well-being and its impact on their general health. This year’s campaign is designed to challenge those perceptions and get you smiling again.

“Getting people to talk about their teeth and dental habits is vital in our goal of improving the state of oral health not only in the UK but worldwide. We have had a tremendous response to the campaign, particularly in the last couple of years, but we must work harder to ensure this year’s National Smile Month can build on that success.”