



World Oral  
Health Day  
20 March



# SAY Ahh

THINK MOUTH THINK HEALTH

Campaign  
**TOOLKIT**

[www.worldoralhealthday.org](http://www.worldoralhealthday.org)

#SayAhh

#WOHD18



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**World Oral  
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**2018**

## The toolkit

World Oral Health Day (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. FDI develops the WOHD strategy and messaging, which are then rolled out through you – members of the public, oral health professionals, and concerned policymakers. This toolkit has been prepared to provide you with the WOHD branding and key messages and introduce you to the resources for the development of national campaigns. Use it to get involved with WOHD and encourage others to join the global movement. By uniting our efforts, we can help make oral diseases a worldwide health priority issue.

# The campaign

## Say Ahh: Think Mouth, Think Health

**‘Say Ahh: Think Mouth, Think Health’ encourages people to make the connection between their oral health and their general health and well-being.** A healthy mouth and a healthy body go hand in hand, and this year’s campaign theme prompts people to recognize the close association between the two and the impact that one has on the other.

For the first time, FDI is launching a three-year campaign strategy under the theme ‘Say Ahh’. The phrase is synonymous with health and will resonate with many globally. It 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 want to educate people on the mouth and body connection and ‘Think Mouth, Think Health’. In 2019, we want to 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’.

It’s never too early or too late to start looking  
after your mouth, your body will thank you.



The 2018 campaign sub-theme ‘Think Mouth, Think Health’, therefore introduces the link between oral health as being an indicator of general health and well-being. A healthy mouth enables people to speak, smile, eat and perform other physical functions throughout life, but 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. Oral diseases are also associated with

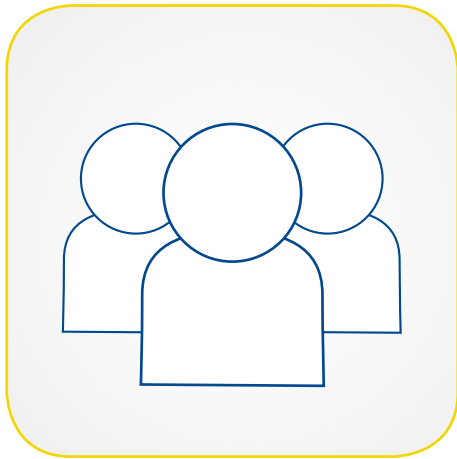
a number of other noncommunicable diseases (NCDs) such as diabetes, cardiovascular disease, respiratory disease and some cancers.

**The campaign aims to educate people that keeping a healthy mouth is crucial to keeping it functioning correctly and for maintaining overall health and quality of life.** It highlights associations between certain oral and general diseases, raises awareness of common risk factors, and promotes good oral hygiene habits.

# Objectives

- ✓ **Educate people on the intrinsic link between oral health and general health**, advocating preventive care, early detection, and treatment as key to reducing oral diseases and associated health complications.
- ✓ **Raise awareness on the benefits of addressing oral disease risk factors shared with other NCDs** – namely unhealthy diet, particularly one high in sugars, tobacco use and the harmful use of alcohol – for improving both oral and general health.
- ✓ **Encourage people to adopt good oral hygiene habits and follow the advice of oral health professionals**, helping them understand the impact of oral diseases on their overall health and well-being.
- ✓ **Advocate integrated action** by policymakers to address the oral disease burden in the context of other health priorities and ensure oral health professionals play their role in educating patients on the wider implications of protecting their oral health.

# Target audiences



## General public

Community members from all socio-economic groups and all ages.



## Oral health professionals

Dentists, dental assistants, dental nurses, dental hygienists, etc.



## Policymakers

Government officials, health and education ministers, chief dental officers, community leaders, etc.

## Key messages

### Oral health is much more than a nice smile

Oral disease can impact every aspect of life from personal relationships and self-confidence to school, work or even enjoying food. Good oral hygiene habits start at an early age. 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.

#### CALL TO ACTION

Visit your dentist or primary healthcare provider after a child's first tooth starts pushing; allow children to start supervised toothbrushing twice a day with a small amount of fluoride toothpaste; and schedule regular dental check-ups from early in life.



## Oral health and general health have a close two-way relationship

The mouth is the mirror to the body and offers clues about the status of overall health. It can reveal nutritional deficiencies; signs of systemic diseases like bacterial infections, immune disorders, and oral cancer; and unhealthy habits such as tobacco or alcohol use.

### CALL TO ACTION

Adopt good oral hygiene habits and have regular dental check-ups to contribute to a lifetime of well-being and help you live a better quality of life into old age.

## The mouth cannot be considered in isolation from the rest of the body

Many general health conditions increase the risk of oral diseases and problems in the mouth can also negatively impact the rest of the body. For example, diabetes and HIV/AIDS can lower the body's resistance to infection and make problems in the mouth more severe. Patients with diabetes have an increased risk of periodontal (gum) disease. Gum disease may also be associated with cardiovascular (heart) disease, respiratory disease and pancreatic cancers.

### CALL TO ACTION

Recognize that preventive care is always the best option, and that early detection and treatment are crucial to ensure the best outcomes against oral disease and associated health complications. A more integrated approach to healthcare can achieve better outcomes for patients with oral diseases and oral health professionals need to play a key role in educating patients on the wider implications of protecting their oral health.

## Most oral diseases share the same social determinants and some common risk factors with NCDs

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Oral health is one of the main pillars of overall health and well-being and, given the shared risk factors with other NCDs, should be integrated into policies addressing them. Adopting a common risk factor approach to address namely unhealthy diets – particularly one high in sugars – tobacco use and harmful use of alcohol is necessary to reduce the burden of NCDs, including oral diseases.

### CALL TO ACTION

Protect your mouth and body 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 keeping away from excessive alcohol consumption. Prevention supported by a health promoting environment can help avoid oral diseases as well as other health conditions. All stakeholders – general public, oral health professionals and policymakers – need to work together to prioritize oral health and avoid unnecessary costs to individuals and governments.

## Celebrate World Oral Health Day on 20 March and be part of the global movement

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World Oral Health Day is the largest global awareness campaign on oral diseases and is an opportunity for all stakeholders to make a commitment to oral health. Safeguarding oral health can help ensure people live a good quality of life into old age.

### CALL TO ACTION

‘Say Ahh: Think Mouth, Think Health’ on World Oral Health Day by getting involved on 20 March. Individuals should commit to prevention and controlling their risk factors; oral health professionals should commit to educating their patients on the positive impact of protecting their oral health on general health; and policymakers should understand their country’s oral health challenges and launch policies that address oral diseases at a local, national and regional level.



World Oral  
Health Day  
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“Extraordinary claims  
require extraordinary  
evidence.

– Carl Sagan

## Oral health and general health: 10 key facts

- 1 **Oral health is essential to maintaining general health** and well-being. Oral health affects general health by causing considerable pain and suffering and by changing what people eat, their speech and their quality of life and well-being<sup>1</sup>.
- 2 **Oral diseases affect 3.9 billion people worldwide**, with untreated tooth decay (dental caries) impacting **almost half of the world's population**<sup>2</sup>.
- 3 Globally, between **60–90% of schoolchildren** and nearly **100% adults** have **tooth decay**<sup>3</sup>.

- 4 Noncommunicable diseases (NCDs)** – including cancer, diabetes, cardiovascular disease, chronic respiratory diseases, and mental and neurological disorders – are responsible for an estimated **39.5 million deaths every year**<sup>4</sup>. Oral diseases are important NCDs, with untreated tooth decay (dental caries) being the single most prevalent and preventable disease in the world.
- 5 An examination of the mouth** can reveal initial signs of systemic diseases, nutritional deficiencies, and unhealthy habits such as tobacco or alcohol use.
- 6 Oral diseases are associated with a number of other NCDs**, such as diabetes, cardiovascular disease, respiratory disease, and gastrointestinal and pancreatic cancers. Some of these relationships appear to be bi-directional — e.g. people with diabetes have an increased risk of periodontal disease, and treatment of periodontal disease improves blood glucose levels<sup>2,5</sup>.

- 7 Many general health conditions increase the risk of oral diseases**, such as an increased risk of periodontal (gum) disease in patients with diabetes; and vice versa, poor oral health can have a negative impact on general health conditions and their management.
- 8 All major NCDs – including most oral diseases – share the same social determinants, including poverty, and some common risk factors:** an unhealthy diet (particularly one high in sugar), tobacco use and harmful use of alcohol. Oral health should be integrated into general health promotion.
- 9 Prevention, early detection and treatment are key** to ensure the best outcome and reduce oral disease and associated general health complications.
- 10 Effective regional and national strategies and programmes to promote oral health and prevent oral disease** show population-wide improvement of oral health can contribute to preventing the leading NCDs.



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“The art of  
communication is  
the language of  
leadership.

– James Humes

## 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. **Use this toolkit to help you get organized for WOHD 2018, so that the oral health community truly speaks with a unified voice globally.**

### Resources

The WOHD 2018 campaign has been developed for a global audience, with materials available in English, French and Spanish, but we encourage you to adapt

them to your local needs. Use the toolkit, translate the materials where necessary, and disseminate across your networks. The resources are accompanied by the calendar month when they will become available.



The WOHD website, [www.worldoralhealthday.org](http://www.worldoralhealthday.org), is your go-to place to find all the campaign resources. From the moment we launch the campaign at the FDI World Dental Congress until 20 March 2018, the website is a living public platform from where we raise awareness about 'Think Mouth, Think Health', host all materials as they become available, and drive engagement. Make sure to 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.



Let us know about your activities and find out what others are doing to celebrate WOHD by adding them to the global map at [www.worldoralhealthday.org/events](http://www.worldoralhealthday.org/events). This is a great way of promoting your hard work and inspiring others to get involved, so be as detailed as you can.



Three campaign posters will be developed to bring attention to the mouth and body connection, each adapted for a specific audience: the general public, oral health professionals, and children. 'Say Ahh: Think Mouth, Think Health' should convey that *lightbulb moment* in the audiences when

caring for their oral health becomes equivalent to caring for their general health and well-being.

The main campaign visual, aimed at the public, conveys a literal representation of the mouth as being the mirror to the body. Set in a routine scenario, posters are used to raise awareness and remind the public that safeguarding oral health and engaging in healthy everyday behaviour helps avoid undesired NCDs. **Keep in mind that the sticky notes can be adapted to your local context and own messaging, as long as they are related to avoiding risk factors and keeping good oral hygiene habits.** The connection between the mouth and body is then clearly explained in the secondary messaging. The posters can be shared on your association's website, shared through social media, displayed at WOHD events, etc.

**The poster in the dental practice setting shows the important role that oral health professionals play in educating patients about the link between the mouth and body.** These can be hung in waiting rooms of dental practices and clinics, sent to hospitals and health

ministers, etc. The cartoon poster introduces the mouth-body connection in a child-friendly format. The campaign messaging is adapted to inform parents and teachers on how to care for children's oral health. The posters can be shared on your website, through social media, displayed at WOHD events, etc.



A leaflet is available introducing the public to oral health within the context of general health, including the link to other NCDs. It contains supporting information on controlling risk factors and tips on practicing good oral hygiene habits. The leaflet will be a main source of take-home messages to distribute to patients at dental practices and clinics, hand to policymakers attending WOHD events, etc. You can also circulate it electronically with other oral health professionals and encourage them to promote it through their own networks.





## ADVOCACY MATERIAL

A series of recommendations is available to help you address government officials and other decision makers who often attend WOHD events, so you can advocate ‘oral health in all’ policies. These will help you persuade policymakers to prioritize the integration of oral health in general health policies. You can use the recommendations to coach yourself before meeting with your minister of health or education.



## POSTER CUSTOMIZATION APP

One of our most popular resources, the App allows you to customize your own campaign poster and drive engagement across social media, as well as print them to display in your dental practice, clinic or university. The App, complete with full user instructions, is available on the WOHD website.



## MAD MOUTHS



Encourage your friends and family to play Mad Mouths, the 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. Download the game and promote it through your networks:



<http://apple.co/1pu1AeT>



<http://bit.ly/1PbNALf>



## INFOGRAPHIC

An infographic with oral health and general health figures will be developed to support your awareness-raising efforts. You can display it on your website, share it on social media, print a large format to showcase at a WOHD event, etc.



## SOCIAL MEDIA TOOLS

As we get closer to 20 March, we'll share a social media guide to help you spread the 'Say Ahh: Think Mouth, Think Health' messages. This will include tips on how to engage influencers and drive awareness. You'll also get campaign visuals, such as social media memes and cover photos, for dissemination across the different platforms. We encourage you to start promoting this year's campaign hashtags: **#WOHD18** **#SayAhh** and follow us on:



[/FDIWorldDentalFederation](#)



[/worldentalfed](#)



[/company/FDIWorldDentalFederation](#)



[/worlddentalfed](#)



[/worldoralhealthday](#)

**#SayAhh**

**#WOHD18**





## 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: Think Mouth, Think Health’ messages. Make sure to share it on your website and widely across your social media channels. You can also play it at WOHD events, as part of your visual branding at an information booth or dental screening, to draw attention to your local campaign. We will provide you with the video files so that you can dub/translate/edit for your local audiences.



## WOHD logo

The **WOHD logo** can be used freely in your local campaigns and is currently available in 38 languages. If you don't see your local language, please send us the translation of the text and we will adapt it and forward you the translated logo: [wohd@fdiworlddental.org](mailto:wohd@fdiworlddental.org)

However, there are **guidelines with certain rules and restrictions that need to be followed closely**. Please visit [www.worldoralhealthday.org/logo-usage-guidelines](http://www.worldoralhealthday.org/logo-usage-guidelines) for more information and access to the available logos.

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."*





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“Be the change that  
you wish to see in the  
world.

– Mahatma Gandhi

## Ideas to inspire

**FDI relies on individual action 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 some inspiration to get you started and check the WOHD global events map for a full list of past activities at [www.worldoralhealthday.org/events](http://www.worldoralhealthday.org/events).

## What can you do to celebrate WOHD 2018?

### VOLUNTEER

There are many ways you can dedicate your time to WOHD. Whether you set up an information booth to introduce the public to the “Say Ahh: Think Mouth, Think Health’ messages, or you team up with other oral health professionals to provide free dental check-ups, or you hold a brushathon at a local school to educate children on the importance of caring for their mouths and bodies as a whole; these are all great opportunities to spread the campaign messages and use the posters, information leaflet, and infographic.

### FUNDRAISE

Organize a dinner, a fun run, or a dancing competition to get people’s interest in WOHD. Find a spokesperson who will be the face of the event and promote healthy lifestyle messages by encouraging people to eat a nutritious meal

or engage in physical exercise with amusing activities such as a fun run or a dancing competition. Promote them widely across social media for cost-effectiveness and reach out to the media for enhanced visibility.

### DEMAND POLICY CHANGE

Advocacy translates awareness into action. We encourage you to use WOHD as a platform to tell policymakers that oral health policies need to be integrated into NCD plans at the local, national, regional and international levels. Why not start a petition calling for healthy foods in school cafeterias or set up a meeting with local government officials to discuss the promotion of healthy environments? Use the advocacy materials available to help you prepare for your activities.

## PARTNER UP

Work in partnership with like-minded groups to maximize the reach of the WOHD messages. Begin by contacting your National Dental Association or students' associations to find out their plans. Otherwise look for health organizations focusing on other NCDs with shared risk factors (heart disease, cancer, diabetes) and ask them to help promote WOHD over their social media channels or at their events. You could also invite them for a joint media event on WOHD to raise awareness on the link between oral health and general health and well-being.



# Ideas to inspire

## What did members do to celebrate WOHD 2017?

# Africa



### A MEDIA STORY SUCCESS IN **TUNISIA**

The **Tunisian Dental Association** (*Syndicat Tunisien des Médecins Dentistes de Libre Pratique*) celebrated WOHD in more than a dozen cities and benefited more than 7,000 participants. Over the course of three weeks, they carried out activities focused on oral health education, organized oral hygiene promotion workshops and dental screenings for adults and children. The Ministry of Health addressed the media on importance of oral health awareness, generating wide local and national press coverage.



### WALKING FOR ORAL HEALTH IN **NIGERIA**

The **Nigerian Dental Association** held a series of events over the course of two weeks to celebrate WOHD. From oral health outreach programmes, to a press conference, to a walk for oral health awareness, the activities reached more than 30,000 people. Other actions organized to generate an improved understanding of good oral hygiene practices included lectures, dental check-ups, distribution of toothbrushes and toothpastes, handout of educational leaflets, and demonstrations of proper toothbrushing techniques.







## BRUSHING FOR FUN IN CHILE

The **Chilean Dental Association** (*Colegio de Cirujano Dentistas de Chile*) celebrated WOHD with 400 primary schoolchildren to teach them the correct way to brush their teeth and maintain optimal oral health. Attended by the Ministry of Education, the event focused on promoting oral health in a fun and educational way. Children also received backpacks with toothpaste and a toothbrush, as well as instructions for their parents on how they can help motivate their children to brush their teeth properly.



## CAMPAIGNING FOR EARLY DIAGNOSIS IN BRAZIL

The **Brazilian Association of Dental Surgeons** (*Associação Paulista de Cirurgiões-Dentistas*) provided free dental screenings to almost 400 people on WOHD as part of their Smile for Life Campaign for Early Diagnosis of Oral Cancer. A dozen of dental surgeons volunteered, in the presence of political, business and institutional leaders of Brazilian dentistry, to carry out examinations and disseminate information to patients from all age groups.





## RAISING PUBLIC AWARENESS IN MALAYSIA

The **Malaysian Dental Association** had one of the most varied programmes aimed at the general public on WOHD. Attended by more than 1,000 participants, including health officials, they brought to life the ‘Live Mouth Smart’ campaign by delivering messages on good oral hygiene practices. They launched a mobile dental clinic, provided free dental check-ups, promoted oral health literacy with public education flyers, and held various fun and educational activities for children – including live music performances, a puppet show, and a Zumba class.



## CREATING ONLINE BUZZ IN AUSTRALIA

The **Australian Dental Association** and the Australian Dental Association Fund started celebrations with social media one month ahead of WOHD and issued press releases and interviews in the lead up to 20 March – reaching an estimated 10 million people. They also launched the Foundation’s Community Service Grants on WOHD, awarded to volunteer dentists, dental students, and teams of dental professionals, to encourage them to implement oral health community service in some of the highest risk and disadvantaged communities across Australia.





## HEALTHY GROCERY SHOPPING IN **PORTUGAL**

The **Portuguese Society of Stomatology and Dental Medicine** (*Sociedade Portuguesa de Estomatologia e Medicina Dentária*) distributed print oral health journals to consumers at supermarkets nationwide to promote oral health prevention and educated food choices. In addition, school activities were carried out across the country to increase oral health education among children, parents and teachers.

## STANDING OUT IN THE CROWD IN **SPAIN**

The **Valencian Association of Dental Students** mounted several information stands in the main square, each with individual health sciences themes (including dentistry); promoting oral health messages, giving free dental check-ups, and organizing games for children. They were also one of the winners of the WOHD awards in the category of 'Best Branded Photo'.





**World Oral  
Health Day**  
20 March

“Alone we do so little;  
together we can do  
so much.

– Helen Keller

## 2018 Global Partners and Supporters

Without our Global Partners and Supporters, we wouldn't be able to reach as many people with our prevention messages and produce the resources we have provided you.

Without your local partnerships, it would be much more difficult to obtain the results and impact you do within your country.

FDI thanks its partners for their commitment to World Oral Health Day.

## Global Partners



### HENRY SCHEIN

Henry Schein believes in the concept of “doing well by doing good.” As the world's largest provider of health care products and services to office-based dental, animal health and medical practitioners, Henry Schein employs more than 21,000 Team Schein Members to achieve our goal of serving the customer while also serving society. We connect more than 3,000 supplier partners to more than one million health care providers who care for approximately one billion patients in more than 190 countries. Headquartered in Melville, N.Y., Henry Schein has operations or affiliates in 32 countries, and is a member of the Fortune 500 as well as the NASDAQ 100 Index (Nasdaq Ticker: HSIC) and the S&P 500 Index. The Company's sales reached a record \$11.6 billion in 2016, and have grown at a compound annual rate of approximately 15 percent since Henry Schein became a public company in 1995. Through Henry Schein Cares, the Company's global corporate social responsibility program, Henry Schein helps expand access to health care for underserved and at-risk communities around the world.

Further information:

- [www.henryschein.com](http://www.henryschein.com)
- [facebook.com/HenrySchein](https://www.facebook.com/HenrySchein)
- [@HenrySchein](https://twitter.com/HenrySchein) on Twitter

# PHILIPS

## sonicare

### PHILIPS

Royal Philips (NYSE: PHG, AEX: PHIA) is a leading health technology company focused on improving people's health and enabling better outcomes across the health continuum from healthy living and prevention, to diagnosis, treatment and home care. Philips leverages advanced technology and deep clinical and consumer insights to deliver integrated solutions. Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' health technology portfolio generated 2016 sales of EUR 17.4 billion and employs approximately 71,000 employees with sales and services in more than 100 countries.

News about Philips can be found at

- [www.philips.com/newscenter](http://www.philips.com/newscenter)



Unilever

## UNILEVER

Unilever is one of the world's leading suppliers of Food, Refreshment, Home and Personal Care products with sales in over 190 countries and reaching 2 billion consumers a day. Over half of the company's footprint is in developing and emerging markets. Unilever has more than 400 brands found in homes around the world, including Signal, also known as Pepsodent (Asia & 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 a 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 the target and by 2016 had reached 75 million people via its innovative Brush Day and 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](http://www.unilever.com)

For more information on the USLP

- [www.unilever.com/sustainable-living/](http://www.unilever.com/sustainable-living/)

## Global Supporters

### PLANMECA

#### PLANMECA

Planmeca Oy is one of the world's leading dental equipment manufacturers and also the world's largest privately owned company in the field. Our products are distributed in 120 countries and cover everything needed at a modern dental clinic – from digital dental units to CAD/CAM solutions, 2D and 3D imaging devices, and dental software. Our uncompromising dedication to innovation, close collaboration with health care professionals and leading universities, and strong commitment to R&D are the cornerstones of our success. Planmeca Oy is part of Planmeca Group, which operates in the field of health care technology. Headquartered in Helsinki, Finland, the Group reached a turnover of EUR 730 million in 2016 and employs 2,700 people around the world.

For more information

- [www.planmeca.com](http://www.planmeca.com)



#### 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 policy makers, 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](http://www.wrigleyoralcare.com)

## Official Media Partner



*Essential Dental Media*

### DENTAL TRIBUNE INTERNATIONAL

The Dental Tribune International (DTI) publishing group provides essential dental media – newspapers, magazines and online, as well as a number of continuing education programs – and is active in over 90 countries worldwide. The portfolio, with a global reach over 650,000, 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. 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. 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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“Only brush the teeth  
you want to keep.

– Dr Seuss

## About World Oral Health Day

### **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.



**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.

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 possess 20 baby teeth
- ✓ Healthy adults must 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.

## 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 2018 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: [wohd@fdiworlddental.org](mailto:wohd@fdiworlddental.org).

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