

SAY *Ahh*

ACT ON MOUTH HEALTH

YEAR 2

Motivating action

Campaign Toolkit



World Oral
Health Day
20 March



#SayAhh

#WOHD19





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Uniting efforts through World Oral Health Day

- PROVIDING TOOLS
TO MOTIVATE ACTION

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ACT ON MOUTH HEALTH



World Oral
Health Day
20 March

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PROVIDING TOOLS TO MOTIVATE ACTION



In 2018, FDI launched a three-year campaign strategy for World Oral Health Day (WOHD) under the theme *Say Ahh*. It is a phrase that is commonly used by both dentists and doctors during check-ups and invites people to open their mouths for examination. Combined with different sub-themes each year, the *Say Ahh* campaign brings to life the notion of the mouth serving as a mirror to the body and reflecting overall health.

- ▶ In **2018**, we wanted to **educate people on the mouth and body connection** and *Think Mouth, Think Health*.
- ▶ In **2019** we want to take this one step further and **motivate people to take action** in protecting their oral health and *Act on Mouth Health*.
- ▶ In **2020**, we want to **empower people to work together to drive positive change for oral health** and *Unite for Mouth Health*.

Oral diseases will affect all people at some point during their lifetime. It is particularly worrying to see an increasing number of children with tooth decay, which can lead to the development of early childhood caries and negatively affect how a young mouth develops, as well as create lasting health issues for young children.

Everyone has the power to take action to reduce the impact of oral diseases on individuals, families and communities. WOHD provides the ideal platform to grow awareness and encourage people to take charge of their oral health. By working together and coordinating efforts at global, national and local levels, we can amplify efforts to ensure the voice of the oral health community is heard on and around 20 March each year.

It is with this purpose in mind that the Campaign Toolkit has been prepared. We want as many people as possible to get involved with the campaign as every action counts, no matter how big or small. We rely on everyone's support: individuals, organizations, corporates, schools, clinics, hospitals, cities, governments, and communities as by uniting our efforts, we can help make oral diseases a worldwide health priority issue and lead the world to optimal oral health.



#SayAhh

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Activating the campaign

- ▶ SAY AHH: ACT ON MOUTH HEALTH
- ▶ OBJECTIVES
- ▶ TARGET AUDIENCES
- ▶ KEY MESSAGES



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SAY AHH: ACT ON MOUTH HEALTH



Say Ahh: Act on Mouth Health aims to motivate people to take charge of their oral health and take action to prevent oral diseases and protect their general health, through managing risk factors and seeking treatment in a timely manner when necessary. Individuals, however, cannot do it alone and must be supported by oral health professionals and physicians, as well as policymakers providing oral health-enabling environments and appropriate policies. All stakeholders must therefore work together to address the oral disease burden and take the necessary action so that populations can *Act on Mouth Health*.

The campaign will encourage people to bring oral health to the forefronts of their minds by asking themselves key questions posed through checklists, with accompanying tips outlining actions that can be taken to prevent and manage oral diseases. In line with the overall **Say Ahh** campaign theme, the positive message that keeping a healthy mouth is not only crucial to keeping it functioning correctly but also helps maintain overall health and quality of life will be conveyed.

A healthy mouth and a healthy body go hand in hand. A healthy mouth enables people to speak, smile, eat and perform other physical functions throughout life. It also enhances social interaction and promotes self-esteem. In contrast, an unhealthy mouth can potentially lead to social isolation where people may avoid laughing or smiling and interacting with others as they feel embarrassed about their teeth and people's perception of their oral health. Therefore, the campaign will strive to make people understand that maintaining a healthy mouth is crucial to keeping it functioning correctly and sustaining overall health and quality of life. Together with promoting good oral hygiene habits as well as healthy diets and lifestyle, the associations with other noncommunicable diseases (NCDs) such as diabetes, cardiovascular disease, respiratory disease and some cancers will also be highlighted.

Therefore, individuals will be advised that addressing common risk factors and taking a holistic approach to oral health can help in the prevention of many diseases. This should hopefully feel less overwhelming to them amongst the long list of other health conditions they might be concerned with.





OBJECTIVES

- ▶ **Motivate people to take action to protect their oral health** at all stages of life, by adopting good oral hygiene habits and addressing risk factors.
- ▶ **Drive people to have regular dental check-ups** to help in the prevention, early detection and treatment of oral diseases and recognize it as an essential step in safeguarding overall health.
- ▶ **Position oral health professionals as gatekeepers** to good overall health who educate their patients on how to prevent, manage and treat oral diseases and help them understand the benefits to their overall health and well-being.
- ▶ **Secure commitment from policymakers to address the oral disease burden** and integrate oral health into policies addressing other diseases.



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TARGET AUDIENCES



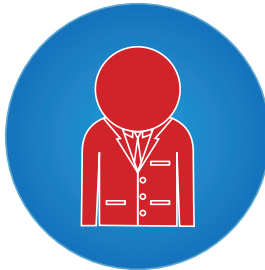
General public

- ▶ Children
- ▶ Teenagers
- ▶ Adults (including parents and teachers)
- ▶ Older people



Oral health professionals

- ▶ Dentists
- ▶ Dental assistants
- ▶ Dental nurses
- ▶ Dental hygienists
- ▶ *Including collaboration with physicians*



Policymakers

- ▶ Parliaments
- ▶ Government officials
- ▶ Health and education ministers
- ▶ Chief dental officers
- ▶ Community leaders



KEY MESSAGES

Primary message

Oral diseases, such as tooth decay and gum disease, are widespread and preventable. Through proper self-care and regular dental check-ups, together with managing risk factors, good oral health and general health can be secured.

Secondary messages

- ▶ **It's never too early or too late to start looking after your oral health.** Just like other major diseases, prevention, early detection and treatment are key to ensuring the best outcomes and reducing the risk for oral diseases and associated health complications.
- ▶ **People can 'Act on Mouth Health'** by adopting good oral hygiene habits; eating a healthy diet, particularly one low in sugar; quitting tobacco use; and avoiding excessive alcohol consumption.
- ▶ According to the World Health Organization, **public health solutions for oral diseases are most effective when they are integrated with those for other chronic diseases.** Governments must therefore commit to providing populations with oral health-enabling environments and integrate oral diseases into policies addressing other noncommunicable diseases.
- ▶ **Oral diseases and tooth loss** impact both children and adults - they **should not be considered as unavoidable consequences of population ageing.** Oral health professionals play a key role in providing information and guidance on how to prevent, manage and treat oral diseases and in making people understand the benefits to their general health and well-being.
- ▶ World Oral Health Day, taking place on 20 March, is the largest global awareness campaign on oral diseases and an opportunity for all stakeholders to 'Act on Mouth Health' and make a commitment to oral health. **Safeguarding oral health can help ensure people have good quality of life into old age.**



Turning facts into acts

- ▶ TAKING ACTION TO
ADDRESS KEY ORAL
HEALTH FACTS

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TAKING ACTION TO ADDRESS KEY ORAL HEALTH FACTS

The following calls to action can be integrated within your campaign material, as appropriate, to provide practical solutions to your respective key audiences for the facts outlined.

FACT

Oral diseases share some common modifiable risk factors with other diseases such as diabetes, heart disease, respiratory disease and some cancers.

Act!

Individuals can protect their mouths and bodies by adopting good oral hygiene habits; eating a healthy diet, which is low in sugar and high in fruits and vegetables; quitting tobacco use; and avoiding excessive alcohol consumption.

FACT

Globally, between 60–90% of schoolchildren have tooth decay¹. Severe periodontitis (gum disease) and untreated tooth decay in the primary teeth (milk teeth or baby teeth) are among the top 10 most prevalent of all health conditions².

Act!

Parents should look after their children's oral health and motivate them to care for their teeth and gums to help them stay healthy as they grow older. A visit to the dentist or primary healthcare provider should be scheduled after a child's first tooth starts to appear.

FACT

Sugar is a leading risk factor for tooth decay (dental caries), which affects nearly 100% of adults, making it the single most prevalent and preventable disease in the world³.

Act!

People should eat a healthy diet, low in sugar and high in fruits and vegetables. This amounts to a daily intake of approximately 6 teaspoons in adults and 3 teaspoons in children, to help minimize the risk of dental caries throughout the life course⁴.





FACT

Oral health is one of the main pillars of overall health and well-being and most oral diseases share the same social determinants and some common risk factors with NCDs.

Act!

Governments must implement broader integrative policies that consider common risk factors and the root determinants of health through an 'oral health in all policies' approach, to ensure equitable approaches to promoting better oral health and general health.

FACT

Globally, approximately 30% of people aged 65–74 years have no natural teeth¹.

Act!

Tooth loss should not be accepted as a natural course of ageing. Practicing good oral hygiene habits, avoiding risk factors and having regular dental check-ups can help people keep a healthy mouth through their life-course, which has a positive impact on their general health and well-being.

FACT

Many general health conditions increase the risk of oral diseases, and problems in the mouth can also negatively impact the rest of the body.

Act!

Oral health professionals need to play a key role in educating patients on the wider implications of protecting their oral health. Helping them recognize that preventive care is always the best option, but early detection and treatment are also crucial to ensuring the best outcomes against oral disease and associated health complications.

FACT

Oral conditions are the fourth most expensive health conditions to treat. In the United States alone, US\$110 billion are spent yearly on oral healthcare. In the European Union, annual spending on oral healthcare was estimated at €79 billion in the years 2008–2012, which is more than the money invested in the care of cancer or respiratory diseases⁵.

Act!

Population-based public health interventions such as measures to address affordable access to fluoride as well as the promotion and implementation of sugar-reduction policies as part of a healthy diet can positively influence oral health outcomes and decrease costs to the individual and governments.

FACT

Oral diseases can only be successfully addressed through adopting multi-stakeholder and multi-disciplinary approaches.

Act!

All stakeholders, including the general public, policymakers and oral health professionals – who need to strengthen interprofessional collaboration – need to work together to prioritize oral health and avoid unnecessary costs to individuals and governments.

Act on Mouth Health campaign material

- ▶ GET INVOLVED
LIST OF AVAILABLE RESOURCES AND
KEY DATES
- ▶ WOHD LOGO



World Oral
Health Day
20 March



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GET INVOLVED



WOHD would not be the success it is without the commitment and dedication of people like you. We rely on your actions to engage others locally to raise awareness on the prevention and control of oral disease. A core set of materials will be available in English, French and Spanish to support you in developing your own WOHD campaigns. But we encourage you to adapt them to your local needs by translating the material, where necessary, and disseminating it across your networks. The resources are accompanied by the calendar month when they will become available.

Use this toolkit to get organized for WOHD 2019 and lend your voice to the global movement. In whatever way that you can spread the message of World Oral Health Day to your family, friends, colleagues, community, media and governments will help us reach the objective of getting as many people as possible to talk, hear, read and learn about the importance of oral health.

**PLEASE
SHARE**
any translated
materials so that we
can upload them
on the WOHD
website.

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October

Posters

Three campaign posters are available for the *Say Ahh: Act on Mouth Health* campaign, for use with specific audiences and settings:



General public

The key image featured in this poster will become the face of the campaign. It aims to empower people to take charge of their oral health through acting to prevent oral diseases, as well as protect their general health, by adopting good oral hygiene habits, managing risk factors and having regular dental check-ups.

A holistic approach to oral health is encouraged and the key visual reflects this with people holding objects related to good oral care and general health, supported by the message

'Take care of your oral health to protect your mouth and body'.



Oral health practices

The main campaign poster will be adapted so that it focuses on the hands holding objects related to good oral hygiene habits. However, as an oral health professional, you are also free to use the main campaign poster if you would like to champion a holistic approach to oral health in your dental practice. It could be a conversation starter and play an important role in helping you educate your patients on the mouth and body link.



Children

This poster will feature 'Toothie', our oral health hero and protector of children's mouths. The poster will motivate children to play an active role in their own oral care and ensure that good oral hygiene is practiced across different age groups.

Take ACTION

- Share the posters on your association's website
- Post them on your social media platforms
- Display them at WOHD events
- Hang them in the waiting rooms of your dental practices and clinics
- Send them to hospitals and health ministers and other relevant stakeholders
- Print and display the children's poster at your WOHD events and share them with schools, nurseries and other educational institutions





October

Website

The WOHD website, www.worldoralhealthday.org, is your go-to place to find all the campaign resources. The website is a living public platform from where we raise awareness about **Act on Mouth Health**, host all materials as they become available and drive engagement.

Take ACTION

- 👉 Visit the WOHD website regularly for the latest information and share the link with others to help spread the reach of our oral health messages
- 👉 Download the campaign material, translate and disseminate
- 👉 Share your translated material with us so that we can post it on the global campaign website
- 👉 Reference www.worldoralhealthday.org in your activities



October

Events map

The global events map is where all the activities taking place around the world are captured. Individuals, members of the media and organizations visit the WOHD website, so it is a great place to promote your hard work and let the world know what you have planned, no matter how big or small it is.

Take ACTION

- 👉 Let us know about your activities by adding them to the global map at www.worldoralhealthday.org/events
- 👉 Inspire others to get involved, so be as detailed as you can and share the link as broadly as possible
- 👉 Submit an event and activity report post-WOHD to be eligible to win a WOHD Award. See the *Act to Win* section of the toolkit



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November

Checklists with tips

A series of checklists that pose key questions, which encourage people to bring oral health to the forefronts of their minds, will be developed. These will include tips outlining actions that can be taken to prevent and manage oral diseases, with the aim of motivating action. In addition, oral health professionals will be encouraged to get their patients to assess their oral health and think about the link to overall health.

Take ACTION

- ➡ Read the checklists with tips to ensure you are optimizing your own oral health
- ➡ Adapt and distribute the checklists at your WOHD events
- ➡ Share them with colleagues, family and friends and encourage them to distribute
- ➡ Use the checklists as conversation starters and encourage people to question the state of their oral health
- ➡ Distribute the material at dental practices and clinics
- ➡ Circulate the material electronically and encourage your networks to promote and share them as broadly as possible

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November

Advocacy checklist

Policymakers will be encouraged to think about the state of policies addressing oral health in their countries and be provided with practical solutions to implement, through a checklist specifically targeting them. This can be used in your discussions with government officials and other decision makers who may either attend your WOHD events or other meetings you organize.

Take ACTION

- ➡ Hand the checklist to government officials and policymakers
- ➡ Set up meetings with your government representatives, policymakers, your minister of health or education and secure commitments from them in addressing oral health, use the checklist as a talking point
- ➡ Persuade policymakers to prioritize the integration of oral health in general health policies
- ➡ Make noise and keep the pressure on your governments to ensure oral health-enabling environments in your country





January 2019

Mouth Patrol children's resources



Ready, set,
BRUSH!

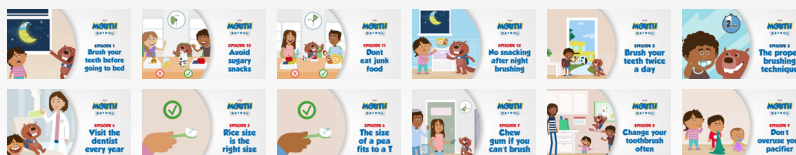


Toothie, the star of our series of Mouth Patrol videos, was born during WOHD 2018. Toothie is the promoter of good oral health practices among children. In every video, Toothie motivates children to play an active role in their own oral care and ensures that good oral hygiene is practiced across different age groups. Toothie is also a friend to parents who may be looking for advice on how to care for their children's oral health.

Available on



12 episodes available to watch, like and share



What did we learn during the 2018 WOHD campaign about children's oral health?

Last year's campaign taught us that there was much work still to be done in educating parents and children on the importance of maintaining good oral health. Therefore, we will develop educational resources for parents, teachers and children as an extension of our Mouth Patrol work for the 2019 campaign.

Take ACTION



- ➡ Access the videos and disseminate them throughout your local campaigns or share them with family and friends www.fdiworldddental.org/mouth-patrol
- ➡ View, like and share the videos through your social media platforms
- ➡ Use the videos to support your educational activities with children, parents and teachers
- ➡ Disseminate the videos through schools and other educational institutions
- ➡ Encourage dentists and other healthcare professionals, clinics and hospitals to show the videos in their waiting rooms
- ➡ Carry out your own awareness surveys to assess knowledge on children's oral health and create your own infographics and media stories based on local data

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January

Poster Customization App

This app is one of our longest running resources and allows people across the globe to customize their own campaign poster driving further engagement with the campaign. App participants can use their images across Facebook, Twitter, Instagram and other social media platforms and create posters to display in dental practices or clinics. The app, complete with full user instructions, will be available on the WOHD website.

Take ACTION

- ➡ Share the app link through your website and social media platforms and encourage participation
- ➡ Customize your own poster and share it broadly
- ➡ Lead by example and print the posters to display in your organization, office, dental practice, clinic or university

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January

Mad Mouths mobile phone game

Mad Mouths is a game that educates players on the importance of oral health by swiping away plaque, stubborn foods and harmful bacteria, while trying to avoid swiping the toothpaste. A series of oral health tips also pop up throughout the game.

<http://apple.co/1pu1AeT><http://bit.ly/1PbNALf>

Take ACTION

- ➡ Download, play and share the game
- ➡ Encourage your friends and family to play Mad Mouths
- ➡ Promote the game through your website, networks, events and activities



February

Social media tools

As we get closer to 20 March, we'll post key messages and supporting media for the **Say AHH: Act on Mouth Health** campaign. These include campaign visuals, such as social media memes and cover photos, for dissemination across the different platforms. We count on your participation to spread the word and create an online movement.

Take ACTION

- ➡ Translate the posts, where necessary, and share on your social media channels
- ➡ Use and disseminate the social media memes and cover photos
- ➡ Start promoting and using this year's campaign hashtags:
#WOHD19
#SayAhh
#ActOnMouthHealth
- ➡ Like and follow FDI's social media channels



March

Video

A fun and informational video will be released in the run up to WOHD to further build on the meaning of the ***Say Ahh: Act on Mouth Health*** messages. The video will be available on the WOHD website and through social media to view, like and share, in order to amplify the WOHD19 message as loudly as possible.

Please note that the video cannot be used in association with a business or product.

Take ACTION

- 👉 Watch the video and share it with your friends and family
- 👉 Share the video on your social media channels
- 👉 Play the video at your WOHD events as part of your visual branding at an information booth or dental screening



April

Activity reports

After 20 March, you will receive a link from FDI headquarters to send us your activity report for the WOHD 2019 campaign. In the report, we ask about the details of your event (objective, number of participants, media coverage, etc.) so we can tally the global impact of the campaign. We also ask about the use of the resources presented above, so we can learn about what is the most useful to you. It is therefore very important that you share this information with us. You also need to submit a report to be eligible to win a WOHD Award. See the *Act to Win* section of the toolkit.

Take ACTION

- 👉 Share your activity reports with us
- 👉 Give us feedback on the campaign material
- 👉 Tell us how we can improve the campaign and resources provided

However, **there are guidelines with certain rules and restrictions that need to be followed closely.**

When organizing a WOHD event, please use the logo in your communication materials to unify your efforts with the rest of the world and make the most noise possible. If however your event is sponsored by non-global competing partners, you are not permitted to use the WOHD resources provided on the campaign website, only the logo as per the following clause: "Please note, however, that Global Partners benefit from a non-compete clause. If you are partnering with a direct competitor of one of our Global Partners, you will not be allowed to use any of the official materials developed for the campaign, you are only entitled to use the generic WOHD logo. We therefore strongly recommend seeking support from a company not in competition with our Global Partners."



#WOHD19



Act to win

#SayAhh

#WOHD19



► WORLD ORAL HEALTH DAY AWARDS



WORLD ORAL HEALTH DAY AWARDS



Act to win

#SayAhh

#WOHD19



FDI relies on the power of local and national campaigns to activate WOHD globally. Every year on or around 20 March, hundreds of events are organized around the world in celebration of WOHD. Empowered by a common goal to reduce the burden of oral diseases, the oral health community comes together year after year to organize free dental check-ups, school activities, educational lectures, awareness walks, flash mobs, and more in the name of WOHD.

FDI commends the hard work of WOHD enthusiasts across the world and wants to let them know that their efforts are valued. This is why FDI gives out the WOHD Awards to recognize those who organized the most outstanding campaigns. The awards are divided into five categories to reward the work of FDI members, students, and the public.

Winner selection process

After 20 March, FDI collects activity reports from all three audiences (members, students and the public) to determine the winners for each category. Recommendations are then made to the WOHD Task Team – a group of oral health experts guiding and supervising the campaign – who will select the winners based on the criteria outlined below. The winners are informed, usually during the month of May, and the announcement is made public at the FDI World Dental Congress in September.



**FOR MORE
INFORMATION**
contact us at
[wohd@
fdiworlddental.org](mailto:wohd@fdiworlddental.org)



The Public Award category

Best branded photo

This category is open to all groups and individuals – not associated with FDI – organizing a WOHD event, i.e. the general public, non-member organizations, etc. To be considered for the award, participants should submit their activity reports to the global events map following WOHD.

The award celebrates the best use of the WOHD brand in a single snapshot, visually engaging the audience and inspiring others to also show they are advocates of oral health. The evaluation will be based on the following criteria:

- ▶ Use of WOHD logo
- ▶ Use of WOHD theme
- ▶ Innovation and originality in the use of the WOHD brand
- ▶ Visibility of other WOHD materials at event (posters, brochures, etc.)
- ▶ Good quality photo (1800 x 1200 pixels minimum)
- ▶ Event submission to global WOHD map

Best Branded Photo Award

This award is open to all participants globally, so promote it amongst WOHD organizers in your country for their chance to win. The prize for the public includes:

- 👉 A certificate of recognition
- 👉 WOHD merchandise (goodie bags, t-shirts, caps, stickers, USB keys, pens)

Winner of the 2018 Public Award



Dr Nina Dental Clinic in Macedonia

held an event to celebrate *Say Ahh: Think Mouth, Think Health*. Invitations were promoted on social media, Facebook specifically, and it was featured on TV and online media.

The event was attended by 300 participants, including schoolchildren and local community members.



Be inspired by the 2018 Winners

In addition to the 2018 Public Award winner some examples of the awardees in the other categories are given to help inspire you.

Most Educational Activity: Tanzania Dental Association

The **Tanzania Dental Association** organized events across the country (90% of the regions in Tanzania) in March. This included a national oral health awareness walk held on WOHD. The event reported over 35,000 participants.

The activities focused on involving the public and received wide coverage in the press and on TV, radio and various well-known blogs. They also provided services to children with special needs, engaged political leaders and provided incentives like t-shirts, toothbrushes, toothpastes and free dental check-ups to schoolchildren and members of the community.



Best Media Campaign: Australian Dental Association

The **Australian Dental Association** (ADA) launched Australia's Oral Health Tracker in conjunction with WOHD. The launch brought together key opinion leaders in the dental profession and health policy, as well as parliamentarians, to highlight the role they play in improving Australia's oral health.

Australia's Oral Health Tracker is a national report card on Australia's oral health and highlights the intrinsic link between oral health and preventable chronic diseases, conditions and their risk factors. Furthermore, the Oral Health Tracker is aimed at policymakers to promote investment and commitment in improving oral health in Australia and it was thus very fitting to be launched on WOHD.

The launch of Australia's Oral Health Tracker received outstanding media attention, generating more than 139 placements across TV, radio, print, and online media outlets. Total media audience reach for broadcast media and online was 16.24 million. The ADA also used its flagship magazine to promote WOHD and the resources to support their events in the lead up to the day.





Most Original Activity: Tunisian Association of Dental Students

The **Tunisian Association of Dental Students** celebrated WOHD throughout the month of March in 45 different schools and three public places in Tunisia. The events included dental screenings and oral hygiene motivation for people of all ages, from children to parents to the elderly, in 18 different governorates in Tunisia. They all received information from students from their dental faculty and public health officials.

The objectives were to raise awareness about oral health in the majority of Tunisia and reach the poorest areas. They also wanted to give a reason for students to love dentistry and see its impact in real life. The events were covered by different local and national media stations. Prophylaxis camps reached remote areas and students also had fun through the creation of a new library for one of the poorest schools in the area.

The events gathered 17,000 participants, received media coverage from two national TV stations, and featured online news stories. The social media campaign using the hashtags (#WOHD2018, #SayAhh, #ThinkMouthThinkHealth, #ProphylaxisDaysTunisia) generated 245 engagements, which reached 27,424 people.



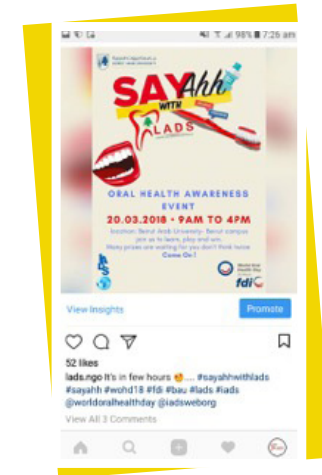
Best Social Media Campaign: Lebanese Association of Dental Students

The **Lebanese Association of Dental Students (LADS)** held several events around WOHD, which included hosting an awareness campaign all over Lebanon to reinforce oral hygiene measures. The aim was to change the perception that dentists are only visited in case of urgent pain. They also showed the relationship between dental treatment and overall health.

LADS targeted diverse audiences across different ages, education and socio-economic levels (hence the inclusion of nurseries, elementary and high schools, shopping malls, universities and the general public). They distributed over 4,000 free samples including toothpaste, mouthwash and toothbrushes. The events included posters, guides, educational games, prizes, and a bake sale for fundraising.

The students promoted the events on social media. They used their Snapchat account (ladsngo), Instagram daily stories, and had live videos on Facebook and Instagram. They made a data show on Facebook named Daily Dental Tips, with simple daily dental information.

This was the first edition of WOHD Lebanon organized by LADS and its members were completely engaged, sharing almost 20 posts online.





Special Recognition of Original Activity

Although the official prizes were awarded to the recipients listed above, a special certificate of recognition was awarded to the **Moroccan Association of Oral Health Prevention**. Their event fit within the scope of the Most Original Activity award, however, this category was open to student dental associations only.

The association organized the first WOHD skydive. The goal was to take up the challenge of jumping for the first time on WOHD and “Saying Ahh” from the sky. The aim was to draw the public’s attention to the importance of oral health by this unprecedented action.

The jump was viewed by local officials, members of the association and the public. It was very well-received by everyone and the local media because of its uniqueness.



Actions speak louder than words

#SayAhh

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► HOW CAN YOU CELEBRATE WOHD 2019?

BE INSPIRED BY OUR SNAPSHOT
OF ACTIVITIES

SAY*Ahh*
ACT ON MOUTH HEALTH



World Oral
Health Day
20 March

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HOW CAN YOU CELEBRATE WOHD 2019?



Be inspired by our snapshot of activities

FDI relies on its members worldwide to roll out WOHD in each country and create a truly global movement. We encourage you to use your local expertise to create awareness and roll-out WOHD in your community. Whatever you decide to do, however big or small, contributes to improving the oral health of populations globally.

See below a snapshot of activities to help inspire you. We do not have the space here to highlight all the activities and events that took place around the world in celebration of WOHD, but we take the opportunity to thank all organizers for your commitment. The full list of activities can be accessed at www.worldoralhealthday.org/events. We'd like to remind you that by submitting an event you have the chance of winning a WOHD Award.



Africa

Libyan university educates on the link between oral health and general health

The **University of Benghazi, Faculty of Dentistry, Libya**, ran a campaign from 1–20 March on oral health awareness and the relationship between oral health and general health.

The faculty teaching staff, intern doctors, and students participated in the campaign, which included: presentations on the awareness and prevention of oral diseases and a workshop to demonstrate oral hygiene measures.

In addition, leaflets and other material were distributed to the general public, containing information about: periodontal disease; dental caries; systemic disease; pregnancy and oral health; smoking; and oral cancer. This campaign was carried out in Benghazi and some of its rural areas, and was extended to other Libyan cities including Kufra, AlMarj, Bayda, Brega and Awjila. It covered most of the schools, special needs centres, diabetic clinics, primary care centres, oil industry employees and some hospitals.

WOHD itself marked the end of the campaign with a symposium that was held at Benghazi Medical centre.



Ministries unite to sensitize Mozambicans on the importance of good oral health

WOHD celebrations took place from 19–23 March and involved 288 primary public schools. Dentists conducted fluoride gel applications in children with caries risk. The event was supported by the **Ministry of Health** and the **Ministry of Education**, as well as a representative from the local government. The aim was to sensitize and encourage all Mozambicans to reduce the global burden of oral disease. The event was well-attended and engaged schoolchildren and teachers.

Dispelling myths in Zimbabwe

The **Zimbabwe Dental Association** led a March from Town House to Harare Gardens with banners and flyers and at least 17 classes of primary schoolchildren for WOHD. The event aimed to inform the public about the importance of oral health and teach them how to maintain good oral health and hygiene, and many members of the media were present. The kids wrote and performed oral health plays, songs, dances and poetry. All members who attended were given a free dental check-up.

One play was of particular significance, as it focused on a family who had poor knowledge of oral health. When their son experienced a major toothache the family was portrayed as trying different herbs, prayer from pastors, holy water from faith healers, ointments from traditional healers, cow dung and other old wives' remedies for toothaches. Eventually the little boy's family was advised by a neighbour to go to a clinic where the little boy's toothache was remedied properly. According to the Zimbabwe Dental Association, this portrayed what happens in at least 50% of the population, particularly in the rural areas and certainly in some urban ones.

Americas

Dentists donate time in Costa Rica

The **Colegio de Cirujanos Dentistas de Costa Rica** signed up dentists for the WOHD campaign and got them to commit to donating a day in their private clinic for dental evaluations for their community. The participating clinics totalled to more than 260 points of care. These dentists were also trained in marketing, oral cancer, public health and child care.

Taking action against obesity and caries in Chile

The **Chilean Dental Association** (Colegio de Cirujano Dentistas de Chile) hosted an educational event for children. The activity was attended by the highest government authority in the health area of the country, Dr Emilio Santelices, Minister of Health, as well as many other dignitaries across education and health.

The educational strategy that has been developed by the team at the College of Dentists aims to prevent obesity and combat caries from childhood, diseases that are highly prevalent in children in the country. Volunteer dentists sought to teach children that dental health and general health are one, so healthy eating and maintaining hygienic habits take care of your entire body.

To reinforce what they learned, the schoolchildren were given a backpack with a case and a dental kit with didactic designs to



encourage brushing in an entertaining and playful way. They were given an educational manual to paint, which taught them about each part of the mouth, the proper brushing technique and responsible use of water. The backpacks also had coloured pencils, fruit compote and water, in line with the strategy promoted, focusing on prevention of obesity as well as caries.

Asia Pacific

Raising public awareness in Malaysia

The **Malaysian Dental Association** opened its doors to the general public for a community social responsibility project for the very first time. The public was invited not only to witness the launch of WOHD, but also to participate in free dental consultations and dental check-ups. The event was also attended by deans from other faculties of dentistry, dental students, the dental industry, and the media.

The event was set to educate people on the intrinsic link between oral health and general health, advocate preventive care, early detection, and treatment as key to reducing oral diseases and associated health complications. WOHD celebrations included radio interviews, blogger engagement, social media campaigns, and a student competition.

For the first time, the launch of WOHD was made LIVE on social media, with almost 1,000 views (>800 viewed LIVE through social media, while the rest were physically present at the MDA). In addition, the MDA recorded a video (uploaded on MDA's Facebook) for public engagement prior to

the launch and this was viewed by more than 8,000 people.

Hong Kong government leads by example



The **Hong Kong Dental Association** promoted awareness of oral health in relation to general health. Over 2,000 participants were also reminded to avoid common risk factors and to seek regular professional oral care through interactive games, oral health talks, musical performances by local special school students and dentists, exhibitions on oral health, teeth cleaning skills demonstrations, and so on.

Mass media promotion activities were conducted throughout Hong Kong in

February and March, including exhibition panels in public transport facilities, newspaper advertorials and poster display in housing estates, private dental clinics, public amenities, and secondary schools. On 11 March, WOHD celebrations were jointly organized by the Department of Health of the Government of the Hong Kong Special Administrative Region, Hong Kong Dental Association and the Hong Kong Housing Authority.

Cambodia raises awareness in schools and communities

The **Cambodian Dental Association** carried out a series of events in celebration of WOHD, targeting school teachers, students and communities in provinces. From 19–22 March, they led a dental health education campaign in five primary schools and two communities in Koh Kong province to cover close to 9,300 people. From 23–24 March, the association led a dental health education campaign in seven schools (primary, secondary, and high schools) in Kandal province to reach 6,618 people, and they reached 700 schoolteachers and students in Takmao.

Europe

Educating parents on good oral care in Turkey

The **Turkish Association of Dental Students** celebrated WOHD at shopping malls and at primary and secondary schools. They reached people of all ages and different socio-economic backgrounds. More than 750 participants and about 13,000 people were reached on social media. The events aimed to raise awareness on the importance of oral health and its correlation to general health. They also aimed to educate parents about the recommended age for their child's first dental visit and when good oral hygiene habits for children should start. They also encouraged many adults and children to visit a dentist twice a year, practice good oral care, and, for children specifically, to preserve their milk teeth.



With the aim of lessening dental phobia, the association highlighted the importance of dentists and related misconceptions and also provided information about dental procedures and innovative approaches to dentistry. The most effective medium to disseminate the information, apart from at the events themselves, was through an informative video about oral health posted on Facebook.

Oral health and stroke organizations partner up in Norway



The **Norwegian Dental Association** and the National Stroke Association wanted to raise awareness around the fact that about one-third of stroke patients say they experienced reduced oral health after suffering from a stroke. There was therefore a need to improve information about the prevention and treatment of these issues. An online lecture for dentists was carried out and information on oral health complications after stroke was made available. The activities managed to secure radio and print media coverage.

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World Oral
Health Day
20 March





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Unilever is one of the world's leading suppliers of food, refreshment, home and personal care products with sales in over 190 countries. On any given day, 2.5 billion people use Unilever products to feel good, look good and get more out of life. Unilever has more than 400 brands found in homes around the world, including Signal, also known as Pepsodent (Asia and Latin America), Mentadent (Italy), AIM (Greece) and P/S (Vietnam). Unilever's Sustainable Living Plan (USLP) commits to: decoupling growth from environmental impact; helping more than 1 billion people take action to improve their health and well-being; and enhancing the livelihoods of millions of people by 2020. Specifically, Signal aims to reach 50 million people by 2020 with oral health improvement programmes to encourage children and parents to improve toothbrushing habits. Signal has already exceeded this target, having reached nearly 78 million people by the end of 2017 via its innovative Brush Day & Night campaign. Unilever's partnership with FDI includes a commitment to support World Oral Health Day to highlight the benefits of a healthy mouth and promote worldwide awareness of issues around oral health.

For more information about Unilever and its brands: www.unilever.com. For more information on the USLP: www.unilever.com/sustainable-living/





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Wrigley Oral Healthcare Program

The Wrigley Oral Healthcare Program (WOHP) partners with dental professionals and dental health associations worldwide, helping to improve patients' oral health through one additional simple and enjoyable step in their daily routine: chewing sugar-free gum after eating and drinking on-the-go. For more than 25 years, WOHP has supported independent research into the benefits of chewing gum, including saliva stimulation, plaque acid neutralization, tooth strengthening and, most recently, the health economic benefits of chewing sugar-free gum. This research helps policymakers, dental professionals and our consumers understand the role of sugar-free gum as a convenient, effective tool for everyday oral care. WOHP is one example of how we make a difference to people and the planet and how we incorporate our principles-based approach to business into all that we do.

For more information:

www.wrigleyoralcare.com

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For more information:

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The Dental Tribune International (DTI) publishing group provides essential dental media – newspapers, magazines and online editions, as well as a number of continuing education programmes – and is active in over 90 countries worldwide. The portfolio, which reaches over 650,000 dentists around the globe, represents numerous international dental organizations and is a recognized platform to help those in the field of dentistry to form opinions and learn about advanced training and post-graduate education. In addition, DTI has worked for the last 13 years as a partner with some of the world's largest exhibition and congress organizers in order to publish more than 70 show daily newspapers – *Today* – for these events annually, which allow for better planning and orientation as well as general business information for congress participants and exhibition visitors. The dental industry uses and supports this market-leading media platform for targeted communications with decision makers in the international dental market.

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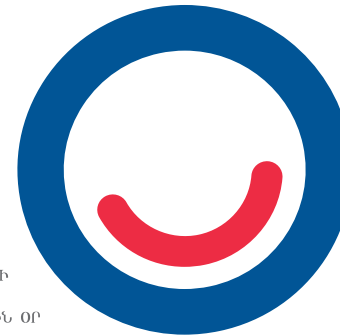
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World Oral Health Day

20 March



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About World Oral Health Day

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- ▶ WHAT IS WORLD ORAL HEALTH DAY?
- ▶ WHO IS WORLD ORAL HEALTH DAY FOR?
- ▶ WHY CELEBRATE ON 20 MARCH?





WHAT IS WORLD ORAL HEALTH DAY?

Celebrated each year on 20 March, World Oral Health Day (WOHD) is the largest global awareness campaign on oral health. It was launched by FDI World Dental Federation in 2007 and is the culmination of year-long activities dedicated to raising global awareness on the prevention and control of oral disease.

WOHD spreads messages about good oral hygiene practices to adults and children alike and demonstrates the importance of optimal oral health in maintaining general health and well-being. It also aims to raise the profile of oral health on the global health and development agenda by highlighting the social and economic impact of oral disease.

WHO IS WORLD ORAL HEALTH DAY FOR?

Each year, WOHD focuses on a specific theme and reaches out to the general public, oral health professionals and policymakers, who all have a role to play in helping reduce the burden of oral disease. It provides an opportunity for them to take action.

WOHD encourages all member associations, governments, non-governmental organizations, media and other entities to develop community, national, regional and global activities related to improving oral health along the guidelines and resolutions adopted by FDI.

WHY CELEBRATE ON 20 MARCH?

WOHD is an opportunity to coordinate global and national efforts and to work together to make as much noise as possible on and around 20 March. The date was chosen to capture the spirit of FDI founder Dr Charles Godon and his ambition to improve the landscape of dentistry and the oral health of populations. The aim was to reflect that:

- ▶ Seniors must have a total of 20 natural teeth at the end of their life to be considered healthy
- ▶ Children should have 20 baby teeth
- ▶ Healthy adults should have a total of 32 teeth and 0 dental cavities
- ▶ Expressed on a numerical basis this can be translated as 3/20, hence March 20



Oral health is multi-faceted and includes the ability to speak, smile, smell, taste, touch, chew, swallow and convey a range of emotions through facial expressions with confidence and without pain, discomfort and disease of the craniofacial complex.



CONTACT US

We hope the global assets and this toolkit provide you with the resources and guidance you need to activate World Oral Health Day 2019 in your country. We wish you every success! Please remember to keep us informed of all your plans and activities.

Reminder: all translated or adapted material will require review and approval according to local rules and regulations.

If you need any further support or information, please contact the global team at wohd@fdiworldddental.org.

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World Oral Health Day

20 March



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