



Big Brush Competition

You may have seen NHS England's supervised toothbrushing with The Big Brush Club in the news recently, with lots of children learning about the importance of cleaning their teeth.

With the support of UK Rapper and Health Activist, Professor Green, we have launched a singing and colouring competition to further raise awareness and an opportunity to get your school and pupils involved with a chance of winning some prizes.

At Home Dental were commissioned in 2023 to deliver a three-year supervised toothbrushing campaign across designated primary schools in the South West. At Home Dental deliver this through their '**Big Brush Club**' to more than 1,000 educational settings across the region.

This evidence-based intervention adopts a simple but effective focus on establishing preventative routines which foster long-term benefits.

This NHS contract covers seven NHS Integrated Care Board regions, spanning Devon, Cornwall, Somerset, Dorset, Bristol, North Somerset and South Gloucestershire, Wiltshire and Gloucestershire. In the space of 12 months, At Home Dental has successfully mobilised and onboarded over 50,000 children.

We're asking pupils to take part in the Big Brush competition to raise awareness of the importance of brushing your teeth and to promote good oral health. Entrants are invited to either colour in one of the Big Brush Club mascots and/or film themselves singing part of the Big Brush Club's toothbrushing song as an individual, group, class or school entry.

Colouring Competition

Pupils can download their chosen mascot to colour in, colour it in and then get their teacher/parent or guardian to scan or take a photo. Colouring sheets to choose from:

Bob the badger

Raul the rabbit

Flossie the fox

Singing Competition

Pupils can enter individually, as a group, class or school and are invited to record their version of the **Big Brush Club toothbrushing song** – anything from 5 up to 30 seconds in duration.

Brushing together for healthy smiles

How to enter

To enter, all schools must share their entry online (photo of the colouring sheet(s) or video of the song being sung) using their existing website or social media platforms, tagging:

- @NHSSW;
- @BigBrushClub;
- and add the competition hashtag #bigbrushcompetition

Once posted online, schools need to return a **competition entry form** to let us know they are taking part. If you need help submitting your entry contact england.swcomms@nhs.net

Competition deadline

Entries must be received no later than 23:59 on Friday 30 May, 2025

Prizes – What is up for grabs?

The child, pair, group or class who submits the winning entry, will receive a £50 Amazon voucher. The school at which they attend will also receive a selection of oral health goodies.

This applies to the colouring competition winner too, the winner will receive a £50 Amazon voucher and their school will receive a selection of oral health goodies.

Winners

- Overall winner(s) will have their submissions (song and/or drawings) showcased across NHS England South West website and social channels. They will also be awarded a certificate.
- A digital 'well done' certificate will be sent to those who weren't chosen as a winner.

For our full list of terms and conditions please click [here](#).

We look forward to receiving your entry and being part of this special drive to raise awareness of supervised toothbrushing in the South West.

Kind regards

NHS England South West Communications and Engagement Team

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