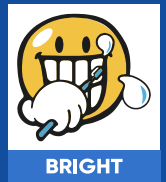


# THE BRIGHT PROJECT

## REMEMBER TO BRUSH YOUR TEETH!



4 out of every  
10 pupils in  
secondary schools  
have tooth decay

42  
schools  
in the UK

4500  
pupils

11-13  
years old

In the BRIGHT project we investigated whether secondary school pupils who had a lesson at school and then received text messages twice every day about toothbrushing had healthier teeth than pupils who did not.

### RESULTS

- No difference in tooth decay or dental plaque between the two groups of pupils after 2.5 years.
- Pupils who had the lesson and text messages brushed their teeth more often for at least 6 months.
- Some pupils thought the text messages were annoying or boring and some pupils liked receiving them.

### REMEMBER TO BRUSH YOUR TEETH!

We are grateful to the pupils and schools who helped with this project and we hope to do more projects in future. We think all schools should keep teaching pupils about ways to keep their teeth healthy.

