

5 June 2024

Dear

ATISN 19618 – Designed to Smile

Thank you for your request to the Welsh Government for information under the Freedom of Information Act (2000) received on Thursday 23 May relating to the Designed to Smile (D2S) programme. You requested the following:

1. *Have any cost/benefit analysis calculations been made for Designed to Smile in comparison with other identified means of tackling dental caries in children?*
2. *Have any Return on Investment calculations been made for Designed to Smile in comparison with other identified means of tackling dental caries in children?*
3. *Have there been any QALY calculations made in relation to outcomes of Designed to Smile?*
4. *If so, for each of these sets of calculations, what base financial annual value was assigned to a reduction of one cavity or retained tooth for these purposes?*

Our Response

None of the calculations that you requested have been performed specifically on the Designed to Smile (D2S) programme in Wales. However, the National Institute for Health and Care Research published a [cost benefit analysis on the Scottish toothbrushing programme](#) in 2015 which showed decreased treatment cost in the associated treatment group once the programme had been established for 2 years and that the greatest impact was seen in areas of greatest deprivation. This piece of research unpinned the design of similar programmes. Further evidence from toothbrushing programmes can be found [here](#).

Additionally, Public Health England released “[A rapid review of evidence on the cost-effectiveness of interventions to improve the oral health of children aged 0-5 years](#)” in 2016, the findings from which are represented in this [infographic](#).

Next Steps

If you are dissatisfied with the Welsh Government’s handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government’s Freedom of Information Officer at:

Information Rights Unit,
Welsh Government,
Cathays Park,
Cardiff,
CF10 3NQ
or Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely,