



World Oral Health Day
20 March



BE PROUD OF YOUR MOUTH

ACTION TOOLKIT FOR MEMBERS



www.worldoralhealthday.org

#MouthProud #WOHD21

Global Partner



Global Supporters



World Oral Health Day

On the 20 March every year, we ask the world to unite to help reduce the burden of oral diseases, which affect individuals, health systems and economies everywhere.

Its purpose: to empower people with the knowledge, tools and confidence to secure good oral health.

Oral diseases are a major health concern for many countries and negatively impact people throughout their lives. Oral diseases lead to pain and discomfort, social isolation and loss of self-confidence, and they are often linked to other serious health issues. And yet, there is no reason to suffer: most oral health conditions are largely preventable and can be treated in their early stages.

That is why World Oral Health Day (WOHD) is so vital as it:

- **empowers** individuals to take personal action;
- **encourages** schools and youth groups to deliver learning activities about oral health;
- **provides** a unified platform for oral health professionals and the wider healthcare community to educate the populations they serve;
- **urges** governments and policymakers to champion better oral health for all.

WOHD is an initiative of FDI World Dental Federation; an organization that brings together the world of dentistry with the aim of achieving optimal oral health for everyone.

We rely on your actions to help us shout louder about the importance of good oral health. Get involved in any way you can. Use this toolkit to help.

Campaign theme: 2021–2023

The theme for the next three years sends out a simple but powerful message:

BE PROUD OF YOUR MOUTH.

In other words, value and take care of it.

This year, we want to inspire change by focusing on the importance of oral health for overall health, **BECAUSE GOOD ORAL HEALTH CAN HELP YOU LIVE A LONGER, HEALTHIER LIFE.**

And that is something worth taking action for.



Campaign key messages

It is estimated that oral diseases affect nearly 3.5 billion people, which makes it the most common health condition globally.

WOHD provides an important platform to raise awareness about oral health and the pivotal role it plays in maintaining overall health, well-being and quality of life.

The main campaign messages are:

✓ **Oral health is one of the main pillars of overall health and well-being**

A healthy mouth allows people to speak, smile, smell, taste, touch, chew, swallow and convey a range of emotions with confidence and without pain, discomfort and disease, e.g. tooth decay (dental caries). Maintaining good oral health can have a positive impact on the management of diabetes and could help in the prevention of other health conditions, such as cardiovascular disease (heart disease and stroke), pneumonia and some cancers. Therefore, it is integral to securing a good quality of life.

FACT: You can't be healthy without good oral health. Oral diseases may directly affect a limited area of the human body, but their consequences impact the body as a whole.

✓ **Managing risk factors for oral diseases can also help avoid other health conditions**

The good news is that controlling the four main risk factors for oral diseases, which include an unhealthy diet high in sugar, tobacco use, harmful use of alcohol and poor oral hygiene, will also help in the prevention of other diseases, such as cardiovascular and respiratory diseases, cancer and diabetes.

FACT: Implementing oral health promotion strategies and empowering people with the knowledge to make informed decisions can help in disease prevention.

Campaign key messages (cont.)

✓ Most oral health conditions are largely preventable and can be treated in their early stages

Oral health as well as general health can be protected through the following actions:

- Practicing a good oral hygiene routine, which includes brushing for two minutes, twice a day, with a fluoride toothpaste.
- Visiting the dentist for regular check-ups and dental cleanings.
- Eating a well-balanced diet low in sugar and high in fruit and vegetables, and favouring water as the main drink.
- Stopping use of all forms of tobacco, including chewing of areca nuts.
- Limiting alcohol consumption.
- Using protective equipment, such as a mouthguard, when doing contact sports and travelling on bicycles to reduce the risk of injuries.

FACT: Sugar, a major contributor to obesity, is also the primary cause of tooth decay. More than 530 million children suffer from tooth decay in their primary teeth (milk teeth).

✓ Universal Health Coverage: every person, everywhere should have access to the health services they need without the risk of financial hardship when paying for them

Widespread disparities exist around access to, and uptake of, oral health services. Universal Health Coverage (UHC) cannot be achieved overnight. However, WOHD is an opportunity to persuade our governments to do more. Countries at all income levels can take steps to move closer to achieving UHC and develop their own package that integrates oral health and fits the needs of their population.

FACT: Oral diseases disproportionately affect the poor and socially-disadvantaged members of society. Essential oral health services should be available, accessible and affordable for all.

Campaign materials

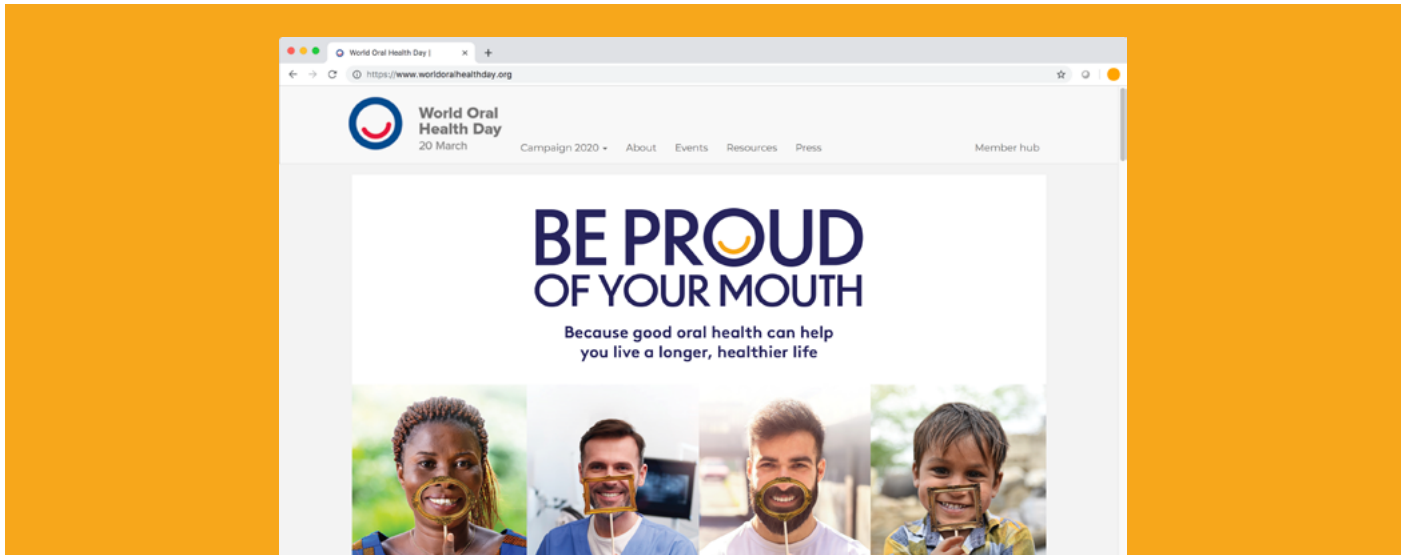
A range of campaign materials are available to support your WOHD activities. Please use them freely to help raise awareness of *why* it is important to 'Be Proud of Your Mouth' and *how* to take care of it properly.

Below is a snapshot of what is available.

Posters to raise awareness	<ul style="list-style-type: none">● Main campaign posters● Visit the dentist posters● Children's poster
Resources to educate	<ul style="list-style-type: none">● Fact sheets● Key message cards
Templates to support events	<ul style="list-style-type: none">● Customizable event poster● Customizable invites● Children's colouring templates● Make your own campaign frames
Digital and social media	<ul style="list-style-type: none">● Campaign video● Create your own poster● WOHD profile covers● Social media templates and gifs● Instagram filter
Action toolkits	<ul style="list-style-type: none">● A toolkit for everyone, including:<ul style="list-style-type: none">● Individuals, workplaces and community groups● Schools and youth groups● Oral health professionals and the wider healthcare community● Governments and policymakers
Media tools	<ul style="list-style-type: none">● Advertisement for oral health professionals● Press release
WOHD logo	<ul style="list-style-type: none">● A multilingual logo

Campaign website

The WOHD website is your go to place to find all the campaign resources, which are available in English, French and Spanish.



Member hub: www.worldoralhealthday.org/members

The members-only area of the site provides access to all the campaign artwork files.

- **Localize your materials:** add your own logos and translate the text. Please share your translated materials with us by sending them to wohd@fdiworlddental.org. We will upload them to the website for others to access and credit you accordingly.
 - **Customize the key image on posters and other material:** the toolkit includes a variety of options for the main campaign poster to reflect different communities and nationalities. A simple system has also been devised to enable you to insert your own photography, if required. Step-by-step instructions are available in the Member hub. In addition to the photography-led posters, there is a graphic version available that does not use any photography.
 - **Create local impact:** use country-specific facts and figures and high-profile, local spokespersons wherever possible.
- Please note:
- The Global Partner and Supporter logos must not be removed; without them, WOHD would not be possible.
 - It is the organizer's responsibility to adapt the materials to local compliance or regulatory guidelines.

Visit the website regularly to keep up to date with all the resources and share www.worldoralhealthday.org widely to help spread the reach of our oral health messages.

Posters to raise awareness



Main campaign posters

Display and distribute the campaign posters; there's a wide selection to choose from.

Visit the dentist posters

Promote the importance of regular check-ups.

Children's poster

Empower children to practice good oral health.

Resources to educate



Fact sheets

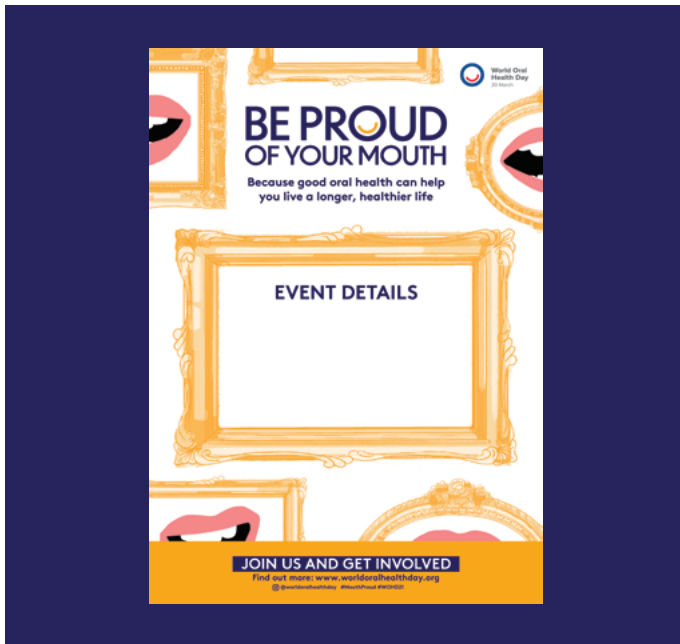
Share the facts about oral diseases and how to prevent them.



Key message cards

These event-friendly handouts draw attention to key oral health messages.

Templates to support events



Customizable event poster

Personalize the poster and publicize your events.



Customizable invites

Let people know when and where to go to join your events.



Children's colouring templates

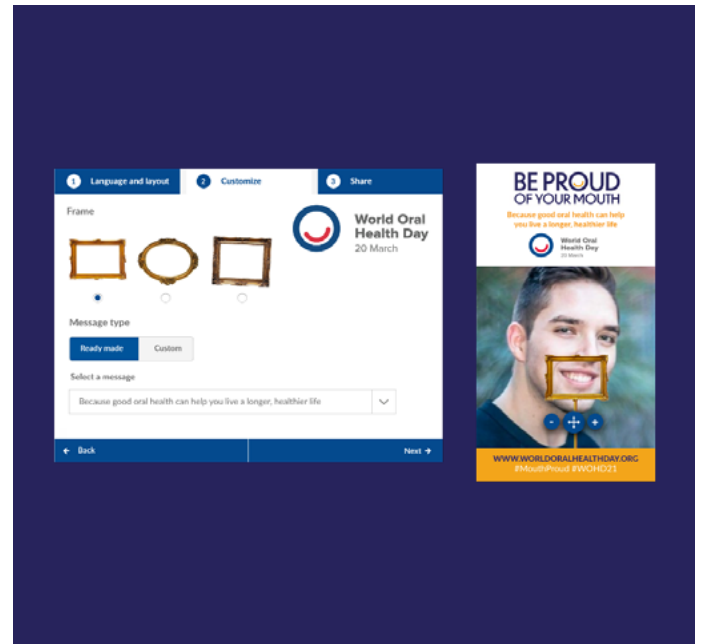
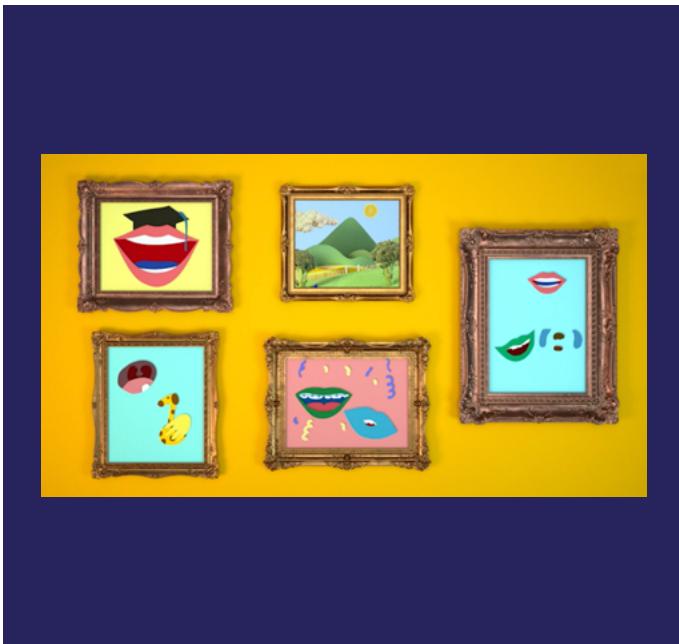
Run competitions using the colouring templates linked to the campaign.



Make your own campaign frames

Use the templates to create a stand out celebration for World Oral Health Day.

Digital and social media



Campaign video

Inspire everyone to take action by showing and sharing the animated campaign video.

www.youtube.com/fdiworlddental

Create your own poster

Create, customize and share your own campaign posters on our #MouthProud wall and directly to social media at:

www.worldoralhealthday.org/custom-poster



WOHD profile covers

Use the social media profile covers to show your support online.

Digital and social media (cont.)



Social media templates and gifs

Encourage your networks to join the conversation by circulating the ready-made messages or share your own.

Instagram filter

Visit the World Oral Health Day Instagram page and click the smiley face icon to find and use the filter.



Action toolkits



A toolkit for everyone

This is one in a series of Action toolkits to help get as many people as possible involved in WOHD.

Media tools



Advertisement for oral health professionals

Use the advertisement to promote the WOHD tools to oral health professionals and secure their engagement with the campaign.



Press release

Adapt and circulate the template press release. It is supported by background material and infographics, where appropriate.

WOHD logo



A multilingual logo

Unify your efforts with the rest of the world by using the logo in all your WOHD communication materials. It is available in 39 languages at:

www.worldoralhealthday.org/logo-usage-guidelines

If you don't see your local language, send a translation of the text to wohd@fdiworlddental.org and we will adapt and forward you the translated logo.

Use the toolkit to take action

Whatever you do, however big or small, will help to keep us moving towards our collective goal: better oral and overall health for all.

Engage oral health professionals and the wider healthcare community

We rely on you to engage members locally in order to galvanize action.

- **Action toolkit:** circulate the toolkit adapted specifically for oral health professionals (OHPs) and the wider healthcare community, including dental students, local hospitals and doctors' surgeries, to encourage their involvement in WOHD.
- **Advertisement for OHPs:** amplify your efforts by placing the advertisement in relevant press titles as well as sharing it electronically.
- **Campaign materials:** distribute and display the material in dental practices and clinics.

Run events

We are always inspired by our members' efforts to engage their communities through WOHD initiatives, which have included (not an exhaustive list):

- **Free dental check-ups** in familiar environments, like shopping malls.
- **Oral hygiene workshops** to demonstrate how to brush and floss properly.
- **Talks** about the importance of good oral health and its connection to overall health.
- **Distributing** oral health information to encourage healthy habits.
- **Open days** at dental practices to help ease people's fears around visiting the dentist.
- **Handing out** free toothbrushes and toothpaste to those from low-income backgrounds.
- **Walks** to raise awareness of WOHD and its aims.

Invite local press to cover your events to help generate media coverage for your efforts.

Reach out to different audiences and groups

Good oral health is important for everyone. Distribute the campaign materials and spread WOHD messages as far and wide as you can. For example, target:

- teachers and schoolchildren;
- parent and children groups;
- childbirth and pregnancy classes;
- old people's homes or community groups for the elderly;
- families at shopping malls and libraries;
- hard-to-reach groups through community centres;
- ethnic groups through places of worship;
- local hospitals, primary care clinics and doctors' surgeries.



Use the toolkit to take action (cont.)

Engage children and schools

Poor oral health can negatively affect how a young mouth develops and leads to more than 50 million school hours lost each year. Education can help change that.

- **Visit schools and/or arrange class visits to the dentist:** give talks, demonstrations and advice, and organize free dental check-ups for children.
- **Teaching resources:** send out, or direct schools and educators to the *Action toolkit for schools and youth groups*. It offers learning activities linked to the WOHD campaign and ideas on how to spread important oral health messages to parents and caregivers. It also signposts *Mouth Heroes for Schools*, FDI's year-round teaching resource for children aged 5–9 years:
www.fdiworldddental.org/mouth-heroes-for-schools
- **Run a competition:** in keeping with the campaign's key visual, use the colouring templates to encourage children to design and colour frames of their own.

Advocate for action

Use WOHD to put pressure on governments and policymakers to ensure health enabling environments in your country.

- **Action toolkit:** circulate the toolkit for governments and policymakers to start discussions with decision makers and to ask them to show their commitment this WOHD.
- **WOHD events:** invite government health officials to your WOHD events and use the opportunity to hand out campaign materials.
- **Chief Dental Officer (CDO):** keep your CDO up-to-date with all the advocacy material, and work together to affect change.

Leverage media and PR opportunities

WOHD is a great opportunity to generate widespread media coverage and to raise people's understanding of the link between oral health and overall health.

- **Press release:** use the template press release to get WOHD mentioned wherever you can: newspapers, magazines, websites, podcasts, radio shows, etc.
- **Other media opportunities:** FDI works with its official media partner, Dental Tribune International, to place a number of WOHD advertisements in their national editions. Many countries will have the opportunity to include their association's logo. In return, we ask that you help us translate the ad into your local language, so look out for an email from the WOHD global team with further information.
- **Do something a bit different:** work with your communications team to think of ways to generate news. For example, illuminate buildings with photos of people framing their mouths proudly. Or, link with a local art college and hold an exhibition to spotlight the campaign.
- **Campaign ambassadors:** do you have local celebrity ambassadors or high profile spokespersons or influencers? Involve them as early as you can to help drive interest and engagement in your WOHD campaign and events.

Simple actions, like customizing and sharing campaign posters online, can have a huge ripple effect if embraced by popular ambassadors with a strong following.

Use the toolkit to take action (cont.)

Fundraise

WOHD is a great platform for fundraising. The money raised can be used to support programmes that help the most vulnerable and deliver charitable oral healthcare to the underserved. Here are some ideas to inspire you.

- **Be Proud of Your Mouth...**
 - walk, fun run or other sporting challenge;
 - healthy bake sale;
 - art sale or exhibition in collaboration with a local school;
 - dinner and dance: bring along a prop to showcase your mouth!

Spread the word on your website

Feature WOHD on your website to spread awareness and to create interest in the campaign.

- **Share the campaign video:** you can dub or subtitle the video in different languages too.
- **Show the posters:** they help communicate the campaign in a visually impactful way.
- **Create your own poster:** promote the link to encourage people to upload their photos and share their personalized posters at:
www.worldoralhealthday/custom-poster
- **Blog about it:** share WOHD success stories from previous years to encourage others to join the action.
- **Direct everyone to the Action toolkits:** let's get as many people involved as possible.

Get social

Social media is an undeniable force in today's world. Leverage its power for your WOHD campaign. The toolkit includes a variety of content for social platforms.

- **Campaign hashtags:** tag your posts with the official hashtags so that others can find and join the conversation. **#WOHD21 #MouthProud**
- **Social media templates and gifs:** these are filled with facts that emphasize why it is important to *Be Proud of Your Mouth* and the actions that can be taken to take care of it. Translate and share them on your social media platforms. We have also provided ideas for ready-made posts that could accompany them to help kick things off.
- **Create your own poster:** share your customized poster with the world and encourage others to follow suit.
www.worldoralhealthday.org/custom-poster
- **Instagram filter:** apply the fun campaign filter to your photos and Stories.
- **WOHD profile covers:** use them to build a strong campaign presence online.
- **Share the campaign video:** video is enormously popular on social platforms.

As we get closer to 20 March, we will share a social media calendar along with some tips.

Ready-made posts to get you started

Targeting oral health professionals

#OralDiseases affect nearly 3.5 billion people globally. This #WorldOralHealthDay, let's come together to send out a simple but powerful message: Be Proud of Your Mouth, not just for the sake of your #OralHealth, but for your overall health too.

www.worldoralhealthday.org

#MouthProud #WOHD21

There is so much everyone can do to reduce their risk of #OralDiseases as well as other serious health conditions. Take action this #WorldOralHealthDay to inspire patients and communities to look after their #OralHealth.

www.worldoralhealthday.org

#MouthProud #WOHD21

Be Proud of Your Mouth is FDI's new 3-year campaign for #WorldOralHealthDay. We want it to inspire change. We want it to encourage action. We want it to improve health. We can't do any of that without the support of #OralHealthProfessionals. What will you do for #WorldOralHealthDay?

www.worldoralhealthday.org

#MouthProud #WOHD21

More than 530 million children suffer from #ToothDecay in their #PrimaryTeeth, which can lead to pain, infection, #ToothLoss and missed #school days. This #WorldOralHealthDay, let's take action to fight tooth decay.

www.worldoralhealthday.org

#MouthProud #WOHD21

Targeting the general public

This #WorldOralHealthDay we are urging you to Be Proud of Your Mouth. Because good #OralHealth can help you live a longer, healthier life.

www.worldoralhealthday.org

#MouthProud #WOHD21

#ToothDecay is preventable, yet millions of people suffer because of it. Be Proud of Your Mouth. In other words, value and take care of it. What will you do for your #OralHealth this #WorldOralHealthDay?

www.worldoralhealthday.org

#MouthProud #WOHD21

Be Proud of Your Mouth. Practicing a good oral hygiene routine at home, combined with regular visits to the #dentist, is one of the most important things you can do for your oral and overall health.

www.worldoralhealthday.org

#MouthProud #WOHD21

#OralHealth is vital for general health and well-being. The good news is that oral health can be maintained by being aware of your risk factors and taking action to prevent disease. This #WorldOralHealthDay, inform yourself and others for a healthier life.

www.worldoralhealthday.org

#MouthProud #WOHD21

Put yourself on the map

Tell us and others what you are planning to do and then, please feedback on how it went. Outstanding efforts will be recognized through the World Oral Health Day Awards.



Map of activities

The global map of activities captures everything taking place around the world. Submit your activity or event on the map at:

www.worldoralhealthday.org/map-activities

Be as detailed as you can; hopefully people in your local city will be looking to get involved.

Tell us about your efforts in your activity report

After 20 March, FDI headquarters will send you a link to complete your WOHD report. Your feedback is really important and enables us to:

- tally the global impact of the campaign;
- make improvements in the future;
- celebrate the most impactful campaigns through the WOHD Awards.

Win a World Oral Health Day Award

All the hard work will have been completed, so don't miss the chance to get recognized for it. This is what happens:

- You submit your activity report after 20 March.
- Campaigns are shortlisted and voted on by the WOHD Task Team, a group of oral health experts guiding and supervising WOHD.
- A winner is selected for each Award category (see the next section).
- Winners are informed, usually sometime in May.
- The announcement is made public and certificates are presented at the FDI World Dental Congress in September.

World Oral Health Day Awards: Entry information

Award categories for FDI members

www.fdiworlddental.org/members/fdi-members

Most educational activity

Award overview

Recognizes hands-on contributions to increase oral health literacy among the public, e.g. through schools programmes, educational lectures and oral health awareness workshops.

Award criteria

- Number and variety of activities and their reach, i.e. number of participants
- Stakeholder involvement, e.g. government officials
- Distribution of educational materials
- Media and social media coverage
- Use of the WOHD theme and materials

Award categories for IADS* members

www.iads-web.org/membership/directory

Best social media campaign

Award overview

Recognizes campaigns that successfully put WOHD in the social spotlight and encourage people to join the conversation on oral health.

Award criteria

- Number of social media posts, including their engagement and reach
- Appropriate use of WOHD, and other oral health related hashtags
- Presence across a range of social media platforms
- Influencer involvement
- Dissemination of WOHD social media assets

Best media campaign

Award overview

Recognizes WOHD campaigns that generate significant buzz in traditional or online media, and across a range of platforms, e.g. newspapers, radio, television, blogs and social media.

Award criteria

- Number of press conference attendees
- News articles generated
- Audiences reached by media type, including online (page visits, social media likes and comments, etc.)
- Circulation of press release and use of WOHD social media assets
- Use of the WOHD theme and materials

Most original activity

Award overview

Recognizes WOHD activities that make a lasting impression because they are unique in promoting oral health messages among the public.

Award criteria

- Number of participants
- Collaboration with external partners, e.g. schools, shopping centres, hospitals and government
- Innovation and originality
- Impact through dissemination of take-home messages and/or oral care items
- Use of the WOHD theme and materials

*International Association of Dental Students

World Oral Health Day Awards: Entry information (cont.)

Open to oral health professionals and the wider healthcare community

(non-FDI members)

Best campaign by a dental practice or other healthcare setting

Award overview

Recognizes campaigns that reach out to local communities and educate them about the importance of oral and overall health.

Award criteria

- Number and variety of activities and their reach, i.e. number of participants
- Display and distribution of WOHD materials
- Social media messaging and engagement
- External collaboration, e.g. cross-sector, national association, schools

Open to the general public*

(non-FDI members)

Best branded photo

Award overview

Celebrates the best use of the WOHD brand in a single snapshot, while engaging and inspiring others to look after their oral health.

Award criteria

- Use of the WOHD logo and theme
- Visibility of WOHD campaign materials
- Captures a fun and engaging WOHD moment
- Good quality photo
(1800 x 1200 pixels minimum)

*All groups and individuals who are not associated with FDI, and organized a WOHD event

The prizes

For members and student dental associations

- One free registration to attend the FDI World Dental Congress.
- Roundtrip flight (economy class) and accommodation for the full duration of the Congress.
- A certificate of recognition.
- Widespread promotion of the winning activity.

For the general public, and oral health and other healthcare professionals

- WOHD merchandise.
- A certificate of recognition.
- Widespread promotion of the winning activity.

Please remember, to be considered for an award you must submit your activity report once WOHD is over at: www.worldoralhealthday.org/activity-report

For more information, contact us at: wohd@fdiworldental.org

Be inspired by previous campaigns

WOHD relies on everyone's collective actions to reach different audiences and spread important oral health messages far and wide.



Credit: South African Dental Association

In South Africa, dental screenings were organized in schools, reaching more than 3,000 children.



Credit: Stomatology Centre of Shenzhen Hospital

In China, the WOHD campaign was displayed on several LED display screens.



Credit: Dr Awua

In Ghana, a dentist and his patients customized and shared their own campaign posters.



Credit: Hellenic Dental Association

In Greece, the Hellenic Parliament building was illuminated with the WOHD logo.

Collaborating with Global Partners and Supporters

WOHD would not be possible without the support of our Global Partners and Supporters, as well as our official media partner.

Maximize these partnerships at a local level to make your celebration even more of a success. To approach them, request the details of their local offices by emailing wohd@fdiworlddental.org

Global Partner



Unilever is committed to oral hygiene. It delivers innovative oral health programs around the world and its toothpaste brand Signal, also known as Pepsodent, Mentadent, AIM and P/S, strives to build good toothbrushing habits everywhere. For more information, visit www.unilever.com

Global Supporters



Working in partnership with dental professionals worldwide, Wrigley Oral Healthcare Program aims to improve oral health by adding one simple step to people's daily oral hygiene routine: chewing sugar-free gum after eating and drinking. For more information, visit www.wrigleyoralcare.com



Planmeca is the largest privately-owned dental equipment manufacturer in the world. Its product range, which includes CAD/CAM solutions and dental imaging, is distributed in over 120 countries. For more information, visit www.planmeca.com



3M Oral Care – a science-based technology company – promotes lifelong oral health by developing innovative dental and orthodontic solutions that help simplify procedures and deliver predictable outcomes. For more information, visit www.3M.com

Media Partner



DTI publishing group is composed of the world's leading dental trade publishers. Its flagship publication, *Dental Tribune*, is the largest global dental newspaper. DTI can help spread messages to decision makers worldwide. For more information, visit www.dentaltribune.com

Collaborating with other partners at a local level

It is important to explore opportunities with our Global Partners and Supporters before approaching other companies. For example, can our partners provide free samples of oral hygiene products, such as toothbrushes, toothpaste, sugar-free gum, etc. or help set up a mobile dentist room to visit shopping centres and villages?

If they are unable to offer support, we encourage you to collaborate with alternate local partners.

Alternate oral health partners

Please be mindful of the fact that our Global Partner benefits from a non-compete clause. If you are planning to partner with a direct competitor, use of the official WOHD materials is not allowed; only use of the generic WOHD logo is permitted. We therefore strongly recommend seeking support from a company not in competition with our Global Partner.

Local partners outside of the oral health industry

Reaching out to a wide range of possible collaborators will help strengthen your WOHD activities. They could get involved in a variety of ways. For example:

- **Supermarkets, pharmacies and make-up brands:** set up a photo booth and capture shoppers framing their mouths to show they are proud.
- **Water brands:** inspire people to lead healthier lives and to drink water through free water giveaways.
- **Sugar-free or low-sugar-content food companies:** run awareness sessions about the importance of cutting down on sugar.
- **Restaurants and cafes:** get involved through healthy eating cooking demonstrations.
- **Sportswear manufacturers and retailers:** champion protective mouthguards and headgear, and demonstrate how they protect you when playing contact sports.

Responding to partnership enquiries

If you receive an enquiry from a company seeking to support your WOHD campaign and are confident they do not compete with our Global Partner, email us with the company's information: wohd@fdiworlddental.org

Once the partner is approved by the FDI team, you may wish to share the following with them:

- Background information on FDI World Dental Federation and World Oral Health Day.
- A timeline of scheduled events and deadlines as well as key milestones for partnership discussions/negotiations.
- A partnership package detailing specific partnership options.

The WOHD logo

The WOHD logo is subject to copyright and your local partners are not permitted to use it, under any circumstances, in stand-alone campaigns. It can only be used in association with your own WOHD campaign. If there is any uncertainty around this, please contact: wohd@fdiworlddental.org

Some final terms and conditions

We hope you are excited about using the new campaign materials. Before you get going, here are some final dos and don'ts.

Intellectual property

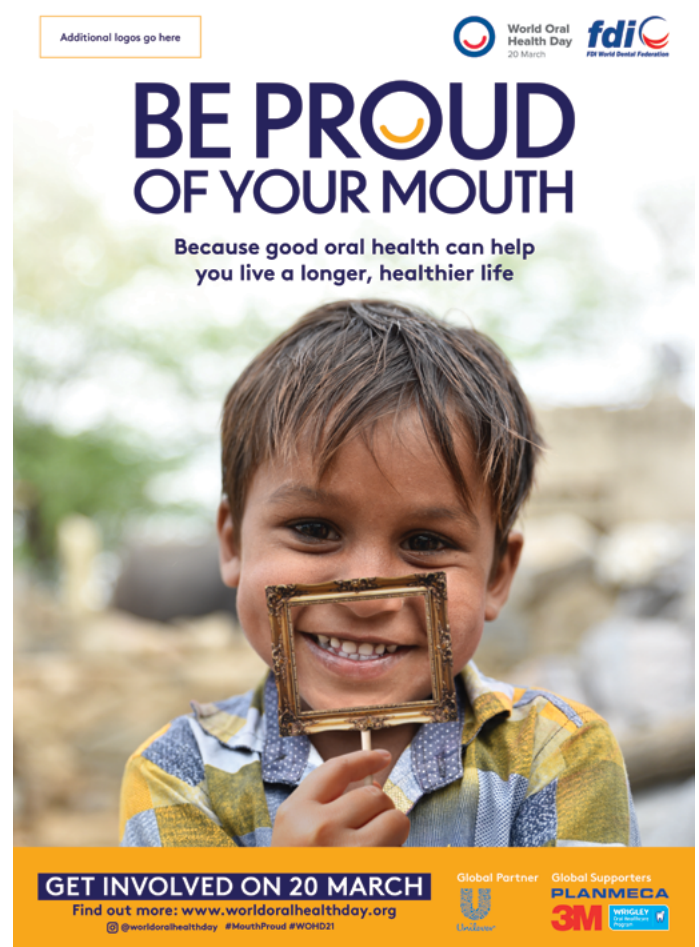
FDI owns all intellectual property rights of the WOHD resources, but we grant to the end user the non-exclusive, non-transferable license to use them upon these terms and conditions. It is prohibited to make commercial use of the resources, in whole or in part, without prior permission.

Usage conditions

- The campaign materials 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.
- FDI members are granted the right, without any fee or cost, to use, publish, disseminate, transfer and digitize the WOHD resources for educational purposes only. The content may be translated to the local language, however, must not in any manner be misrepresented.
- The Be Proud wordmark uses Dunbar Low Regular and the WOHD primary font is Brown: Regular, Bold and Italic. If you don't have access to Brown, please substitute it for the freely available Futura or Open Sans. Futura is included in the Adobe cloud. Open Sans can be downloaded here: <https://fonts.google.com/specimen/Open+Sans>
- All translated or adapted material will require review and approval according to local rules and regulations.
- FDI members are permitted to add local sponsor logos to posters and other materials, as long as they are not direct competitors of our Global Partner. However, the Global Partner and Supporter logos must not be removed.

Graphic template

Use this graphic template as a guide to where additional logos can be placed on the posters.



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

If you have any questions about rights to use the WOHD logo or material, please contact the global team:
wohd@fdiworldental.org

Thank you for supporting World Oral Health Day.

Keep us informed of all your plans and activities.
Contact us if you need any further support or
information: wohd@fdiworlddental.org

www.worldoralhealthday.org

 [instagram.com/worldoralhealthday](https://www.instagram.com/worldoralhealthday)

 [facebook.com/FDIWorldDentalFederation](https://www.facebook.com/FDIWorldDentalFederation)

 twitter.com/fdiworlddental

 [youtube.com/fdiworlddental](https://www.youtube.com/fdiworlddental)

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