**Introduction:** People in Scottish prisons (PrSP) have poorer dental health than the general population. The promotion of health and wellbeing of people in prison is a central aim of Scottish Government Health Inequalities policy and to achieve this aim it is necessary to improve the health literacy of PrSP.

**Objective:** Design, implement and evaluate an oral health coaching (HC) intervention to improve PSP’s health literacy.

**Methods:** PrSP will be trained as oral health coaches, as part of NHS Health Scotland’s oral health prison intervention, Mouth Matters (MMs). MMs is composed of 6 units, and the final unit is a HC unit. HC (Figure 1) is a translational approach based upon motivational interviewing, that reduces resistance to change. PrSP will be trained by a qualified coach over a five-day period in the first month (Figure 2), reinforced with three days in the second month and two days in the third month, to become oral health coaches.

**Results:** A mixed-methods evaluation will be conducted before, during and after the HC training to test if and explore why HC works to improve PrSP’s health literacy.

**Conclusion:** MMs could be a generic template for improving health and wellbeing in terms of active participation of all people in prison exposed to the programme via HC, by developing health literacy, self-efficacy and capacity building skills.