



Briefing Sheet

Style Guide

This style guide has been produced to ensure consistency, accuracy and clarity in the text used in Childsmile printed resources and online. It is to be used in conjunction with the NHS Health Scotland Editorial Style Manual. The following contains general copy advice which should be applied across all written and online material. The guidance given relates to where words appear in the main text rather than at the beginning of sentences or in headings, or certain styles of bullet points.

Please use this guide to maintain consistency. If you have further queries, or suggestions for amendments, please contact childsmile@nhs.net

Word/phrase	Notes
Childsmile	Initial cap in all uses Always written in full
toothbrushing programme	No caps (consistent with the Childsmile website and the Dental Action Plan). No reason to apply initial caps unless in a heading.
at least 1000 ppm (parts per million)	Always in this order for consistency
coordinators	Not Co-ordinators (NHS Health Scotland style) and lower case unless referring to a particular person as part of their job title
Childsmile Core Programme	Initial caps where used as the name of the programme
Childsmile Nursery	Initial caps where used as the name of the programme
Childsmile School	Initial caps where used as the name of the programme
Childsmile Practice	Initial caps where used as the name of the programme
dental health support worker (DHSW)	No caps unless referring to a particular person as part of their job title. Caps if abbreviated
extended duties dental nurse (EDDN)	No caps unless referring to a particular person as part of their job title. Caps if abbreviated
dental nurse	No caps unless referring to a particular person as part of their job title.
health visitor/public health nurse (HV/PHN)	No caps unless referring to a particular person as part of their job title. Caps if abbreviated
fluoride varnish	No caps
My dental practice and Childsmile	Initial caps for 'Childsmile' only

Word/phrase	Notes
My nursery and Childsmile	Initial caps for 'Childsmile' only
Toothbrushing Standards	Capitalisation when referring colloquially to the Standards, in the same way that the 'Dental Action Plan' has initial caps (when the full title of either is used, they have initial caps and are italicised).
Childsmile dental practice	Initial caps for 'Childsmile' only
<p>For children under 2 years of age, use a smear of fluoride toothpaste.</p> <p>Teeth normally appear at around 6 months of age.</p> <p>Toothbrushes should be replaced every three months, or sooner if the bristles splay.</p>	<p>Numbers zero to nine are written as words, and 10 onwards in figures, with a few exceptions, the relevant one to Childsmile being the following:</p> <ul style="list-style-type: none"> when the numbers have technical significance or need to stand out for quick comprehension; e.g. when referring to ages, as in example