The promotion, provision and maintenance of good oral health is core to our professional activities.

We will achieve good oral health by pursuing excellence at all times in our daily practice.

Good oral health results in fewer interventions with improved patient and professional satisfaction.

A reduction in interventions results in immediate sustainable outcomes.

**Preventive Care**
- Oral Health Education: Promotion of oral healthcare, reduce consumption and frequency of free sugars, promote toothbrushing and fluoridation, encourage dental attendance and cessation of tobacco use.
- Oral Hygiene Measures: Toothbrushing, fluoride toothpaste.
- Healthy Diet: Reduced intake and frequency of sugars, acidic drinks and tobacco use.

**Operative Care**
- Best Practice: Evidence-based and protocol-driven.
- High Quality, Careful and Predictable Care: Use good materials and use them well.

**Integrated Care**
- Active Patient Participation: Patients as co-creators and co-managers of their own oral healthcare: Decision making, engaging with treatment and maintenance.
- Managed Treatment Appointments: Smart treatment combinations and shared family appointments.

**Ownership of Care**
- Learn and Develop Best Practice: Pursue, maintain and practice effective and focused professional development.
- Lead by Example: Set high standards, engage with your profession, make a difference.
- Effective Clinical Governance: Check – How good am I? Audit the quality of my practice and improve.
- Get Involved: Local active groups, research, collaboration and participation.

**Provision of Good Oral Health...**
- Fewer appointments mean reduced CO₂ emissions.
- Less waste and pollution: • Fewer patient journeys • Reduced manufacturing • Reduced distribution of resources • Fewer waste disposal services.
- Professional satisfaction: • Fewer materials • Less packaging • Less clinical waste.

...And **Good for the Environment**
- Professional satisfaction: • Fewer materials • Less packaging • Less clinical waste.

**Good for Your Patient, Good for You...**
- Provision of Good Oral Health...