

**December 2008**

## **What can a dental hygienist/therapist do for you?**

That was the question posed by BSDHT to its members at the launch of its initiative to raise the profile of the profession among the general public.

The competition asked BSDHT members to design an A5 4-page leaflet that highlighted the range of skills offered by hygienists and therapists, and exemplified the cosmetic, oral and general health benefits of regular visits.

BSDHT executive was delighted with the response from members. Not only did it illustrate passion for what they do, but the levels of creativity and copywriting excellence showed that many hygienists and therapists possess untapped marketing skills that practices could enlist!

Congratulations to winner, Leigh Hunt, who wins a £500 cash prize. Leigh's winning entry will eventually be published and circulated to medical and non-medical organisations and to the public.

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