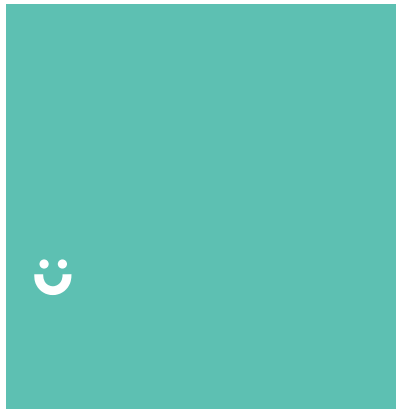
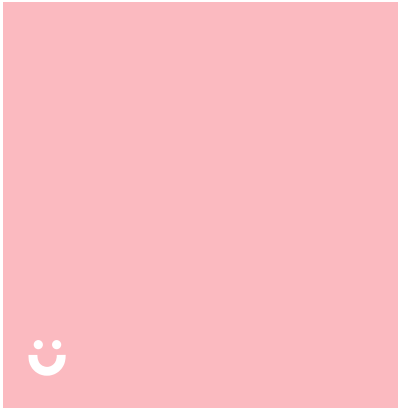
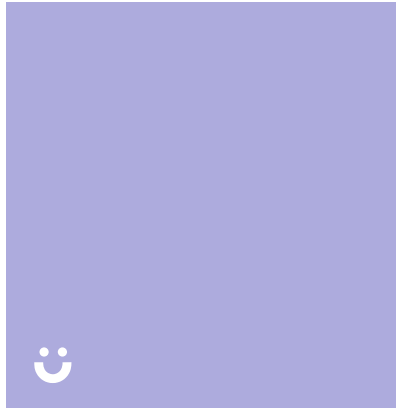
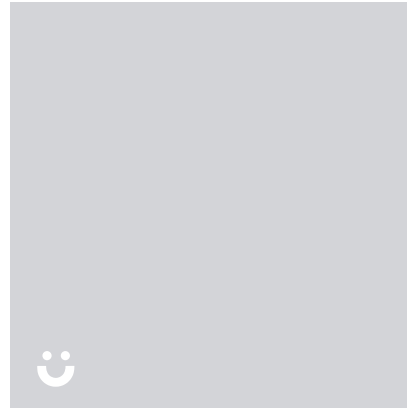
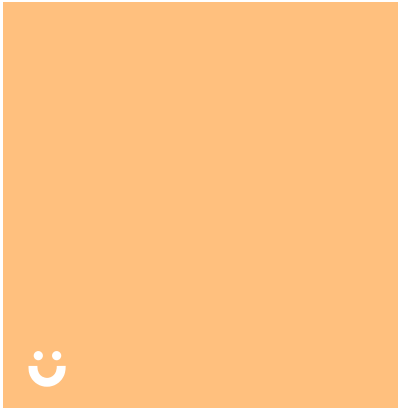


# FRE:O

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## Friends of Really Excellent Dentistry

### Strategic Plan 2025–28



# Foreword

Dear friends,

It is my privilege to introduce the first Strategic Plan of Friends of Really Excellent Dentistry (FRED).

Established in 2024, FRED is a national health promotion charity with a mission to ensure everyone has access to the information and support they need to improve and maintain their oral health.

Oral health is essential to living well. It affects how we eat, speak, learn, work, and connect with others. Yet for too long, it has been treated as separate from the rest of health care.

The evidence is clear: oral health is an integral part of our overall health.

Every year, tens of thousands of Australians are hospitalised for preventable dental conditions. Tooth decay remains one of the most common chronic diseases, disproportionately affecting children, people on low incomes, people in regional and remote areas, and Aboriginal and Torres Strait Islander peoples.

This is not inevitable. We know how to prevent oral disease – with trusted information, supports, and systems that prioritise equity. What has been missing is a coordinated, prevention-first response.

FRED was created to help fill this gap. We believe that everyone deserves access to evidence-based oral health information and support, no matter who they are or where they live.

This Strategic Plan sets out how we will contribute to a healthier future, one where oral health is no longer a privilege, but a foundation for wellbeing across the life course.

FRED is proud to be part of this national movement for change. We are a small organisation with big ambition, and we know we cannot achieve it alone.

This plan is an invitation to governments, health services, community organisations, researchers, funders and, most importantly, people with lived expertise, is to work with us in creating a future where all Australians enjoy good oral health and the many benefits it brings.

On behalf of the Board, thank you for standing with us at this pivotal moment. Together, we can ensure oral health is a priority in Australia's health agenda.

Warm regards,

A handwritten signature in black ink, reading 'A Jones'.

**Dr Alexandra Jones BDS (Hons I), BSc Dent (Hons I), PhD, FRACDS, FICD**

Chair and Co-Founder  
Friends of Really Excellent Dentistry (FRED)



Friends of Really Excellent Dentistry (FRED) is a national health promotion charity working towards a future where all Australians enjoy good oral health and the many benefits it brings.

When people have good oral health, they have better overall health and wellbeing.

Maintaining good oral health requires access to trusted information and lifelong support, which isn't available to all Australians. This is due to cost, lack of access to appropriate services, and a system that treats oral health as separate from the rest of health care.

Every year, over 80,000 Australians end up in hospital with preventable dental conditions. Tooth decay remains one of the most common chronic diseases in the country – affecting one in three adults and one in four kids aged 5 to 10.

People on low incomes, people living outside cities, and Aboriginal and Torres Strait Islander peoples are more likely to experience avoidable pain, infection, and complications.

We believe in ensuring everyone has access to evidence-based preventive oral health information and support, so people can maintain their oral health throughout their lives.

That's why we work collaboratively with people with lived expertise, health professionals, community organisations, researchers, and governments to:

- **Leverage new technologies to enable and empower communities to improve their oral health.**
- **Build the capacity of health and community service professionals to provide simple and effective oral health supports.**
- **Engage in advocacy to strengthen systems to prioritise prevention and equity in oral health care.**

In all that we do we have a strong focus on prevention and equity in health outcomes.



# Our vision

A future where all Australians enjoy good oral health and the many benefits it brings.

# Our mission

To ensure everyone has access to the information and support they need to improve and maintain their oral health.





# Our values

## Empathy

We create a safe, welcoming space, free from judgement. We understand that everyone's oral health journey is different, and we treat people with kindness, respect and care.

## Equity

We recognize that social, economic, political and environmental factors impact people's health. We prioritise reaching people who do not have access to the oral health information and care they need and deserve.

## Innovation

We explore new ideas and technologies to create practical, future-focused solutions. We make preventive oral health support more engaging, accessible and effective.

## Evidence-informed

We are guided by the best available research and science on oral health. Our solutions are grounded in a combination of evidence-based information, internationally recognised health promotion principles, and lived expertise.

## Impact-driven

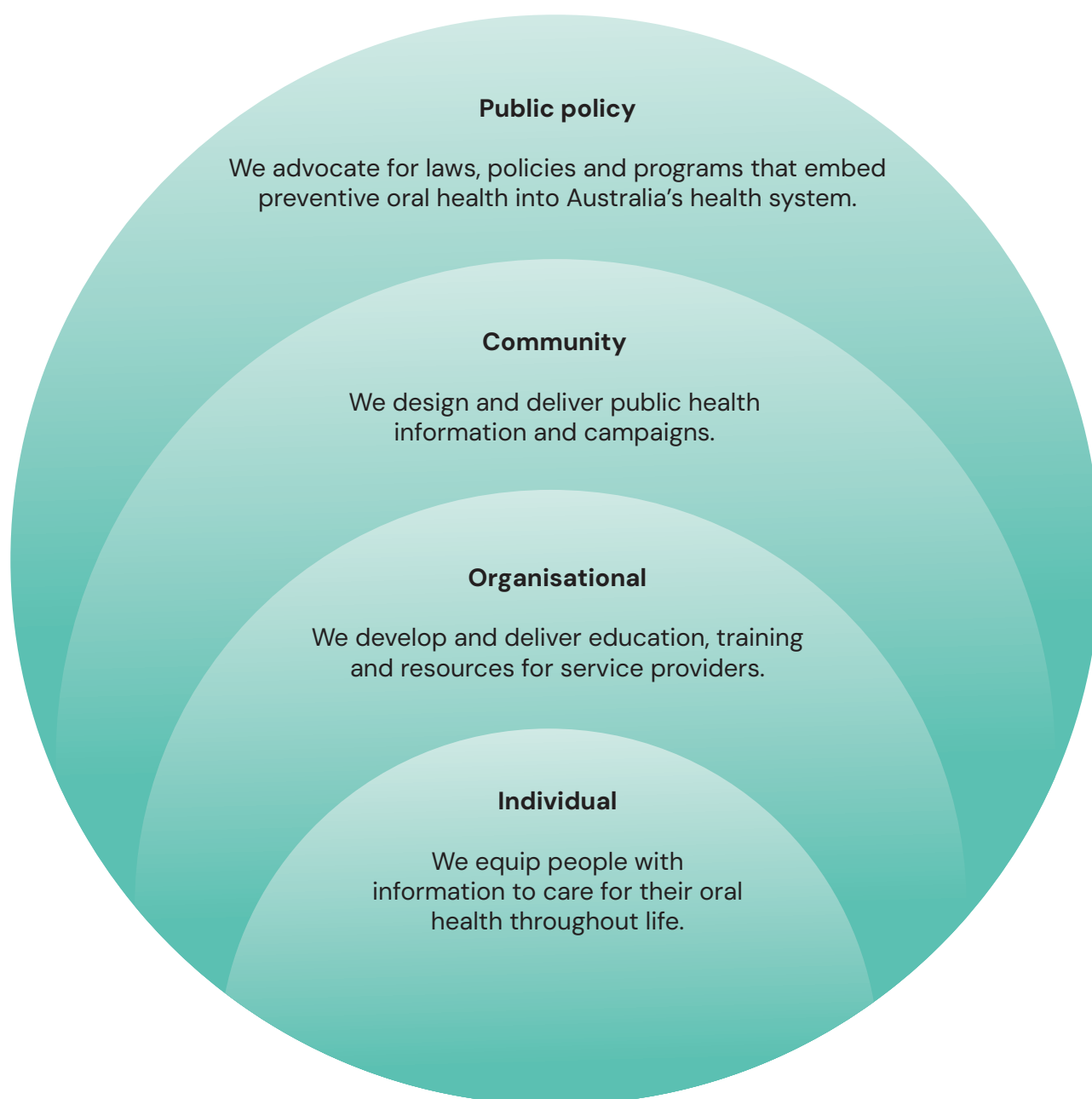
We measure success by the positive changes we help create for people and communities. We take a pragmatic approach, working alongside our partners to design solutions that deliver lasting results.



# Our change theory

**Oral health is shaped by many interconnected layers, from the environments people live in, to the policies and systems that govern access to care, and people's knowledge and skills.**

Our approach reflects the socio-ecological model, recognising that lasting change happens when we act at multiple levels at once.





# Our strategic priorities

**Build the capacity of health and community service professionals to provide simple and effective oral health supports.**

**Outcome**

Health and community service professionals have the skills, knowledge and confidence to provide preventive oral health support to people who need it most.

**Engage in advocacy to strengthen systems to prioritise prevention and equity in oral health care.**

**Outcome**

Governments implement policies, laws and programs that prevent oral disease and improve health equity in Australia.

**Leverage new technologies to enable and empower communities to improve their oral health.**

**Outcome**

Communities have access to evidence-based information, resources and support to enhance and maintain their oral health and wellbeing.

**Continuously improve governance and operational capacity to ensure FRED employs best practice and is sustainable.**

**Outcome**

FRED is an impactful and sustainable organisation now and into the future.

# Contact

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[fred.org.au](http://fred.org.au)

