



A year the gloves came off

Eddie Crouch | BDA Chair's Report to
LDC Officials' Day 24

A year in review

- **An election year. Huge change in politics, people, policy.**
- Service having the highest political and media profile in its 76-year history.
- Future of service still hangs in the balance

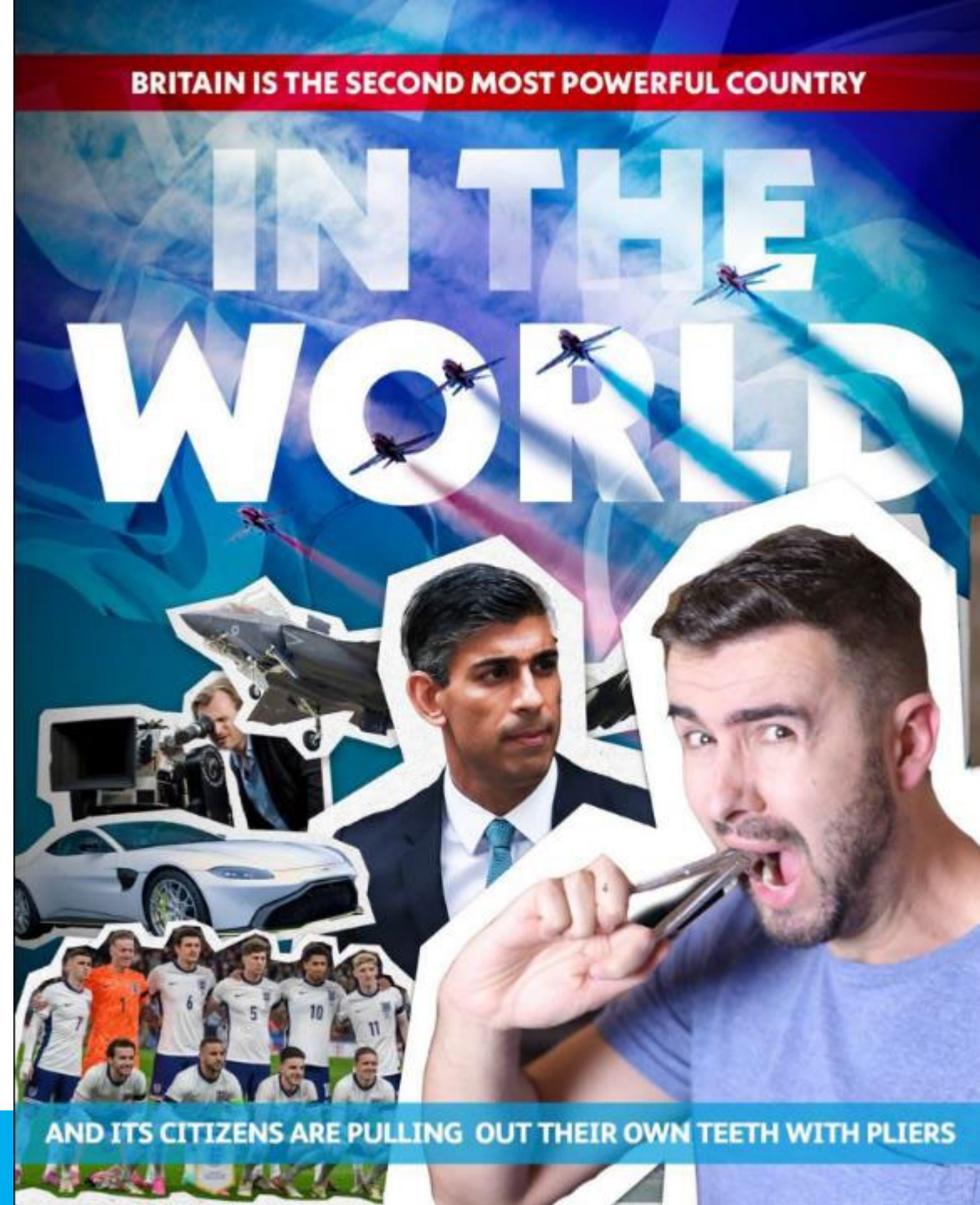
Challenges faced

- Service has effectively ceased to exist for new patients.
- Costs continue to rise
- 1 in 5 dentist posts vacant.
- Record clawback.



Campaigning for change

- Keeping crisis near top of political and media agenda.
- Myth busting
Government spin
- Dentistry remains a top issue with voters and among new MPs.



Key Achievements



- Creating political space for our negotiators.
- Commitments secured.
- Opt out on Amalgam in NI.
- Securing change behind the scenes.

Getting the message out

- Building a coalition for change with Mirror, 38 Degrees and Women's Institute.
- 1/4 million back petition

"There have been multiple cases."

"It's the result of access problems"

BDA
British Dental Association

"It's like a battlefield"

DEADLY MOUTH BUGS ON UP IN DENTIST CRISIS

"We're seeing patients dying from toothache."

"These infections will claim more lives"

Mirror 20 Jan 2024

NHS dentistry needs a rescue plan

Challenges ahead

- Speed of the essence.
- Public spending picture bleak.



A vision for the Future?