



Leicestershire Partnership  
NHS Trust

## MEDIA RELEASE

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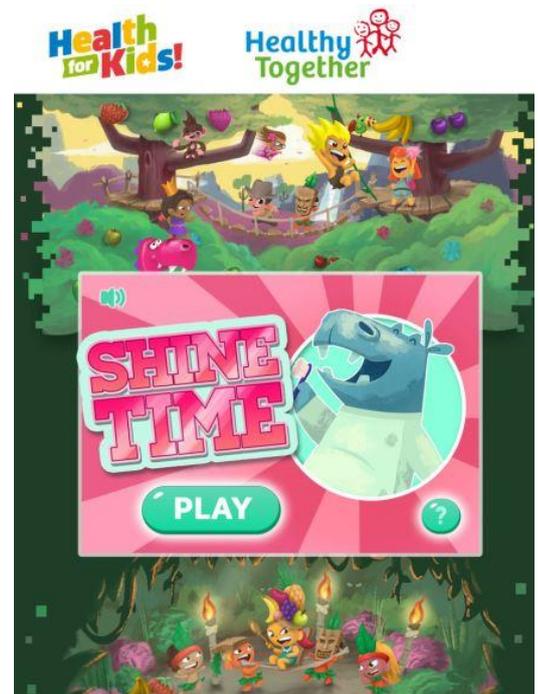
### Smiles all round as 'Shine Time' launches on Health for Kids

Leicestershire Partnership NHS Trust (LPT) is delighted to be marking the start of National Smile Month with the launch of a fantastic new toothbrushing game, 'Shine Time – Stop That Sugar!', on our Health for Kids website ([www.healthforkids.co.uk](http://www.healthforkids.co.uk)) which encourages children to take steps to protect their teeth.

Health for Kids was designed with and for primary school children to help them learn about staying healthy. The website features a range of games, videos, and interactive content, all written by experts from across LPT services including school nursing, dietetics, paediatricians, and mental health. A separate section for parents provides further advice.

'Shine Time – Stop that Sugar!' is the latest game to be launched on the website. The aim of the game is for children to try to defend a mouth against sugary 'invaders' which appear at random on particular teeth. Players must act fast to get rid of them by tapping or clicking to brush them away before the tooth is damaged. With each subsequent round, the number of these attacks increases, with less time to brush them away. This scaling level of difficulty encourages players to keep returning to the game to try and progress further.

'Shine Time' also features the friendly hippo dentist character, 'Dr Bobby Swirl', who pops up throughout the game to reinforce key dental health messages. The game is designed to be played both with a computer mouse and touch controls for mobile devices.



'Shine Time' promotional materials are being sent to primary schools across Leicester, Leicestershire and Rutland along with a dental health themed wordsearch for children to enjoy. Throughout National Smile Month LPT will reinforce the key dental health messages from the 'Shine Time' game via our social media accounts.

Clinical lead for school nursing at LPT, Sarah Fenwick, said: "Dental health is a really important public health priority for us in Leicester, Leicestershire and Rutland, and our Healthy Together public health nursing teams do a lot of work with schools and families to help raise awareness of how to protect children's teeth. 'Shine Time' is a fun and interactive way for children to absorb these messages."

[National Smile Month](#) is an annual campaign organised by the Oral Health Foundation and aims to promote good oral health. It runs from 15 May until 15 June 2017.

Locally, the Healthy Teeth, Happy Smiles programme is in place to improve the oral health of children and adults and reduce tooth decay and associated health issues. In Leicester, visit [www.leicester.gov.uk/healthyteethhappysmiles](http://www.leicester.gov.uk/healthyteethhappysmiles) and in Leicestershire and Rutland visit [www.communitydentalservices.co.uk](http://www.communitydentalservices.co.uk) for more information.

**ENDS**

#### **NOTES TO EDITORS**

- Leicestershire Partnership NHS Trust (LPT) provides community health, mental health and learning disabilities services for the one million people living in Leicester, Leicestershire and Rutland. We have a budget in excess of £275 million and employ approximately 5,500 staff. For more information visit: [www.leicspart.nhs.uk](http://www.leicspart.nhs.uk). Our registered charity is called Raising Health (charity number 1057361). The charity fundraises to support excellent care initiatives, equipment and innovations which go above and beyond core NHS provision to enhance the experience of our patients, service users and staff. See [www.raisinghealth.org.uk](http://www.raisinghealth.org.uk)
- **For further information contact:** Rosie Huckle, Communications Manager for Families, Young People and Children's Services, Leicestershire Partnership NHS Trust, Tel: 0116 295 0802, Email: [rosie.huckle@leicspart.nhs.uk](mailto:rosie.huckle@leicspart.nhs.uk)