

# All Together Smiling - Roadshow Case Study

## Background

To increase uptake of supervised toothbrushing across eligible settings in Cheshire and Merseyside, the All Together Smiling programme delivered a series of engagement roadshow events as part of an insight-led communication campaign. The sessions aimed to raise awareness of the programme and encourage non-participating settings to join by showing supervised toothbrushing in action, and providing an in-person opportunity to ask questions or receive personalised support.

## Approach

Events combined informal discussion with a live supervised toothbrushing session delivered within the host setting; a participating early years or school setting. The live demonstration was included in hope of addressing common concerns, such as how long a session takes, how it fits into routines, hygiene processes, and how children respond.

Staff modelled the full process - from preparing and distributing brushes to supporting children during brushing - using songs/ videos, and simple prompts to keep the activity fun and to guide the two-minute brushing time.

## What happened in practice

The demonstrations proved highly effective in shifting perceptions. Settings saw that:

- Children were enthusiastic and engaged.
- Delivery took on average around five minutes from start to finish - including within settings only recently taking part.
- Staff could deliver it easily, even with large or mixed-age groups.

Seeing the process in a similar environment helped settings understand how toothbrushing could be integrated into daily routines without creating extra pressure.



## Impact

The roadshow generated strong interest of participation and increased confidence among settings representatives attending that had previously been unsure. Key outcomes included:

- Reduced concerns about time, mess, and supporting children with Special Educational Needs and Disabilities (SEND).
- Greater willingness to take part after observing delivery first-hand.
- Several settings signing up immediately, with others signing up shortly after attending/ receiving follow-up contact.
- Stronger relationships between programme staff and settings through face-to-face engagement.

## Learning

The events showed that practical, hands-on demonstrations are effective to engage settings that are hesitant or unsure. They:

- Normalised supervised toothbrushing as a simple, routine activity.
- Provided real-time reassurance.
- Allowed staff to ask questions in context.
- Highlighted how the programme supports wider school readiness and wellbeing goals.

## Conclusion

The All Together Smiling roadshow demonstrated that live, in-setting modelling and peer-encouragement are powerful tools for increasing participation and overcoming reluctance. Practical demonstrations will continue to be a key part of future outreach and onboarding activity.