We’ve got you covered

ANNUAL IMPACT REPORT 2021-2022

Dentists are critical to the health of the nation and we want to see better oral health for all. We stand up for dentists, so they can deliver the very best care for their patients. This year our focus has been to highlight the threats to dentistry and call for change, whilst supporting our members with valuable resources and advice to push through their unique challenges.

CAMPAIGNING

We worked to secure the highest media and political profile for dentistry in a generation. Speaking out on the issues that matter to you, we took the evidence from our members straight into UK parliaments and the press.

- 7,238 mentions of the BDA in the media
- 2,390 appearances in broadcast media (television and radio)
- 924 headlines in national and regional papers
- 9 parliamentary debates supported in Westminster

PROTECTING PUBLIC HEALTH

We shone a light on the boom in dental tourism, on the risks facing patients tempted by cut-price treatment, and the UK dentists left picking up the pieces when things go wrong. We revealed the unscrupulous food manufacturers marketing products more sugary than cola to the parents of toddlers. With oral health inequality set to widen, we led the call on prevention and for needed action to tackle the COVID backlogs.

THE ACCESS CRISIS

Working in partnership with the BBC, we exposed the depth of the access crisis in the largest survey of NHS access ever undertaken. In response both candidates in the recent Conservative party leadership election pledged to make dentistry a top priority. Our evidence helped your elected representatives in Stormont, Holyrood, Cardiff and Westminster press their governments for real change.

ROAD TO REFORM

Moves towards NHS contractual change are now in motion across the UK. We’ve been pressing for real ambition and urgency at every stage. We lifted the lid on the UK Government’s failed £50m quick fix on funding, the wholesale inadequacy of recent tweaks to the broken NHS contract, and the clear and present danger of cuts to COVID support packages UK wide.

HANGING BY A THREAD

We ensured the growing exodus of dentists from the NHS has not gone unnoticed. You provided us with the intel that’s been making headlines, and off the back of your damning testimony the UK parliament’s Health Committee has branded the NHS contract ‘not fit for purpose’.

Together, we’re stronger.

A happy dentist!

I’ve been a member for the BDA since graduation. Since that time, they have always been there to support me when I have needed advice. They are friendly, professional and fair. I’ve only recently switched to their insurance, but I’m so glad I did. Now I have everything in one place and their support is guaranteed.

Dr A D
5 reviews, GB

15 Jan 2022
Lauren Hanna

Real life heroes

I just want to say an enormous thankyou to the BDA... whose tireless efforts have helped me through an exceptionally difficult period. I've never experienced that feeling of complete helplessness before, I was so scared for my family, and they both came my rescue and carried me. I could not have been better supported, having them in my corner has meant the world. They are real life heroes. Thank you, for everything.