

**Oldham Borough Council  
Record of Decision**



1. **TITLE:** Approval to commission a community oral health promotion service

2. **SERVICE AREA:** Public Health

3. **PURPOSE OF DECISION**

To complement ongoing universal oral health promotion initiative, an additional targeted service offering tailored oral health promotion is required to support residents at highest risk of poor oral health. Public Health are seeking to further investment in this area and redesign the previous service scope to maximize benefit to residents in Oldham with greatest oral health need. This additional investment and evidence-based redesign is expected to contribute to a reduction in health inequalities. This provision will be commissioned through a competitive process.

4. **DECISION MADE BY:** Director of Public Health

5. **DECISION:**

RESOLVED - To approve an increase in Public Health investment for targeted community oral health promotion service from £5000 per annum to £9,999 per annum, changing the current service design in line with best evidence and to proceed to obtain three written quotations in line with Council Procurement Rules, awarding to the most advantageous bidder.

6. **OPTIONS CONSIDERED**

Option 1 (preferred): To commission a targeted and tailored oral health promotion service with increased investment (£9,999 per annum) to establish and support oral health champions/ buddies in communities at high risk of poor oral health. This option is preferred as it is in line with the current evidence base to effectively improve oral health in targeted groups. Increased investment in targeted services will support the reduction of health inequalities. In line with Council Procurement Rules, three written quotations will be sought, awarding to the most advantageous bidder.

Option 2 (not preferred): To continue with £5,000 per annum investment into a targeted and tailored 'direct to families' oral health promotion service in Oldham. This is not preferred, as the preferred option better aligns with national guidance and evidence-based policy for oral health promotion. Additionally, continued investment at £5,000 per annum does not reflect the increased public health investment into oral health promotion or the substantial oral health inequalities in Oldham.

Option 3 (not preferred): To cease investment in a targeted and tailored oral health promotion service aimed at children and young people in Oldham. This is not preferred as disinvestment will likely exacerbate existing inequalities in oral health, including dental decay in 5-year-olds.

7. **REASON FOR THE DECISION**

To maximise investment in oral health services and to redesign the previous service scope to maximize benefit to residents in Oldham with greatest oral health need. This additional investment and evidence-based redesign is expected to contribute to a reduction in health

inequalities. This provision will be commissioned through a competitive process.

8. **INTERESTS AND NATURE OF INTERESTS DECLARED**

None

9. **PRINCIPAL GROUPS CONSULTED:** Not applicable

10. **DOCUMENT CONSIDERED:** Community oral health promotion service