

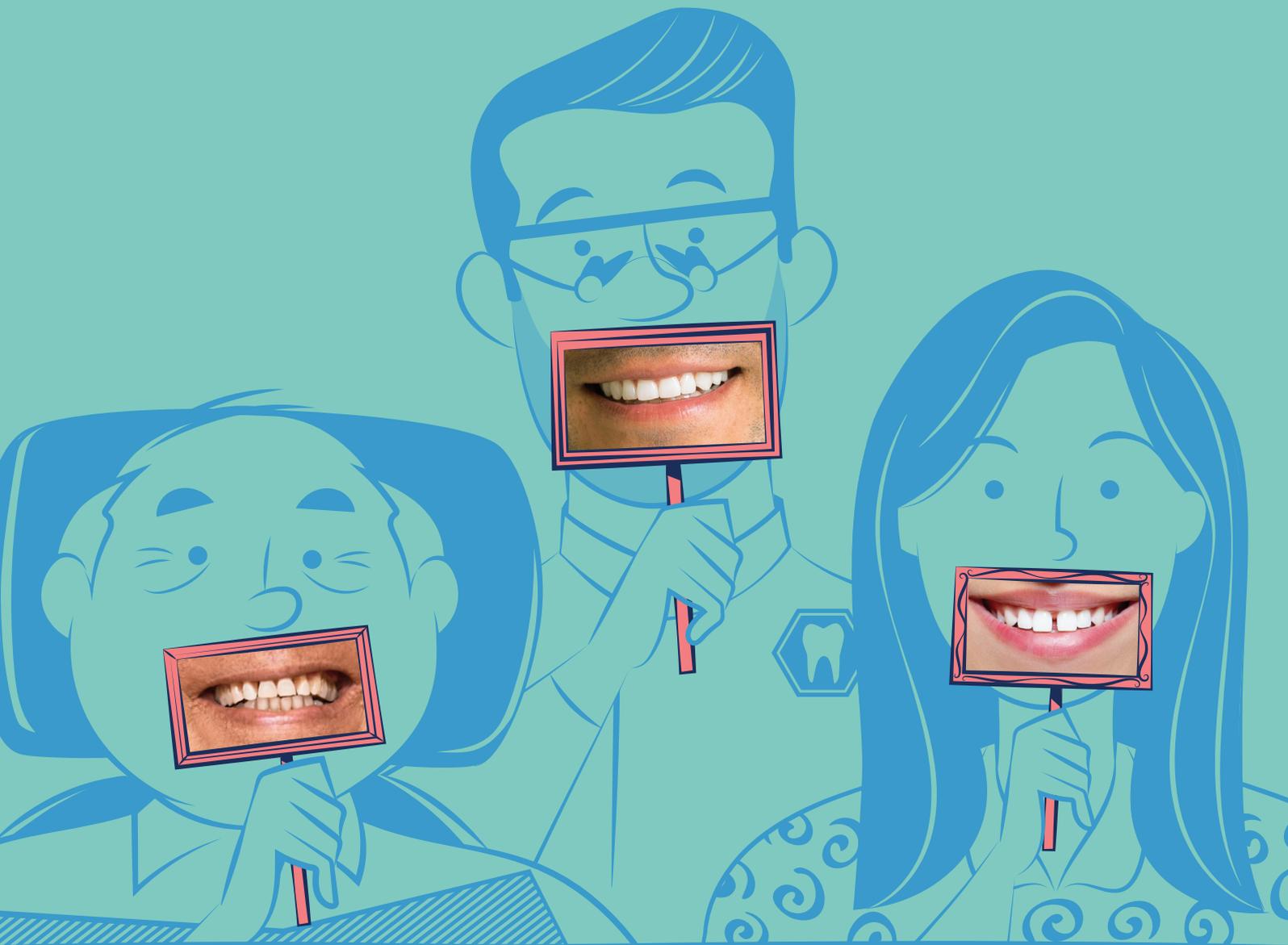


World Oral Health Day
20 March



BE PROUD OF YOUR MOUTH

ACTION TOOLKIT FOR ORAL HEALTH
PROFESSIONALS AND THE WIDER
HEALTHCARE COMMUNITY



GET INVOLVED ON 20 MARCH

Find out more: worldoralhealthday.org

@worldoralhealthday #MouthProud #WOHD22

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World Oral Health Day: 20 March

World Oral Health Day (WOHD) provides a platform to make a difference to the lives of people everywhere. Poor oral health affects nearly 3.5 billion people worldwide and has far-reaching consequences, yet people tend not to realize the severe impact an unhealthy mouth can have on their life. It can cause significant pain and suffering, affecting what you eat, how you speak and how you feel about yourself, leading to an impaired quality of life.

On WOHD 2022, we are asking everyone to take meaningful action to help end the neglect of global oral health.

People

We want people to make the best decisions for their mouths and encourage them to:

- practice a good oral hygiene routine;
- visit the dentist regularly;
- eat a balanced, low-sugar diet;
- avoid tobacco;
- limit alcohol consumption.

Health professionals

We want oral health professionals and the wider healthcare community to use WOHD to amplify what they are doing already: engage and educate the populations they serve.

Schools and youth groups

We want teachers to integrate oral health into lessons and help empower children to practice healthy behaviours, now and in the future.

Governments and policymakers

We want decision makers to champion better oral health for all, and to drive sustainable change and progress.

FDI World Dental Federation drives WOHD to bring together the world of dentistry and achieve optimal oral health for everyone.

A toolkit has been developed to help coordinate global efforts. Please get involved on World Oral Health Day to spread the campaign message: **BE PROUD OF YOUR MOUTH.**

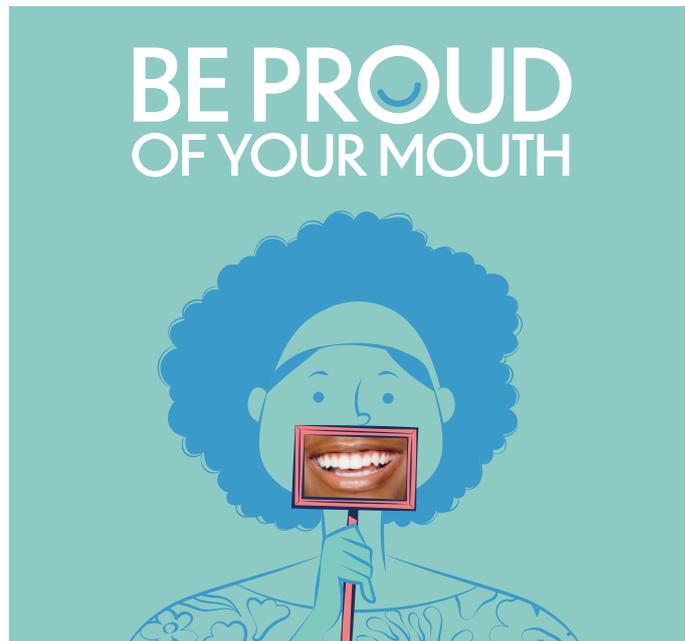
Campaign theme

Last year, we launched our three-year campaign theme: **BE PROUD OF YOUR MOUTH.**

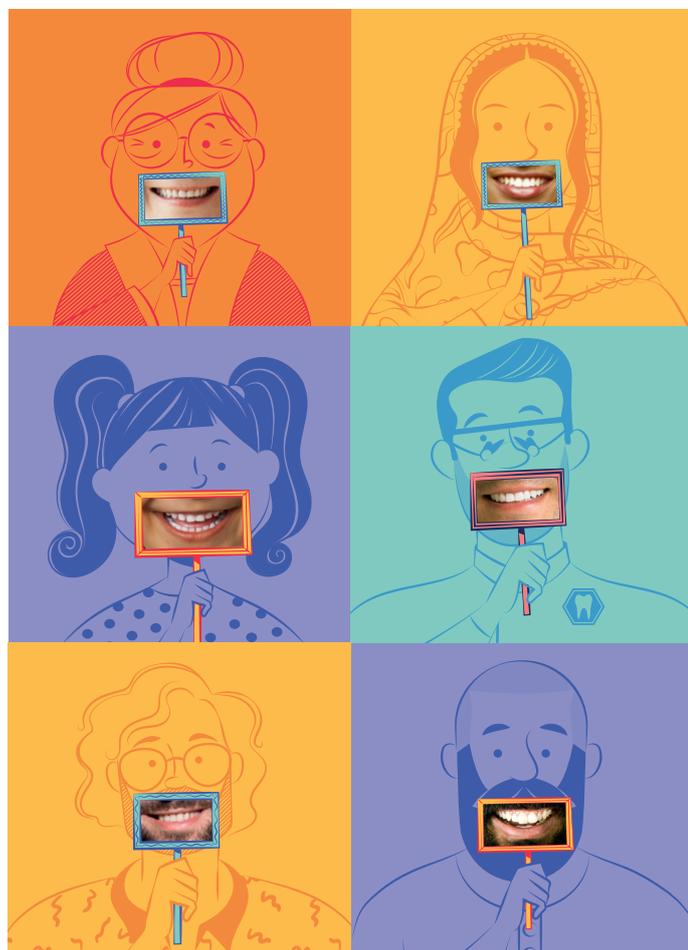
Be Proud of Your Mouth is not about having a perfect mouth; it is about having a healthy one.

We want people to value and take care of their oral health and to make the right decisions to protect it. It is action-orientated: Be Proud of Your Mouth by *doing* this. For example, Be Proud of Your Mouth by visiting the dentist regularly; Be Proud of Your Mouth by brushing your teeth twice a day; Be Proud of Your Mouth by cutting down on sugary treats.

To inspire action, we need to explain 'why', and this is where the campaign strapline fits in.



Campaign strapline



In 2021, we encouraged action by focusing on the importance of oral health for overall health.

In 2022, we are highlighting the fact that an unhealthy mouth can severely impact every aspect of life. That's why, we are calling upon people to: **LOOK AFTER YOUR ORAL HEALTH FOR YOUR HAPPINESS AND WELL-BEING.**

Because the goal of a happy life unites us all.

Campaign key messages

Oral health is multi-faceted. It allows you to speak, smile, smell, taste, touch, chew, swallow and convey a range of emotions with confidence and without pain, discomfort and disease. An unhealthy mouth can restrict your capability to perform these everyday functions, which can have a severe impact on your quality of life by affecting your emotional, social, mental, and overall physical well-being.

BE PROUD OF YOUR MOUTH for emotional well-being

When you have healthy self-esteem, you feel good about yourself. However, poor oral health can negatively impact personal value and self-image, which is harmful to emotional well-being, whereas good oral health can help us keep a positive state of mind.

There are also emotional advantages of smiling, and a healthy mouth can give you the confidence to smile more often, further improving general feelings of wellness.

BE PROUD OF YOUR MOUTH for social well-being

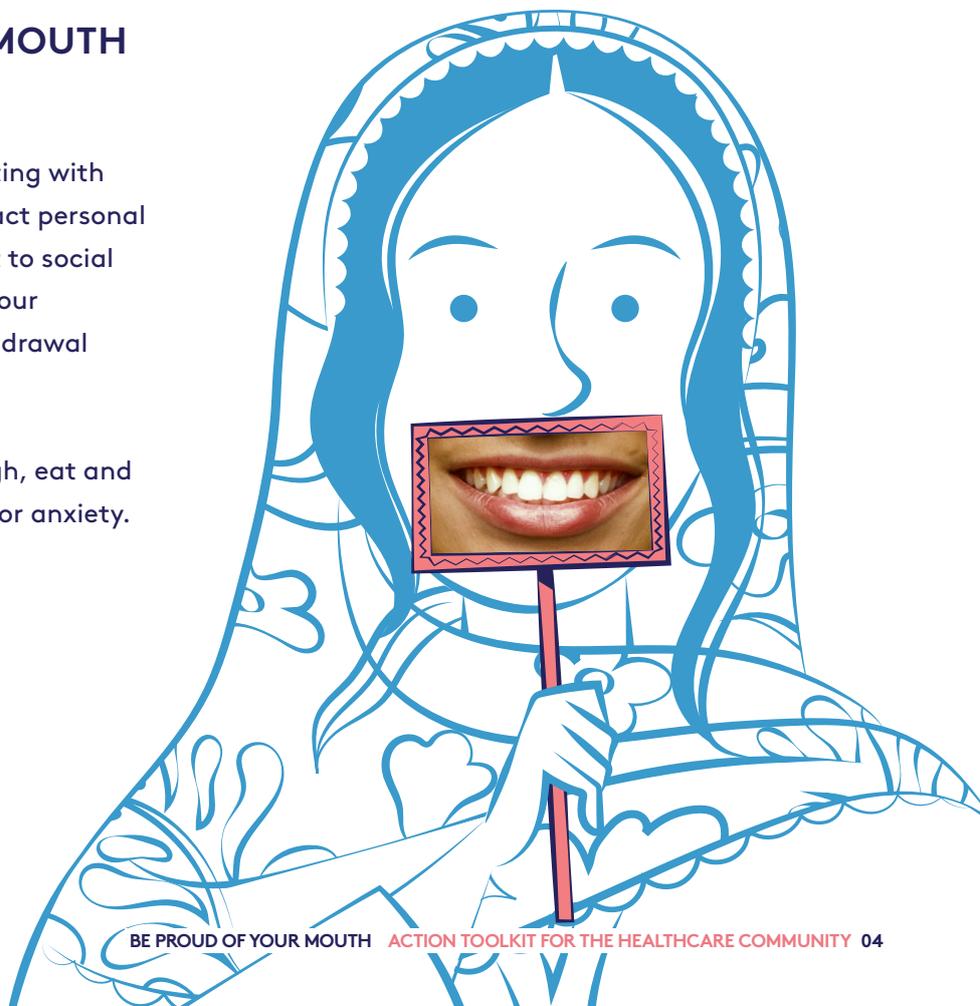
We build our social well-being by interacting with people around us. Oral diseases can impact personal relationships and make us more resistant to social interactions. Feeling embarrassed about our teeth and mouth can result in social withdrawal and isolation.

Good oral health offers the ability to laugh, eat and communicate with others without worry or anxiety.

BE PROUD OF YOUR MOUTH for mental well-being

Mental health includes our emotional, social, and psychological well-being. It affects how we think, feel and act, and is important at every stage of life. Oral diseases have far-reaching consequences from missing work and school, to your self-confidence and how you socialize, or even your ability to enjoy a simple meal.

The good news is that most oral health conditions are largely preventable and can be treated in their early stages.



Campaign key messages (cont.)



BE PROUD OF YOUR MOUTH for physical well-being

The problems that arise in our mouth can affect the rest of our body. Good oral health is vital for general health and well-being and can be maintained by being aware of your risk factors and taking action to prevent disease. A healthy mouth can also lead to better sporting performance and help prevent sports injuries.



BE PROUD OF YOUR MOUTH by making the right decisions for your oral health

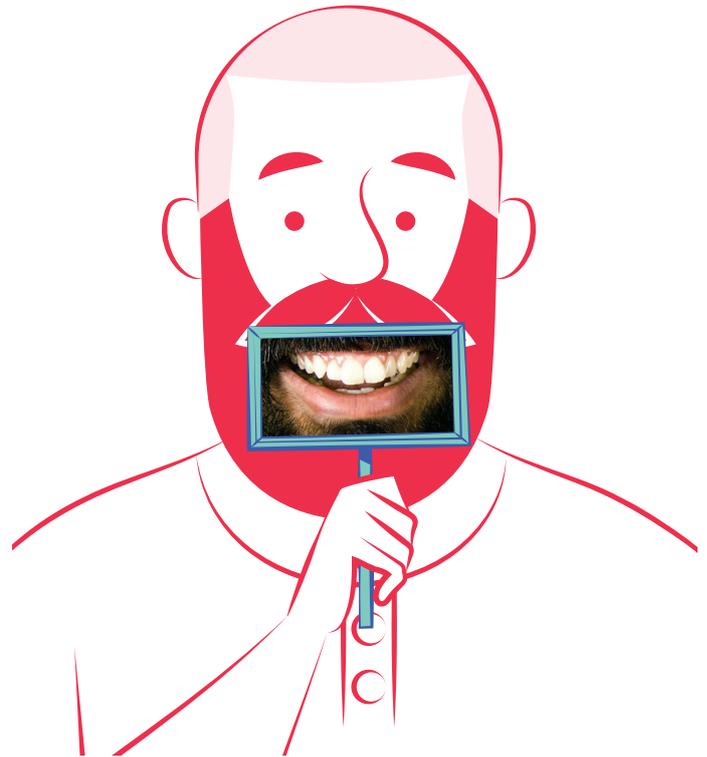
You can protect your oral health by taking the following actions:

- Practice a good oral hygiene routine, which includes brushing for two minutes, twice a day, with a fluoride toothpaste.
- Visit the dentist for regular check-ups and dental cleanings.
- Eat a well-balanced diet that is low in sugar and high in fruit and vegetables.
- Avoid all forms of tobacco, including chewing of areca nuts.
- Limit alcohol consumption.
- Use protective equipment, such as a mouthguard, when doing contact sports and travelling on bicycles to reduce the risk of injuries.



BE PROUD OF YOUR MOUTH should be possible for everyone

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 towards achieving UHC by developing their own basic packages that integrate oral healthcare.



Explanatory note

The concepts of emotional, social and mental well-being can sometimes be explained in different ways because of their overlap. For the purposes of this campaign, the following definitions apply:

- **Emotional well-being:** how we think, feel and relate to ourselves. It is about having healthy self-esteem.
- **Social well-being:** how we interact with others. It is about being positively engaged with the world.
- **Mental well-being:** it is more than just the absence of mental disorders. It is about our ability to cope with day-to-day life, work productively and make a contribution to the community.

Campaign materials

Use the campaign materials to support your WOHD activities and events; most are available in English, French and Spanish. All assets are free to download and use, and with a wide range on offer, you can get involved in a way that best suits you.

The campaign materials can be downloaded from:
worldoralhealthday.org/resources

New resources are added throughout the campaign, so check back regularly to access all the materials listed in the table below.

Campaign posters	<ul style="list-style-type: none">• Posters to suit different audiences and settings
Oral health information	<ul style="list-style-type: none">• Fact sheets• Key message cards
Event templates	<ul style="list-style-type: none">• Customizable event posters• Customizable invites
Frame fun	<ul style="list-style-type: none">• Children's colouring sheets• 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">• To get everyone involved on 20 March<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
WOHD logo	<ul style="list-style-type: none">• A multilingual logo

Campaign posters



Toothie

At the dentist

Dentist

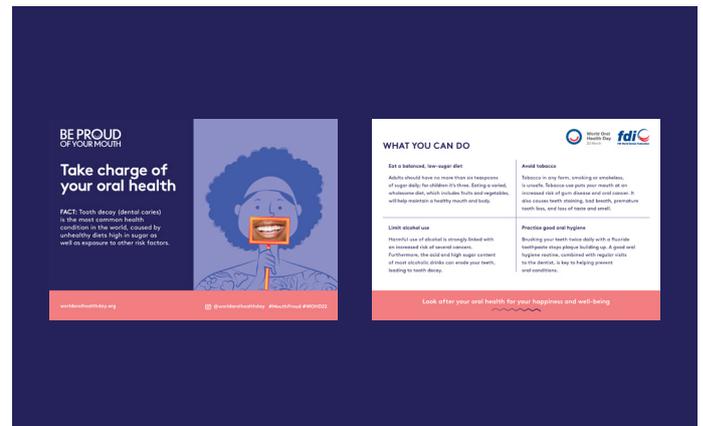
WOHD at work

A wide range is available

Display and distribute the campaign posters. There are 12 to choose from and include:

- people of different ages because oral health is important throughout life;
- **Toothie**, our popular mascot, to help engage children;
- a patient in the dental setting to promote the importance of regular check-ups;
- a dentist because oral health professionals help to maintain health, well-being and quality of life;
- a business-person to promote WOHD in the workplace.

Oral health information



Fact sheets

Oral health doesn't just affect the mouth. Share the facts on how to prevent oral diseases with proper oral care, both at home and by going to the dentist regularly, and how to avoid the problems they can lead to.

Key message cards

The key message cards make good event handouts. Use them to communicate all the main points in a bite-size way.

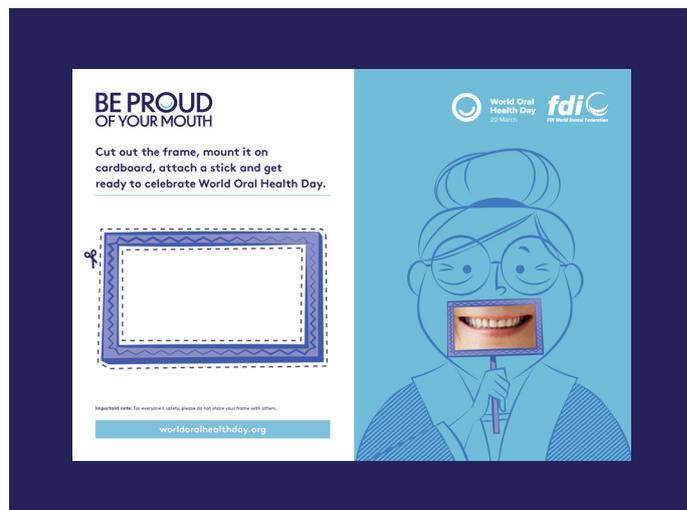
Event templates



Customizable event posters and invites

Once you have planned your WOHD activities and events, use the customizable event posters and invites to tell everyone what you are doing and to encourage them to get involved. As well as publicizing your activities, you could use the posters as signage on the day.

Fun frames



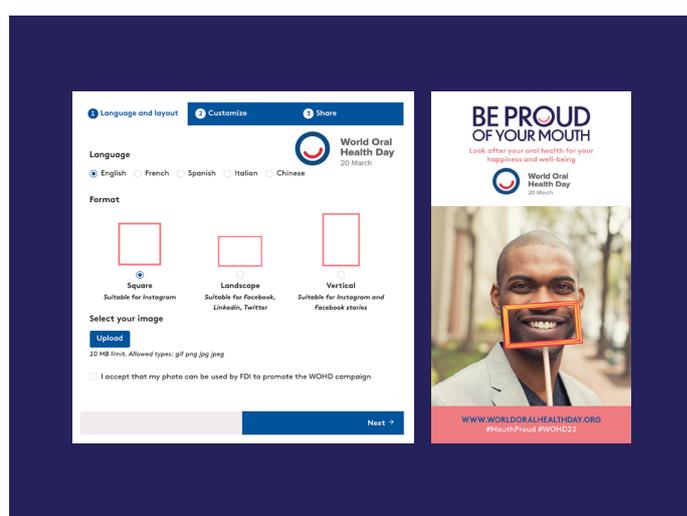
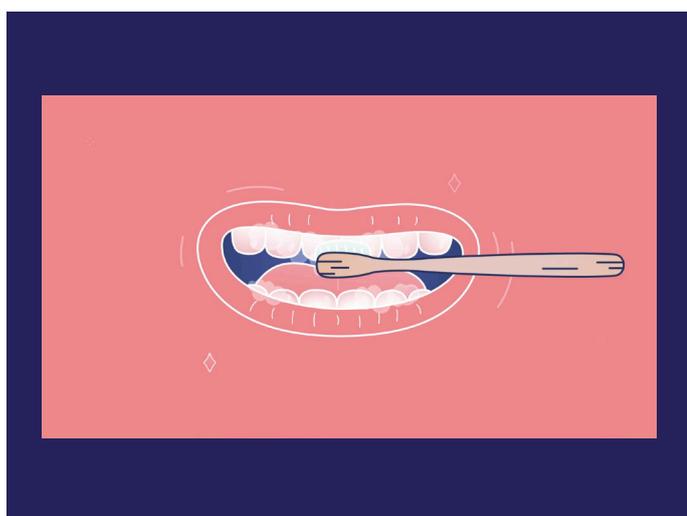
Children's colouring sheets

Engage children in creative ways to make oral care fun and to get them to think about their oral health from an early age.

Make your own campaign frames

The campaign frames are a symbol to celebrate WOHD and raise awareness of why it is important to Be Proud of Your Mouth. Use them to create standout activities and events.

Digital and social media



Campaign video

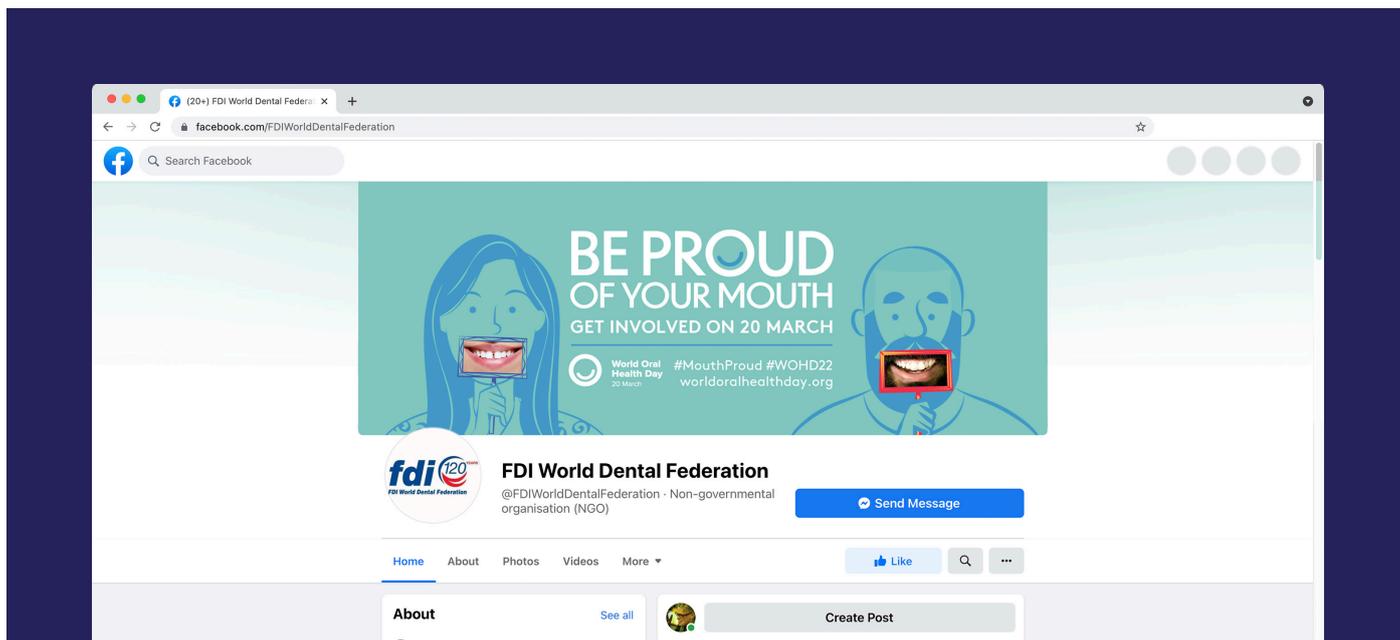
Video is a really effective way to get people's attention and is hugely important on social media. The 60-second video is bright, concise and full of energy. Inspire action by showing and sharing it.

Custom posters

Create personalized posters quickly and easily online and transform pictures into campaign posters by sharing them on our #MouthProud wall and directly to social media at:

worldoralhealthday.org/custom-poster

Digital and social media (cont.)



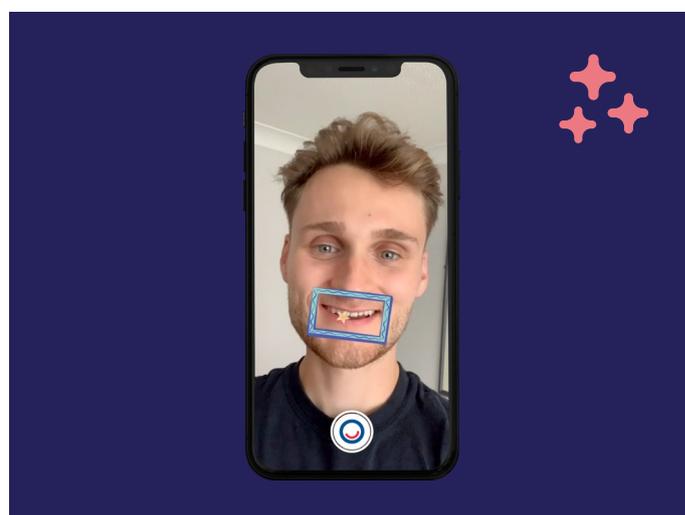
WOHD profile covers

One of the easiest ways to promote WOHD on social media is through your cover photos, which occupy a huge amount of valuable space. Update yours with the campaign covers in the build-up to WOHD.



Social media tiles and gifs

The toolkit includes an assortment of content to engage your social networks from facts and figures around oral health, to posts about how and why you need to look after it. Use them to engage in conversations, and turn those conversations into action.



Instagram filter

Instagram filters are fun and shareable, and the campaign frames offer a perfect selfie moment. Visit the WOHD Instagram page and click the three stars icon to find and use the filter. Alternatively, the effect link is: [instagram.com/ar/1993796857437562](https://www.instagram.com/ar/1993796857437562)

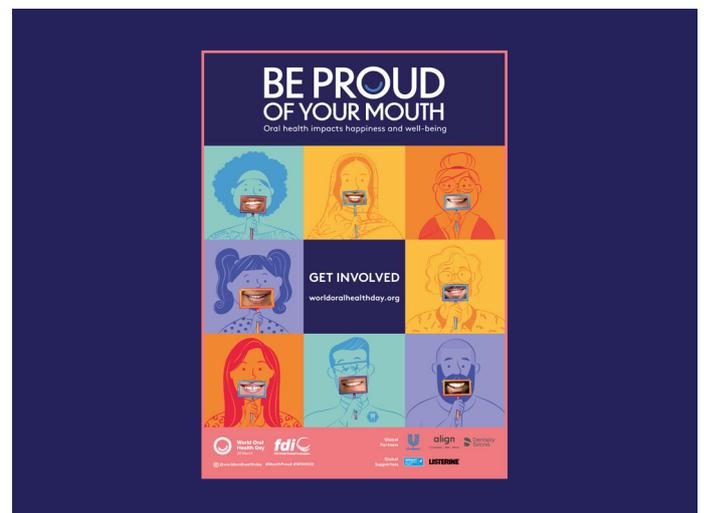
Action toolkits



Get involved on 20 March

WOHD is the largest global awareness campaign on oral health. It aims to drive awareness everywhere on how to prevent and manage oral diseases, and it relies on getting as many people involved as possible. This is one in a series of Action toolkits; we are asking everyone to take action.

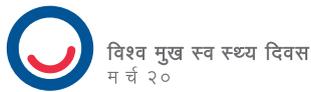
Media tools



Advertisement

The advertisement is another way to promote this year's campaign. Hang it up, hand it out, circulate it online, or distribute it in any other way you can to help spread the campaign message and secure participation.

WOHD logo



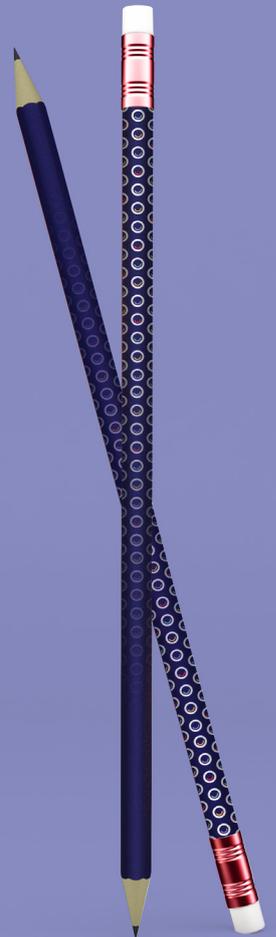
A multilingual logo

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: worldoralhealthday.org/resources

The WOHD logo can only be used to raise oral health awareness and cannot be used in connection with the endorsement or sale of products, and promotion of a company.

Campaign merchandise

Branded merchandise and event giveaways can be a memorable way to promote messages, capture attention and leave a lasting impression. Whether you want to decorate your office or dental practices, engage people at events or catch the attention of passers-by, consider incorporating some branded merchandise to ensure your WOHD events and activities are noticed. Below are some ideas.



If you would like to create your own merchandise, contact us at: wohd@fdiworlddental.org

To-do lists to inspire action

Let's come together on a global scale to raise awareness, improve education and spur personal and collective action.

Engage colleagues and other health professionals

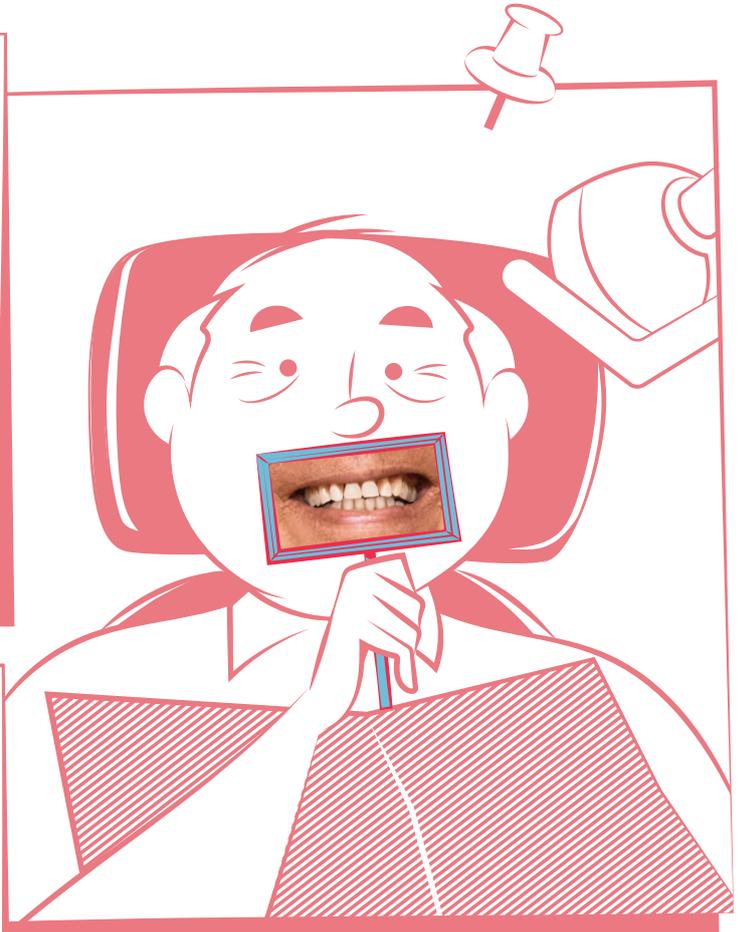
To-do list:

- **Start a conversation about well-being** as a lead-in to the campaign.
- **Circulate the Action toolkit** and encourage use of the campaign materials.
- **Share the advertisement** to reach wider networks.
- **Collaborate with wider networks** to pool resources and plan WOHD activities.

Decorate all around: the practice, healthcare setting, work and study spaces

To-do list:

- **Capture attention and build engagement by:**
 - displaying the campaign posters;
 - creating personalized posters on the WOHD website and hanging those up;
 - making the WOHD fact sheets and key message cards widely available, as well as the colouring sheets for children;
 - making campaign frames and showing them off;
 - creating as much standout as possible using other celebratory touches, such as balloons, bunting and banners.



Use WOHD to educate patients

To-do list:

- **Hand out the fact sheets** to support patient conversations. They help to explain, for example:
 - what is considered good oral hygiene;
 - foods and drinks to avoid and why;
 - how to care for a child's mouth;
 - the risk factors for oral health;
 - how oral health impacts happiness and well-being.

To-do lists to inspire action (cont.)

Organize WOHD activities and events



To-do list:

- **Plan how best to engage local communities.**
A few ideas include:
 - a collaborative well-being event that could include, for example, yoga, healthy cooking and free dental check-ups;
 - oral hygiene or well-being workshops;
 - talks about how oral health is connected to happiness and well-being;
 - distributing oral health information, toothbrushes and toothpaste;
 - open days at dental practices;
 - photo booth type activities;
 - fundraising activities, such as sponsored walks.
- **Remember:** invite local press to events to generate media coverage.

Reach out to different audiences

To-do list:

- **Engage different audiences, in different places.**
For example, target:
 - health and well-being exercise classes;
 - teachers and schoolchildren;
 - parent and child groups;
 - childbirth and pregnancy classes;
 - old people's homes and community groups;
 - shopping malls and town centres;
 - hard-to-reach groups through community centres;
 - ethnic groups through places of worship;
 - local hospitals, primary care clinics and doctors' surgeries.

Build links with schools

To-do list:

- **Visit schools and/or organize classroom visits to the dentist.** Give talks, demonstrations and free dental check-ups.
- **Make teaching resources available.** Share the Action toolkit for schools and raise awareness of *Mouth Heroes for Schools*, FDI's year-round teaching resource for children aged 5-9 years: fdiworlddental.org/mouth-heroes-schools
- **Run a competition with schools.** Use the WOHD colouring sheets or encourage children to design and make their own campaign frames.

Generate media coverage



To-do list:

- **Invite local press to events** to help generate media coverage for WOHD.
- **Take part in interviews** with local radio and TV stations, or podcasts.
- **Plan something wow** to get the media talking. For example, link with a local art college and get budding artists to hold an exhibition of their own to spread the campaign message: **BE PROUD OF YOUR MOUTH.**
- **Use campaign ambassadors**, i.e. popular local spokespersons or influencers, to spread the reach of oral health messages.

To-do lists to inspire action (cont.)

Help communities by fundraising

To-do list:

- **Decide who the fundraiser is for and why**, e.g. to deliver charitable oral healthcare to the underserved.
- **Plan what to do.** Do something that has worked in the past or take the chance to try something new. A few ideas include:
 - a well-being walk or an epic trek;
 - a tea or coffee (with no sugar) morning;
 - dinner and dance or a 24-hour dance challenge;
 - a healthy bake sale or a 30-day no sugar challenge;
 - a virtual well-being activity, e.g. grab a mat and join in with the yoga.
- **Get the fundraiser noticed:** for example, wear branded T-shirts, drink from branded mugs, and make campaign frames using the templates provided.

Put WOHD on the website

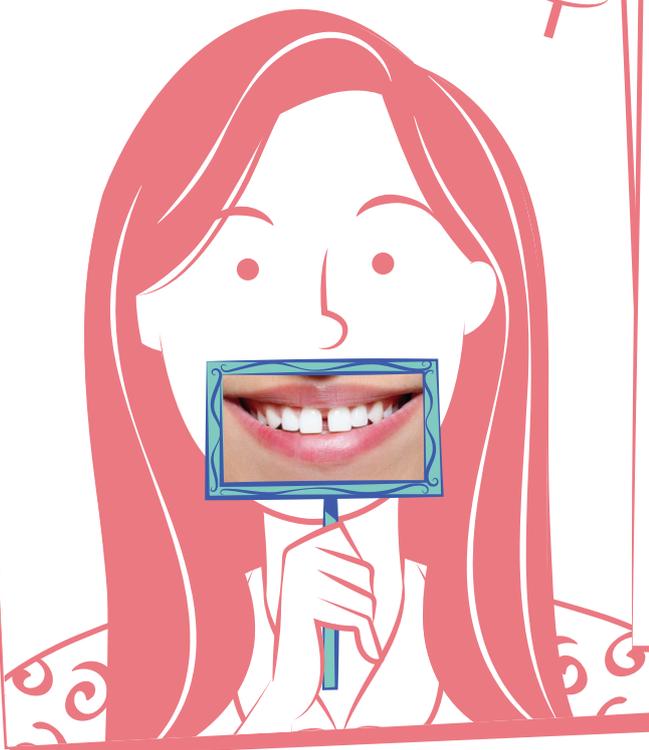
To-do list:

- **Share the campaign video.** It will make an impact in just 60 seconds.
- **Show the posters.** Display them all, or select the ones that might work best.
- **Drive traffic to the Custom poster tool:** worldoralhealthday.org/custom-poster
It's a fun and easy way for people to join the campaign, both online and on social media.
- **Blog about WOHD:** share the key campaign messages, the campaign resources and how our actions matter.
- **Direct people to the Action toolkits** and encourage them to get involved on 20 March.

Be social to spread the word

To-do list:

- **Start conversations** by circulating the ready-made social media assets. Use the posts on the next page to accompany them or write your own.
- **Tag posts** using the campaign hashtags so others can find and join the conversation. **#WOHD22 #MouthProud**
- **Get people's attention** by posting the campaign video.
- **Update social media covers** with the WOHD campaign covers.
- **Lead the way by:**
 - creating campaign posters at: worldoralhealthday.org/custom-poster
 - taking selfies with the Instagram filter; post, share, and create Stories.



Social media posts to get you started

It's [#WorldOralHealthDay](#), which is an important time to remind everyone to Be Proud of Your Mouth. [#OralHealth](#) impacts happiness and well-being, so take action to protect it. Find out how.

worldoralhealthday.org

[#MouthProud](#) [#WOHD22](#)

Fact: [#OralDiseases](#) affect nearly 3.5 billion people worldwide, impacting everyday functions: chewing, swallowing, talking, smiling. Poor [#OralHealth](#) doesn't just affect the mouth; it influences how we think, feel and act. Take action this [#WorldOralHealthDay](#).

worldoralhealthday.org

[#MouthProud](#) [#WOHD22](#)

[#ToothDecay](#) is preventable, yet it is the most common health condition in the world, needlessly causing pain and suffering to millions. It is so important to Be Proud of Your Mouth; in other words, to value and take care of it. What will you do this [#WorldOralHealthDay](#)?

worldoralhealthday.org

[#MouthProud](#) [#WOHD22](#)

This [#WorldOralHealthDay](#), promise to Be Proud of Your Mouth by making the right decisions for your [#OralHealth](#). Be Proud of Your Mouth by visiting the [#dentist](#) regularly... Be Proud of Your Mouth by brushing your teeth twice a day... Be Proud of Your Mouth by cutting down on sugary treats... Download the campaign resources to learn more.

worldoralhealthday.org

[#MouthProud](#) [#WOHD22](#)

Do you know the consequences of poor [#OralHealth](#) on your happiness and well-being? Access the [#WorldOralHealthDay](#) resources to learn how you can optimize your quality of life.

worldoralhealthday.org

[#MouthProud](#) [#WOHD22](#)

More than 530 million children suffer from [#ToothDecay](#) in their [#PrimaryTeeth](#), which can lead to pain, infection, [#ToothLoss](#) and missed school days. This [#WorldOralHealthDay](#), take action to protect children's [#OralHealth](#).

worldoralhealthday.org

[#MouthProud](#) [#WOHD22](#)

[#OralHealth](#) is multi-faceted and can impact every aspect of life; that's because the health of your mouth is connected to your emotional, social, mental and overall physical well-being. Spread the word this [#WorldOralHealthDay](#) to encourage as many people as possible to look after their [#OralHealth](#)!

worldoralhealthday.org

[#MouthProud](#) [#WOHD22](#)

Get involved on [#WorldOralHealthDay](#) to spread the campaign message: Be Proud of Your Mouth, look after your [#OralHealth](#) for your happiness and well-being. Download the campaign resources to learn more.

worldoralhealthday.org

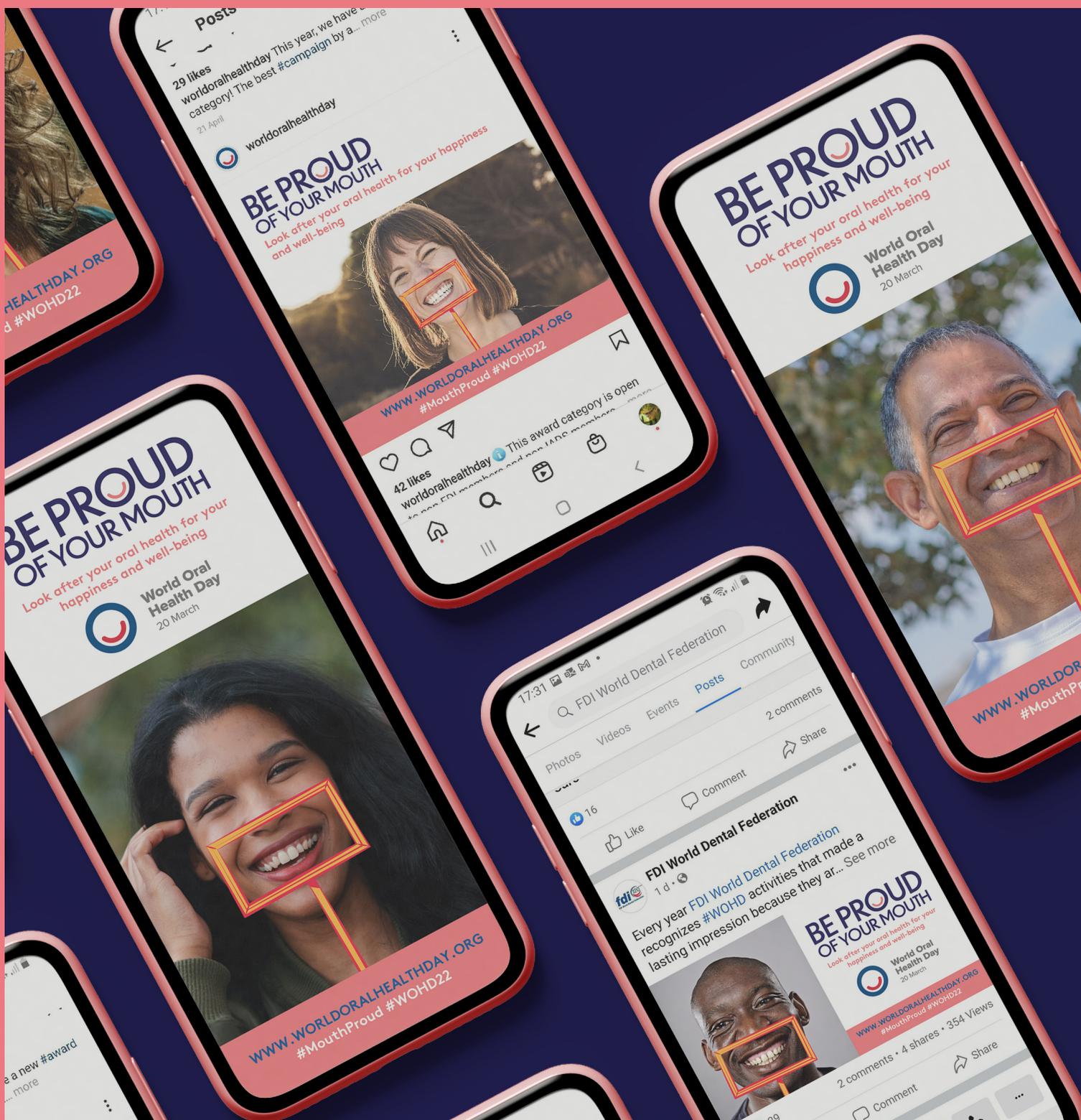
[#MouthProud](#) [#WOHD22](#)

Be part of the #MouthProud challenge

Online selfie campaigns have helped organizations raise awareness of their causes and spurred on fundraising too.

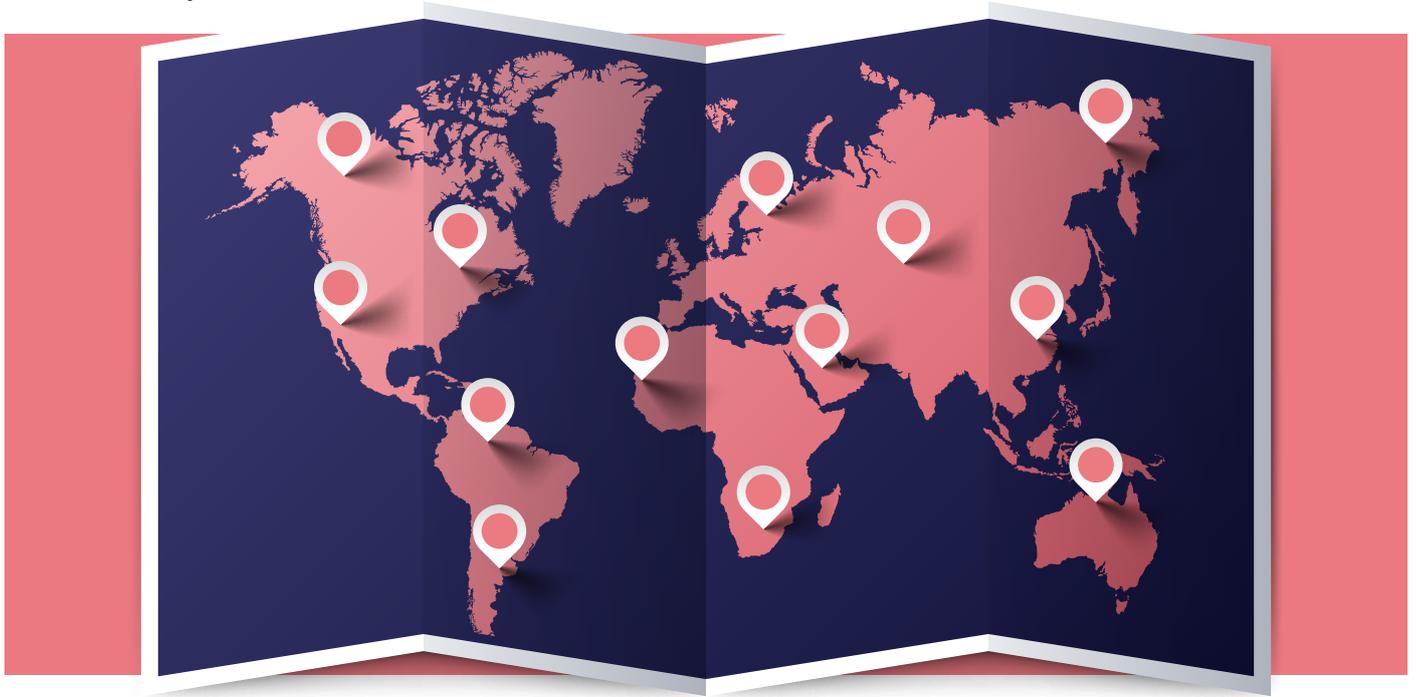
Let's start our own campaign. Post pictures of yourselves using the online poster tool or Instagram filter and nominate four friends to do the same.

Help start a new trend for the sake of happiness and well-being.



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:

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.

Enter the World Oral Health Day Awards

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

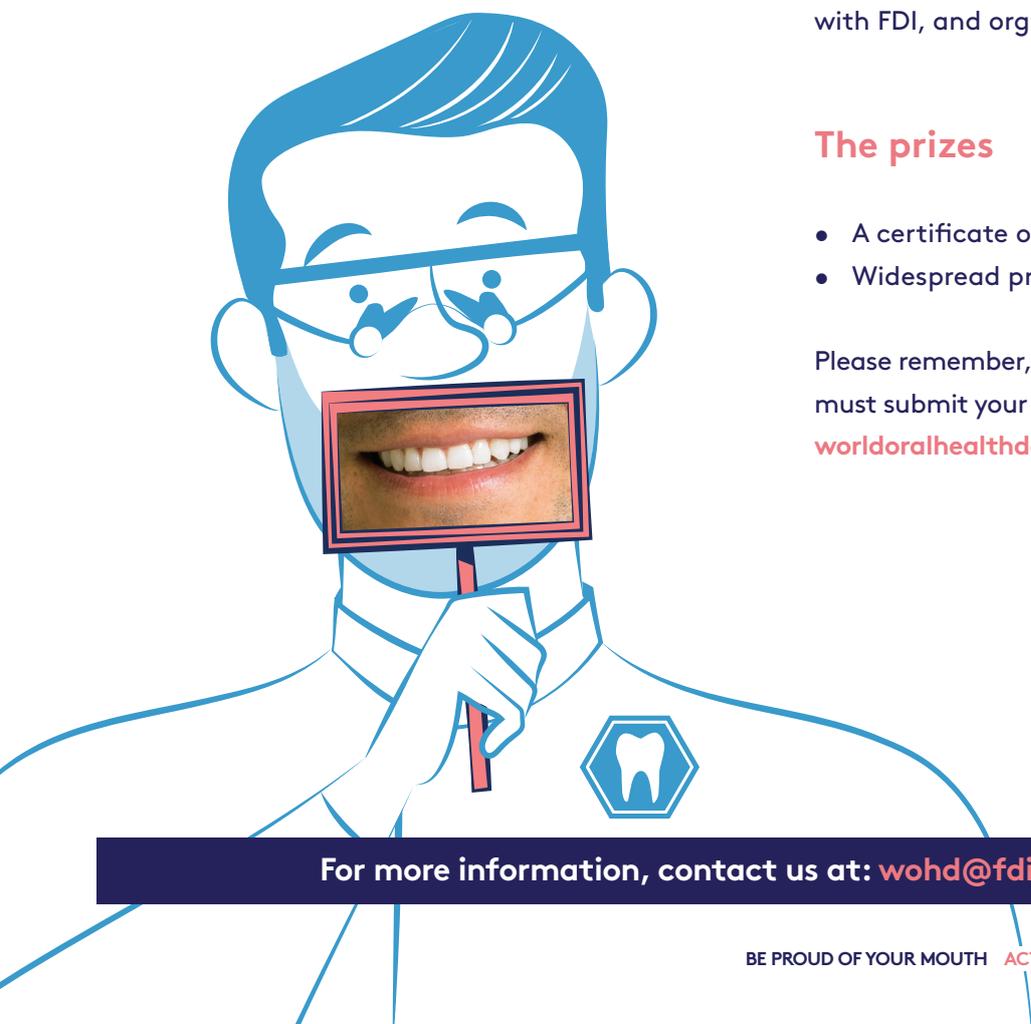
- Use of the WOHD logo and theme
- Visibility of WOHD campaign materials
- Captures a fun and engaging WOHD moment
- Good quality photo (1800 x 1200 pixels minimum)

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

The prizes

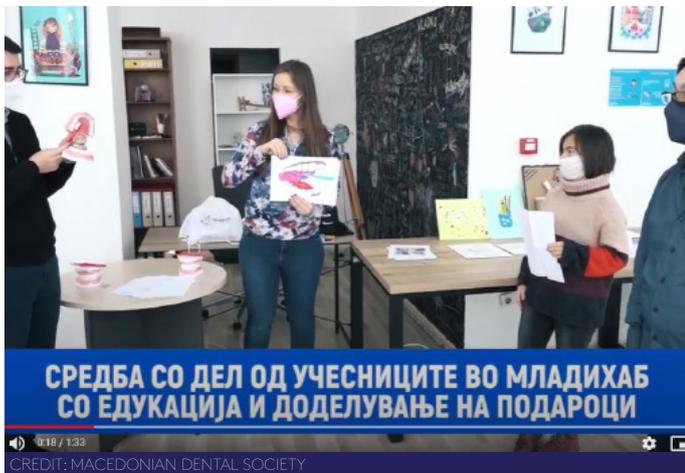
- A certificate of recognition.
- Widespread promotion of the winning activity.

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



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

Be inspired by previous campaigns



The Macedonian Dental Society (MDS) organized a variety of activities including an online oral health workshop, a Be Proud of Your Mouth competition, and a WOHD exhibition showing children’s drawings and poetry.



In Costa Rica, six influencers, including a TV presenter, national journalist and Olympic athlete, recorded videos about oral health and reached out to their sizable fan bases on their social networks.



In Karnataka, India, school visits were organized to raise awareness about oral health and to demonstrate the proper toothbrushing technique. Children made their own campaign frames to celebrate WOHD.



In Sudan, dental students organized educational activities at primary schools. They reached out to their wider networks by sharing photos of their WOHD activities on Facebook and Instagram.



In Pakistan, WOHD was picked up widely by the media, which helped to reach thousands of people. Activities included: a discussion on TV about WOHD, radio spots covering oral health and dental disease, and Facebook Live sessions.



In Portugal, a video was produced and shared online to teach people how to be proud of your mouth. It covered good oral hygiene habits and the importance of visiting the dentist regularly.

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 Partners



Unilever

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

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Align Technology designs and manufactures the Invisalign system, the most advanced clear aligner system in the world, iTero intraoral scanners, exocad software, to reinvents the way orthodontic and restorative treatments are delivered to millions of people worldwide. For more information, visit www.aligntech.com



Dentsply Sirona is the world's largest manufacturer of dental products and technologies, with more than a century of company history, dedicated to proudly creating innovative solutions to advance oral care and create healthy smiles. For more information, visit www.dentsplysirona.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

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