# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Oral Health Day in brief</td>
<td>3</td>
</tr>
<tr>
<td>Oral disease: 10 key facts</td>
<td>4</td>
</tr>
<tr>
<td>The campaign</td>
<td>5</td>
</tr>
<tr>
<td>Get involved</td>
<td>8</td>
</tr>
<tr>
<td>Spread the word through social media</td>
<td>10</td>
</tr>
<tr>
<td>Ideas to inspire</td>
<td>11</td>
</tr>
<tr>
<td>2017 Global Partners and Supporters</td>
<td>17</td>
</tr>
<tr>
<td>Copyright and permissions</td>
<td>19</td>
</tr>
<tr>
<td>Contact us</td>
<td>19</td>
</tr>
<tr>
<td>References</td>
<td>19</td>
</tr>
</tbody>
</table>
World Oral Health Day in brief

What is World Oral Health Day?
World Oral Health Day (WOHD) is celebrated each year on 20 March. It is the culmination of a year-long campaign 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 WOHD for?
Launched by FDI World Dental Federation in 2007, WOHD is the largest global awareness campaign on oral health. Each year, it 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. WOHD inspires them to take action.

Why is WOHD important?
In a world where 90% of the population will suffer from oral disease during their lifetime, WOHD is a key date in the oral health community agenda. It’s an occasion when people around the globe unite to put the spotlight on the immense burden caused by oral disease and is an opportunity to remind our political leaders that investment in prevention yields dividends in oral health and general health. It is also a day to salute the hard work of dental practitioners and the dental industry to improve the state of oral health in the world.

Campaign toolkit
Are you a member of the public? An oral healthcare professional? Or a policymaker? This toolkit is designed to help you understand how you can get involved with WOHD and the actions you can take to protect your own, your patients and your community’s oral health, respectively.
Oral disease: 10 key facts

1. Oral disease affects **3.9 billion people** worldwide⁴, with untreated tooth decay (dental caries) impacting **almost half of the world’s population** (44%), making it the most prevalent of all the 291 conditions included in the Global Burden of Disease Study²

2. Globally, between **60–90% of schoolchildren** and nearly **100% adults** have tooth decay, often leading to pain and discomfort³

3. Severe **periodontal (gum) disease**, which may result in tooth loss, is found in 15–20% of middle-aged (35–44 years) adults³

4. Severe periodontitis and untreated **tooth decay in the primary teeth** (milk teeth or baby teeth) are among the top 10 most prevalent of all conditions. Combined, these conditions affect 20% of the global population⁴

5. Globally, about 30% of people aged 65–74 years have **no natural teeth**³, a burden expected to increase in the light of ageing populations

6. **Oral conditions are the fourth most expensive 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 diseases¹

7. **Risk factors for oral disease** include an unhealthy diet – particularly one rich in sugars – tobacco use, harmful alcohol use and poor oral hygiene

8. **Oral disease is associated with significant pain and anxiety**, as well as disfigurement, acute and chronic infections, eating and sleep disruption, and can result in an impaired quality of life. In developing countries, this is exacerbated due to the lack of pain control and treatment not being readily available⁵

9. **Oral disease can impact every aspect of life** – from relationships and self-confidence through to school, work, the ability to interact with others. It can also result in social isolation and reduced income⁵,⁶

10. Oral health is **essential to maintaining general health** and well-being
The campaign

Live Mouth Smart

Our campaign theme ‘Live Mouth Smart’ empowers people to take control of their oral health – throughout life – so they can enjoy a healthy, functional mouth from childhood into old age.

It conveys the message that by making smart decisions such as adopting good oral hygiene habits, avoiding risk factors and having a regular dental check-up, they can help prevent oral disease. The imagery is positive and focuses on oral health as much more than a nice smile. It highlights how basic oral functions that are core to life – ability to speak, smile, sigh and kiss, smell, taste, touch, chew, swallow and convey a world of emotions through facial expressions – are affected and how this relates to physiological, social and psychological well-being.

The campaign strives to make people understand the broader consequences of oral disease and how poor oral health affects general health and well-being. It stresses the impact of oral disease on various aspects of a person’s social life, which can lead to low self-esteem, diminished social interactions, poor school performance, lack of confidence, and meager employment prospects.

All stakeholders – general public, oral health professionals and policymakers – must work together to address the disease burden and take the necessary action so that populations can Live Mouth Smart. We have therefore developed calls to action together with supporting campaign material in the global fight against oral disease.

Campaign objectives

- **Promote worldwide awareness of oral disease** and the preventive measures that can be taken to avoid risk and maintain optimal oral health at all stages of life.

- **Demonstrate the intrinsic link between oral and general health** and why prevention, early detection and treatment are key to ensuring the best outcomes and reducing oral disease as well as any associated health complications.

- **Drive individuals to take charge of their oral health at all ages** — through the adoption of good hygiene habits, having regular dental check-ups and managing risk factors — so that they can optimize their chances of living a high quality of life, free of the physical and often emotional pain caused by oral disease, into old age.

- **Advocate preventive care** and ensure oral health professionals and governments play their role in reversing the oral disease burden.
Act to protect oral health

General public

Live Mouth Smart by:

- **Adopting good oral hygiene habits** from early in life and having regular dental check-ups. This helps you maintain optimal oral health into old age and ensures you live not only a longer life, but also one free from the physical pain and often emotional suffering caused by oral disease.

- **Safeguarding your oral health**, which has a positive impact on your general health and well-being, helping you live a better quality of life into old age.

- **Avoiding risk factors** such as tobacco, harmful use of alcohol and unhealthy diets – especially those rich in sugar – which helps protect your oral health and prevent other conditions such as heart disease and stroke, cancer, chronic respiratory diseases and diabetes.

- **Understanding good oral health is much more than a nice smile** and oral disease can impact every aspect of your life – including your ability to perform basic functions. Awareness is the first step towards prevention, which will help you take control of your oral health and take positive actions to avoid risk.

- **Getting involved with World Oral Health Day activities on 20 March**, thereby demonstrating your commitment to learn how to protect your own and your family’s oral health.

Oral health professionals

Help your patients **Live Mouth Smart by**:

- **Educating them on how to prevent and control oral disease**, enabling them to avoid any unnecessary pain or suffering and enjoy a better quality of life into old age. You also champion prevention and early detection to help ensure the best patient outcomes though the reduction of oral disease and any associated health complications.

- **Teaching good oral hygiene habits**, particularly the importance of brushing twice a day for two minutes with a fluoride toothpaste and having regular dental check-ups.

- **Providing information and guidance on how to control risk factors** including tobacco use, harmful use of alcohol and unhealthy diets – especially those rich in sugar – to help protect the oral health of your patients and prevent other conditions such as heart disease and stroke, cancer, chronic respiratory diseases and diabetes.

- **Avoiding surgical intervention** through prompt and efficacious application of preventive care to a specific lesion, once it has been detected and assessed. This provides a very significant opportunity to stop lesions from ever progressing to the stage at which surgical intervention is required and to preserve tooth tissue. This aspect of caries care is a priority for you and fully integrated into routine dental practice for all age groups.

- **Organizing World Oral Health Day activities on 20 March** in your practice or work with your NDA to show your patients/public that you are committed to helping them prevent and control oral disease and contributing to their overall health and well-being.
Policymakers

Help your communities Live Mouth Smart by:

- **Recognizing oral health is one of the main pillars of overall health and well-being.** Given the shared risk factors with other noncommunicable diseases (NCDs) – heart disease and stroke, cancer, chronic respiratory diseases and diabetes – you have integrated oral disease into policies addressing NCDs more broadly.

- **Implementing population-wide oral health promotion strategies** as cost-effective measures to address the oral disease burden such as ensuring the availability of fluoride toothpaste and policies to reduce sugar consumption (FDI is developing a Practical Guide on Sugars and Dental Caries, which provides policy guidance and will be available at the end of 2016). Treating oral disease can be extremely costly. However, you recognize that greater awareness on prevention can positively influence oral health and overall population health outcomes, and potentially decrease direct and indirect oral healthcare costs.

- **Acknowledging that oral health is a basic human right** and your country takes a ‘health in all policies’ approach. You recognize the value of implementing evidence-based policies addressing health inequities and social determinants. Furthermore, you view basic oral healthcare as an integral part of universal health coverage, including: affordable access to care, appropriate insurance coverage and an adequately trained workforce, to help keep populations living healthier lives for longer.

- **Prioritizing surveillance, monitoring and evaluation of oral disease** and recognizing that this is an integral part of routine epidemiological data collection. You understand that monitoring risk factors and oral health needs is fundamental to developing appropriate interventions and programmes as well as to evaluating their effectiveness.

- **Celebrating World Oral Health Day on 20 March**, ensuring your government leverages the day to promote oral health in your communities by organizing activities directly, or supporting the work of NDAs.
Get involved

WOHD is a truly global event and would not be the success that it is without the commitment and dedication of people like you. We rely on your actions as individuals, healthcare professionals and governmental decision makers – combined – to protect the oral health of families and communities. There are many levels at which you can get involved and this toolkit highlights the material and resources available to you – throughout the duration of the campaign. You can help make a difference no matter how big or small your involvement is.

Material and resources

Posters
Choose among our six campaign posters designed to empower people to take control of their oral health and adopt good oral hygiene habits throughout life, as well as have regular dental check-ups. Print the posters for distribution and display at events, in dental practices, clinics, hospitals, schools, homes and workplaces, etc., or share them through your social media networks.

Brochure
A brochure with tips on how to Live Mouth Smart will be available with messages to maintain good oral hygiene habits and avoid risk factors for a life free from the pain and suffering caused by oral disease. Read the brochure to help educate yourself and others on the risk factors for oral disease and the actions that can be taken to protect oral health. Share the brochure online or print copies for distribution at WOHD events or in dental practice/clinic waiting rooms, schools and workplaces.
Infographic
An infographic with easily digestible data and statistics will be ready for download to support your awareness-raising efforts, which you can display on your blog or share through social media.

Campaign video
A campaign video will be released in the run up to WOHD centered on delivering prevention messages in a fun and interesting way, which you can view and share through your social media networks.

Interactive events map
Let us know what you are planning to do by adding your activities to the WOHD online map at www.worldoralhealthday.org/events (available as of January 2017)

Poster Customization App
This App allows people across the globe to create their own WOHD visuals by uploading images they feel embody the spirit of WOHD in their country, driving further engagement with the campaign. App participants can use their images across Facebook, Twitter, Instagram and other social media and create posters to display in dental practices or clinics.

Mad Mouths
We encourage smart mouths 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 and share the game:

http://apple.co/1pu1AeT
http://bit.ly/1PbNALf
Spread the word through social media

The two main hashtags used in this year’s campaign are #LiveMouthSmart and #WOHD17

Facebook

‘Like’ the FDI Facebook page, www.facebook.com/FDIWorldDentalFederation, and follow the campaign daily. We will profile events and activities being planned around the world to inspire you as well as help you understand how you can get involved locally. You can use Facebook to:

- **Like and share FDI posts** with your contacts, friends and family and engage in conversations
- **Post the WOHD video** on your Facebook wall
- **Share the infographic and memes** to reach others with visually appealing aids
- **Drive awareness** to the global campaign website by posting a link to www.worldoralhealthday.org

We will create a WOHD ‘cover photo’, which you can download from the FDI Facebook page and add on your timeline to help drive awareness. Alternatively, you can use the Poster Customization App to create your own personalized cover photo.

The above recommendations can also be adapted and used for any other social media channels you may have, such as Instagram or Pinterest.

Twitter

‘Follow’ FDI on Twitter @worldentalfed, www.twitter.com/worldentalfed, and retweet/share our campaign messages. You can also use Twitter to:

- **Join the conversation** by using the event hashtag and sharing your thoughts and ideas with others tweeting on the same topic
- **Share your reactions and opinions** to events, publications, or other news and relate it to your own knowledge and experience
- **Tweet the WHOD video**
- **Share the infographic and memes**

YouTube

‘Subscribe’ to the FDI YouTube Channel, www.youtube.com/worlddentalfed, the main dissemination tool for the WOHD campaign video. The video will be available on the channel directly through the WOHD playlist. We encourage you to link to it from your various online platforms and share it with your contacts.
organize

Ideas to inspire

What can you do to celebrate WOHD 2017?

- **Get involved with local activities**
  
  Check out our worldwide map of activities and see what local events are happening in your country and how you can get involved: www.worldoralhealthday.org.

- **Organize an awareness-raising event**
  
  Organize an event in your local community, schools, workplaces or dental clinics to make people aware of WOHD and the importance of preventing oral disease, as well as the actions needed to take control of their oral hygiene. It does not matter how big or small the event is as every action contributes to growing awareness. If you are an oral health professional, in addition to education your outreach activities could include free oral health checks and distributing toothbrushes and toothpastes.

  You might also wish to invite a government official to formally open your event or give a presentation on what policies are in place to protect the population. Further, you can promote your event through use of the WOHD posters and distributing the patient brochure on the day.

- **Reach out to decision makers and advocate oral health policies**
  
  WOHD is an internationally recognized campaign that provides you an excellent opportunity to act towards reducing the oral disease burden by advocating policies addressing oral health. Activities that raise awareness about the risk of oral disease are vital to the success of the campaign. However, their impact can be significantly heightened if accompanied by policy changes facilitating oral health.

  We encourage you to use WOHD as a platform to advocate policies that create health-promoting environments within your community and region. Advocacy translates awareness into action. When you carry out oral health advocacy, you are raising awareness of the disease burden and presenting solutions to key people with the power to make policies that further the cause.

- **Start a petition and collect signatures**
  
  Whether calling for healthy food in school cafeterias, a ban on sugary soft drinks or affordable access to fluoride toothpastes, a petition is an effective way of raising awareness and affecting change. Celebrate WOHD by sharing your petition with other members of the public and government officials.

- **Volunteer to make a presentation in your community**
  
  Are you an oral health expert? Policy changes need public support and no public outreach is too small to inspire interest in your cause. Celebrate WOHD by sharing your knowledge and experience in promoting oral health in schools, hospitals, community centres, etc., or run an educational seminar on oral disease prevention for the general public.
Host a fundraising dinner

Invite a celebrity chef to host a special dinner or maybe do this in collaboration with a local hotel or restaurant. Turn it into a media event and sell corporate tables/individual places with a tombola or even an auction. Your prizes could be dinner at the selected restaurant, cooking classes, supermarket vouchers and so on.

Work with like-minded health organizations

Work in partnership with like-minded health organizations focusing on other diseases with shared risk factors i.e. heart diseases, cancer, diabetes, and chronic respiratory diseases and work together to raise awareness. Ask them to help promote WOHD, for example, over their social media channels by retweeting or sharing your messages. You could also invite them to make presentations at your events to talk about the benefits of good oral health in maintaining general health and well-being.

A snapshot of member case studies from 2016

Asia-Pacific

Using social media to raise awareness

Australian Dental Association (ADA): organized a social media event and competition. Three electric toothbrushes were donated as prizes. Reported local events included a local dental group having patients and staff write their commitments to oral health. ADA estimates that their activities reached over 14,000 dentists and 10,000 members of the public.

Flash mobs for maximum public participation

Cambodian Dental Association: celebrations involved around 7,000 primary school pupils, who received oral health education, booklets, toothpaste and toothbrushes. They also held a flash mob in a strategic setting in downtown Phnom Penh.

Malaysian Dental Association: organized a flash mob in the presence of high officials of the Ministry of Health.

Free dental check-ups and oral hygiene education

Indian Dental Association (IDA): set up a free dental check-up camp, with IDA dentists providing tips on how to maintain oral health and hygiene while demonstrating the correct brushing technique.

Pakistan Dental Association: carried out health promotion events and free dental check-ups took place in major centres throughout the country, reaching over 25,000 people.
Targeting mothers with prevention messages

Vanuatu Dental Association: the focus was on prevention, public screening and advising mothers on oral health issues for their children, in particular babies.

Africa

A televised partnership event with a focus on disadvantaged children

Association des Chirurgiens-Dentistes du Bénin (ACDB): partnered with the NCD section of the Health Ministry and a primary school for the disadvantaged with around 590 children. Despite 20 March being an election day in Benin, ACDB succeeded in having the event televised, with repeats of the programme.

A WOHD walk and outreach on prevention

Tanzania Dental Association: one full week of events took place, beginning with a press conference and an awareness-raising walk. Outreach activities such as oral health checks, oral health education, oral hygiene instructions, distribution of toothbrushes and toothpastes, dissemination of education tips on oral health through printed fliers and brochures, and treatment to some children in special schools took place in different parts of the country.

Oral health awareness via the media

Uganda Dental Association: it is estimated that WOHD activities which included education, promotion and screening events brought oral health awareness to over three million people through wide reporting in the media, especially through television. The events also generated significant social media activity.

Using plays and poems to promote oral health

Zimbabwe Dental Association: partnered with the Ministry of Health and Child Care, Harare City Health Department, Zimbabwe Republic Police, Zimbabwe National Army, Zimbabwe Prisons and Correctional Services, WHO Country Representative and 18 primary schools in a series of awareness raising events that encouraged people to participate in plays, poems and other fun activities. A 1 km march took place with primary schoolchildren and the prison band and police escort.
**Americas**

A ‘brushaton’ for schoolchildren

**Colegio de Cirujanos Dentistas de Costa Rica:** joined with the Ministries of Health and Education and the Latin American University of Science and Technology to create oral health promotion and educational events. Activities reached some 26,000 children, including the third ‘LAVATÓN’, where children learned the correct way to brush their teeth and maintain optimal oral health.

**Dental cleaning and fluoride treatment**

**Colegio de Cirujanos Dentistas de Honduras:** 1500 people participated in events at a study centre, a state centre for paediatric dentistry, and the police and military academies. The project, which received widespread television coverage, included free dental cleaning and treatment with fluoride.

**Health kits and prevention lectures**

**Asociación Odontológica Panameña:** organized a variety of events in Panama City involving dental students and the general public, supported by flyers and oral health kits highlighting the ‘Healthy Mouth. Healthy Body.’ theme and the association between oral and systemic disease. Events also took place on the University of Panama and the Latin University of Panama as well as promotion and prevention lectures in polyclinic waiting rooms.

**Europe**

**Events targeting vulnerable populations**

**Albanian Dental Association:** organized events in a variety of centres including several for autistic or disabled children, and among the Roma community as well as the elderly and caregivers. A WOHD conference with dentist participants took place at a local hotel.

**A media event and dental check-ups for the underprivileged**

**Cyprus Dental Association (CDA):** partnered with the councils of local dental associations in the main cities to carry out a ‘Free Tooth and Oral Cavity’ examination among people who usually can’t afford dental visits. A TV interview with the President of CDA was broadcast on 18 March in advance of the event.

**A focus on oral health and NCDs (diabetes)**

**Dutch Dental Association:** used WOHD as a means of engaging their members and the public on diabetes and oral health. On 20 March, they launched an online quiz ‘What does your mouth tell you about diabetes?’ In addition, two ‘ToothCamp’ events were held in the week leading up to WOHD.

**WHO campaigning over the media**

The **Egyptian Dental Syndicate** and the **Egyptian Society for Pediatric Dentistry** launched a ‘Healthy Mouth. Healthy Body.’ media campaign and supported activities of other associations, notably the Egyptian society of children with special needs and the Egyptian association of dental students, with visits to hospitals, schools and universities.
Lectures and oral health kits

**Jordanian Dental Association (JDA):** held a conference at the Royal Cultural Centre in Amman, under the WOHD theme ‘It all starts here. Healthy Mouth. Healthy Body’, featuring five lectures delivered to 500 schoolchildren from different grades. Conference participants also included more than 100 dental hygienists and dentists. Toothpaste and toothbrushes as well as oral health educational leaflets and posters were distributed. JDA built up to WOHD in the preceding month with six oral health awareness campaigns among schoolchildren in different parts of the country.

Awareness raising in a dental clinic

Between 20–27 March, in recognition of WOHD and GCC Oral Health Week, the Hamad Dental Centre hosted a number of activities to raise awareness among Qatar’s population of the importance of oral health and the impact that it has on their overall health and well-being. Members of the public were given free dental check-ups and counselling, workshops and educational materials.

Partnering with the Health Ministry

**Emirates Medical Association (EMA):** EMA and the UAE Ministry of Health and Prevention organized awareness-raising activities. These included, activities targeting the government sector and the general public, which included oral health education, brush trials and dental examinations. As well as reading events involving children who learnt about good oral hygiene habits in a fun way.

Student dental association activities

WOHD means celebrations and fun, with serious messages. FDI provides a special incentive for students to get involved: four prizes to attend the FDI Annual World Dental Congress.

Getting the attention of the nation’s shoppers

Dental students in Poland organized events in large malls in seven cities to raise awareness of oral health and its association with systemic disease. They promoted the events in advance in student and public newspapers, by distributing leaflets, through local TV and radio and over social media. Supports included ‘goody bags’ with toothbrush and toothpaste, and a children’s play area featuring play-doh plasticine and colouring books.

Overcoming fear of ‘white coats’

Turkish Dental Students provided oral hygiene education in the kindergartens, elementary schools, high schools, public areas, shopping centres and private educational institutions, and shared their activities with the media and on social media. With pre-school children as a priority, they provided advice on how to brush your teeth using fun presentations to overcome children’s phobia of ‘white coats’.
Targeting children with oral health literacy

In Egypt, dental students began their WOHD build-up in February with a campaign featuring oral health literacy visits to schools, nurseries and orphanages, as well as dental convoys and clinics. Other activities included children’s theatre. They also held health events in some of the country’s universities and carried out a dental Olympics contest between the dental students.

Raising awareness in challenging circumstances

In Iraq, where “to make our community at least smile on World Oral Health Day would be a massive accomplishment”, dental students took to busy streets to campaign, as well as in refugee camps, army bases and remote villages. They also visited hospitals, orphanages, restaurants, shopping malls and parks. With the help of brochures, flyers and free toothbrushes/toothpaste, they reminded the public about the importance of oral health.

Oral health literacy and free dental camp

In Pakistan, dental students organized a two-day event including stalls featuring stalls decorated with the charts and posters of different diseases, their causes and treatment as well prevention awareness. Other activities included a free dental camp and the award to the best presenter of their Team Dental Challengers, a competition about various oral diseases.
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 19,000 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 33 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 $10.6 billion in 2015, 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, Facebook.com/HenrySchein and @HenrySchein on Twitter.

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. The company, headquartered in the Netherlands, 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 2015 sales of EUR 16.8 billion and employs approximately 69,000 employees with sales and services in more than 100 countries.

News about Philips can be found at www.philips.com/newscenter.

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 (57%) 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 2015 had reached 71 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, please visit www.unilever.com.
For more information on the USLP: www.unilever.com/sustainable-living/.

Global Supporter

**Wrigley Oral Healthcare Program**

The Wrigley Oral Healthcare Program (WOHP) partners with dental professionals worldwide, helping them improve their patients’ oral health through one extra simple and enjoyable step in their daily routine: chewing sugarfree gum after eating and drinking on-the-go. For more than 25 years, WOHP has supported independent clinical research into the benefits of chewing gum, including saliva stimulation, plaque acid neutralization and tooth strengthening to help dental professionals and their patients understand the role of sugarfree gum as a convenient tool for everyday oral care. Today, Wrigley operates oral healthcare programs in 47 countries worldwide. WOHP is one example of how we make a difference to people and the planet through performance, and how we incorporate our principles based approach to business into all that we do.


Official Media Partner

**Dental Tribune International (DTI)**

The 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, 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.
Copyright and permissions

FDI owns all intellectual property rights of the resources. It is prohibited to make commercial use of FDI resources, in whole or in part, without prior permission.

**WOHD campaign material and logo cannot be used in connection with the sale of products**, for the promotion of a company or for any direct or indirect commercial purpose or advantage. The material can only be used in association with WOHD initiatives. If you are not an FDI member association, you cannot adapt the material and must use it as provided.

WOHD material must be published with the following copyright notice within the image or next to it: © FDI World Dental Federation.

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 2017 in your country. We wish you every success! Please remember to keep us informed of all your plans and activities.

Reminder: all material which is translated or adapted will require local review and approval in relation to local rules and regulations.

If you need any further support or information, please contact the global team: WOHD@fdiworldental.org.

References


MANAGING EDITOR
Charanjit Jagait

EDITORIAL REVIEW & SUPPORT
Christopher Simpson
Claudia Marquina

DESIGN & LAYOUT
Gilberto D Lontro

WOHD TASK TEAM
Edoardo Cavalle CHAIR
Ashok Dhoble
Awab Alvi
Duygu Ilhan
Ihsane Ben Yaya
Inoue Takashi
Kathy Roth

FDI World Dental Federation
Avenue Louis-Casai 51 • PO Box 3 • 1216 Genève • Switzerland
+41 22 560 81 50 • info@fdiworldental.org • www.fdiworldental.org

©2016 FDI World Dental Federation