

# Case Study:

## BrightBites – Supporting Hampshire’s Summer 2025 HAF Programme



Registered Charity N° 1075826



Over the summer of 2025, **Dentaid’s BrightBites programme** played a pivotal role in enhancing the Hampshire Holiday Activities and Food (HAF) initiative by delivering engaging oral health workshops to children across the county. BrightBites, developed in partnership with Denplan, is a fun and interactive educational programme aimed at improving oral health awareness among children up to 11 years old. This is a vital initiative at a time when tooth decay remains the most common reason for hospital admissions in children aged 6-10. BrightBites’ sessions cover essential topics such as toothbrushing techniques, sugar awareness, and the importance of regular dental visits, all delivered through hands-on activities and free dental care packs.

The Dentistry Update Paper published by the Hampshire and Isle of Wight Integrated Care Board (ICB) in May 2024 highlights a clear link between deprivation and poor oral health outcomes, stating:

***“There is a direct correlation between deprivation and oral health. Patients living in more deprived areas have greater dental needs due to increased health inequalities... However, these groups are less likely to access dental services, which further impacts their oral health. The most deprived communities in HloW are nearly four times more likely to require tooth extractions compared to the least deprived communities.”*** – [Dentistry Update Paper, HASC, May 2024 \(PDF\)](#)

Through its partnership with the HAF programme, BrightBites has been able to reach children who receive benefits-related free school meals that may be from these more deprived areas, helping to address the dental health inequalities they face and increase their oral health knowledge. During August 2025, BrightBites reached **over 1,200 children at 24 different Hampshire HAF schemes**. These included schools, community centres, and family fun days, with attendance ranging from small groups of 15 to large events hosting up to 178 children.



[Photo Source: BrightBites, 2025](#)

Notable sessions included:

- Park Community School, Havant: A family fun day engaging **178 children**.
- Wavell Secondary, Farnborough: Reached **85 children**.
- Hatch Warren Infant School, Basingstoke: Engaged **75 children**.
- Romsey Primary School and Testwood School, Totton: Each welcomed **50 children**.

The workshops were delivered by trained volunteers from Dentaïd and Denplan, many of whom had no prior dental experience but were equipped with DBS checks and a passion for community health. Each child received a toothbrush, toothpaste, and educational materials, reinforcing the importance of daily oral hygiene in a fun and memorable way.



[Dentaïd Food Poster](#)

Feedback from HAF providers and families highlighted the value of BrightBites in complementing the HAF programme's goals of supporting children's health and wellbeing during school holidays. The sessions not only educated children but also empowered families in areas of social deprivation to adopt healthier habits.

BrightBites' involvement in Hampshire's HAF programme exemplifies how targeted health education can be seamlessly integrated into broader community initiatives. This is the first year that BrightBites has been involved in Hampshire HAF and it is hoped that this important initiative will continue into 2026 and beyond making a positive impact to the health of more children and families.