

### Put gums centre stage before every appointment

Send a pre-appointment questionnaire to help patients reflect on brushing and gum symptoms. Use it to kick start a discussion about gum care.

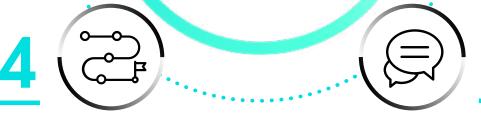
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### Put it in writing

People forget around half of what you've told them the moment they leave the surgery. To help keep advice front of mind agree small, achievable goals, like brushing twice daily. Get your patient to write them down, and then set a target for the next appointment, for example less bleeding or improved plaque scores.



to help highlight gum health



# 2

## Talk gums during the appointment

Explain what you're doing as you measure pocket depth and why it matters. This will help patients understand that you're checking more than just their teeth.

### It's a marathon, not a sprint

Behaviour change doesn't happen overnight. Start with the basics e.g. brushing twice daily, then focus on one or two small, achievable steps towards better gum health. Remember to highlight the benefits of these changes for patients.

### Raise the stakes

Explain the risks of gum disease, as understanding the consequences of ignoring gum health can help to motivate behaviour change. But balance this by empowering patients with the knowledge that small changes to their daily habits can make a big difference.

