



World Oral
Health Day
20 March



A HAPPY MOUTH IS... A HAPPY BODY

ACTION TOOLKIT



#WOHD24
#HappyMouth

WATCH ON:



3M HALEON



worldoralhealthday.org

GET READY FOR WORLD ORAL HEALTH DAY

EVERYONE DESERVES ACCESS TO QUALITY ORAL HEALTHCARE AND THE KNOWLEDGE NEEDED TO MAINTAIN A HEALTHY MOUTH. THAT'S WHY, ON 20 MARCH EVERY YEAR, WE ASK THE WORLD TO UNITE TO RAISE AWARENESS ABOUT THE IMPORTANCE OF GOOD ORAL HEALTH.

World Oral Health Day (WOHD) serves as a vital reminder that a healthy mouth is integral to our overall health, well-being, and quality of life. Poor oral health can lead to pain and discomfort, social isolation, and loss of self-confidence.

Moreover, mounting evidence shows that oral health is intricately linked to our general health in numerous ways. By working together, we can improve the lives of people everywhere. Here's how we can do it.

GENERAL PUBLIC

WOHD calls upon individuals to take personal action and to prioritize oral health. Sharing good oral health habits with family and friends will make an even bigger difference.

DENTISTS, DENTAL TEAMS, AND THE WIDER HEALTH WORKFORCE

You are on the frontline, providing essential healthcare services. Use WOHD to amplify what you are doing already to help individuals make informed decisions, because oral health is health.

GOVERNMENTS AND POLICYMAKERS

Governments have a responsibility to implement population-wide measures that aim to increase oral health literacy and access to essential oral health services for their citizens.

SCHOOLS AND YOUTH GROUPS

Schools play a pivotal role in educating children about oral health to pave the way for healthier futures. Prevention is key.

COMPANIES AND COMMUNITY GROUPS

Promoting oral health to employees and communities is not only beneficial for health, but it also boosts confidence and productivity.

**USE THIS TOOLKIT TO INSPIRE YOU
AND JOIN OUR JOURNEY TO HEALTHIER, HAPPIER LIVES.**

WOHD IS AN INITIATIVE OF FDI WORLD DENTAL FEDERATION.

CAMPAIGN THEME 2024–2026

A HAPPY MOUTH IS...

...not merely a slogan; it's a way of life. It celebrates and promotes the multi-faceted nature of oral health, revealing its significant connections to our overall well-being.

In this first year, we spotlight the intricate link between oral health and general health because:

A HAPPY MOUTH IS... A HAPPY BODY

On this exciting new journey Toothie the beaver takes centre stage, leading the way in an action-packed, movie-inspired campaign, which aims to mobilize as many people as possible. So, are you ready? Lights, camera, ACTION!

#WOHD24

#HappyMouth

MEET TOOTHIE, THE MOVIE STAR

Over the years, Toothie, FDI's beloved oral health mascot, has played a crucial role in encouraging individuals to take greater responsibility for their oral health and adopt healthy habits.

In the upcoming 2024-26 campaign, Toothie undergoes a 3D transformation, taking on the persona of a movie star. Through this innovative approach, FDI aims to inspire dental professionals, policymakers, partners, and the general public to embark on a journey toward healthier and happier lives for everyone.



TOOTHIE TAKES THE SPOTLIGHT ON SOCIAL MEDIA

To gain more influence and celebrity status, Toothie will assume the role of a full-time oral health influencer by launching an Instagram channel: **@ToothieBeaver**.

During the campaign, Toothie will also take over FDI's **@worldoralhealthday** Instagram channel, offering a unique opportunity to become a global icon for oral health and spark worldwide engagement and participation.

**DID YOU KNOW
A HAPPY MOUTH
IS ESSENTIAL FOR**

- Heart health
- Respiratory health
- Pregnancy health
- Diabetes management

**I'm the luckiest
dentist around**

Instagram
@ToothieBeaver
you have a lot of new friends!!!

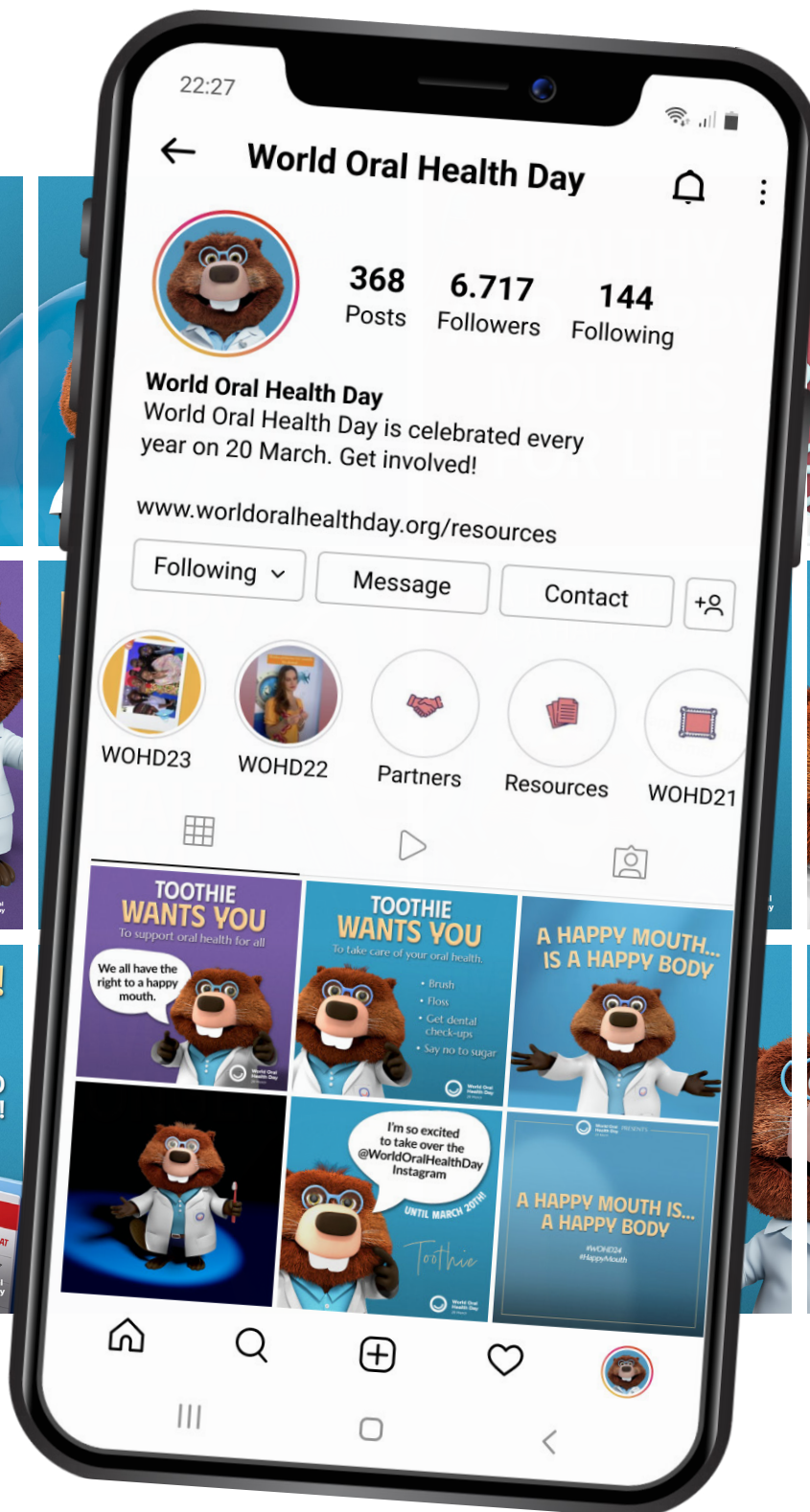
**LET'S KEEP OUR
HAPPY MOUTH
MOVEMENT ALIVE!
I'M HERE TO STAY!**

PREVENTION IS KEY!

Brush, floss, and eat your way
to better oral health.

**AND DON'T FORGET TO
VISIT YOUR DENTIST!**

World Oral Health Day
20 March



**BEGIN WITH ORAL
HEALTH ROUTINES
WE LEARN AS KIDS.**

World Oral Health Day
20 March

**I'm so excited
to take over the
@WorldOralHealthDay
Instagram**

UNTIL MARCH 20TH!

Toothie

World Oral Health Day
20 March

**I WANT YOU
TO HAVE
A HAPPY
MOUTH
FOR LIFE!**

Toothie

World Oral Health Day
20 March

KEY CAMPAIGN MESSAGES

A HEALTHY MOUTH PLAYS A SIGNIFICANT ROLE IN PROTECTING OVERALL HEALTH

Here are some reasons why good oral health is essential:

- **Prevents infections:** oral infections such as gum disease (periodontal disease) and tooth decay (dental caries) can lead to more serious health issues if left untreated.
- **Protects the heart:** untreated oral diseases are associated with heart disease and an increased risk of stroke.
- **Diabetes management:** gum disease can make it harder to control blood sugar levels.
- **Respiratory health:** dental infections can lead to respiratory infections like pneumonia, especially in the elderly or individuals with compromised immune systems.
- **Pregnancy health:** poor oral health has been linked to low birth weight and preterm birth.

PREVENTION IS KEY

Most oral health conditions are largely preventable, putting the power to make a positive change firmly in our hands.

- **Good oral hygiene:** brush teeth with fluoride toothpaste twice a day for 2 minutes.
- **Dental visits:** regular check-ups help dentists detect and treat any problems early.
- **Healthy diet:** eat well-balanced meals and replace sugary drinks with water.
- **Avoid sugary snacks:** having sugar throughout the day increases the risk of tooth decay.
- **Stop all tobacco use:** tobacco can lead to oral cancer. The combination of smoking and drinking alcohol increases the risk even further.
- **Avoid alcohol use:** drinking harmful amounts is strongly linked with an increased risk of several cancers.
- **Wear a mouthguard:** it reduces the risk of injuries when doing contact sports and travelling on bicycles.

Managing the four main risk factors for oral diseases – an unhealthy diet high in sugar, tobacco use, harmful alcohol consumption, and poor oral hygiene – **is crucial for overall health.** Consuming too much sugar from snacks, processed foods, and drinks not only causes

tooth decay, the most prevalent health condition globally, but is also a major contributor to obesity and diabetes. Furthermore, the tobacco epidemic is one of the biggest public health threats the world has ever faced.

ORAL HEALTH IS A BASIC HUMAN RIGHT AND NEEDS TO BE REALIZED

Major inequalities in oral health exist, both within and between countries, and although oral diseases are largely preventable the global burden remains unacceptably high. The poor and disadvantaged in society suffer a disproportionately high level of disease, effective population-wide disease prevention remains to be implemented, and

affordable, appropriate care is not accessible to all. **WOHD is an opportunity to persuade our governments to do more.** Countries at all income levels can take steps towards achieving Universal Health Coverage (UHC) by developing their own basic packages that integrate oral healthcare.

**TOGETHER, WE MUST WORK TIRELESSLY TO ELIMINATE THE DISPARITIES
SO THAT BY 2030, ORAL HEALTH IS A RIGHT ACCESSIBLE TO ALL.**





CAMPAIGN MATERIALS

USE THE CAMPAIGN MATERIALS
TO RUN YOUR OWN WOHD
ACTIVITIES AND EVENTS.

Everything is free to download and
available in English, French and Spanish.
New resources are added throughout
the campaign; check the website
regularly and share the materials as
widely as you can.

worldoralhealthday.org/resources



POSTERS

Display and distribute the official WOHD posters where Toothie takes centre stage. Additionally, use the people-led campaign posters to bring in the human angle, while the advocacy posters emphasize the importance of universal access to oral health.



Main campaign poster



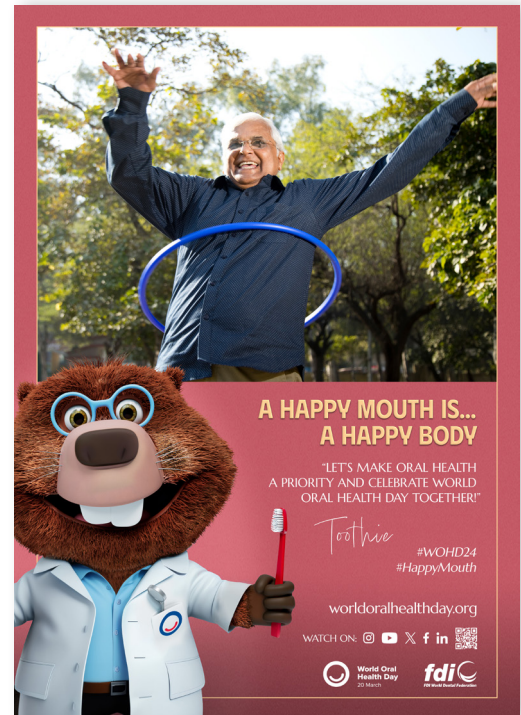
Toothie in action



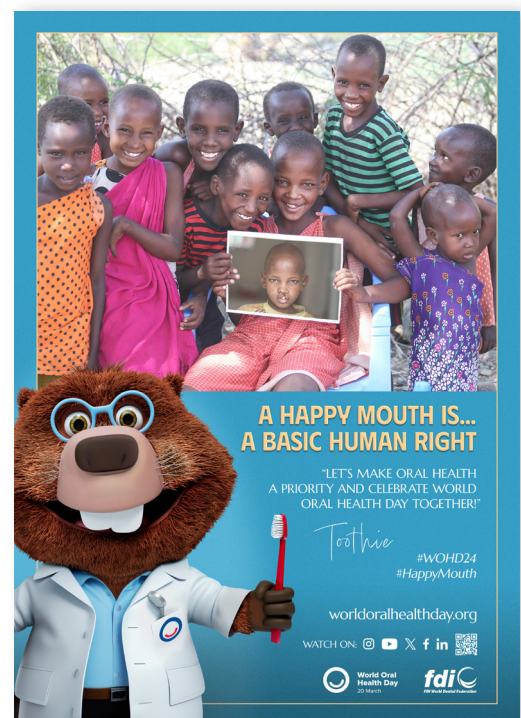
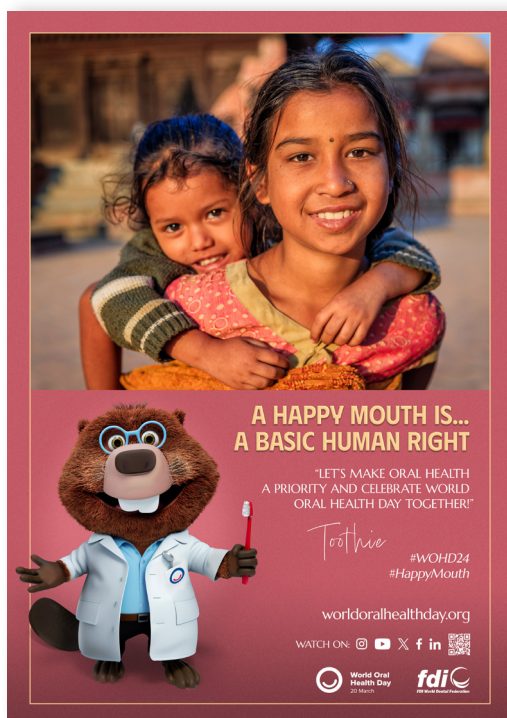
Key messages poster



Toothie in education

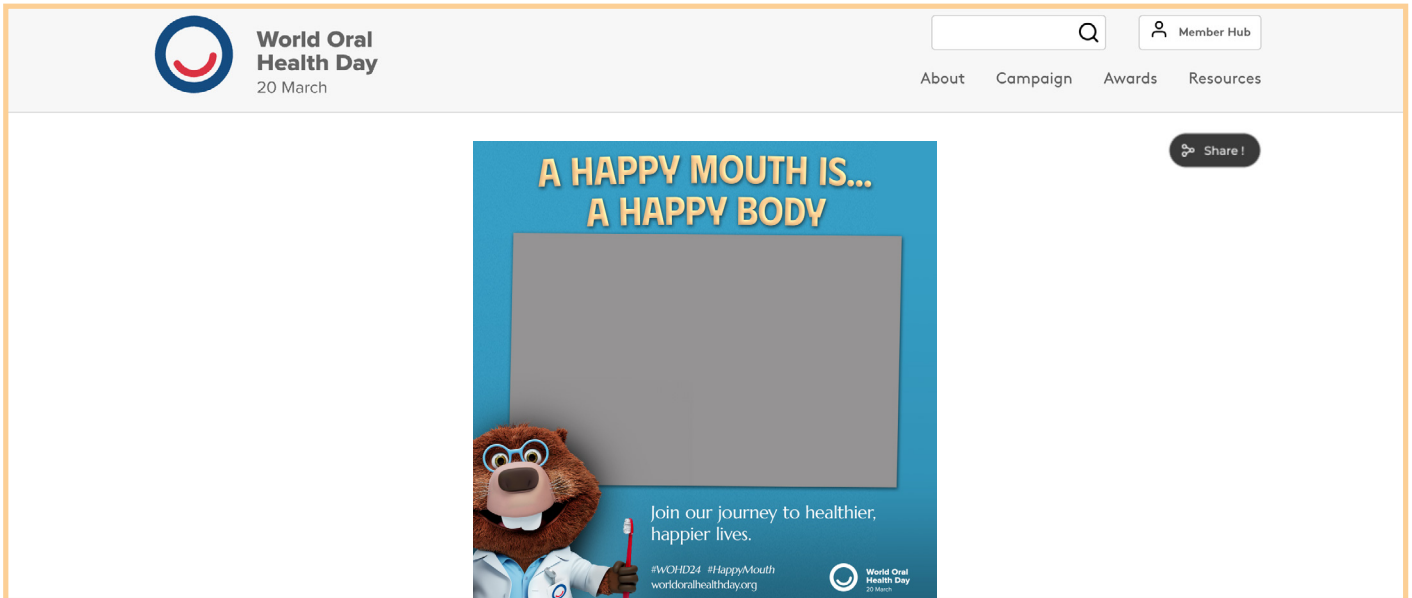


People-led campaign posters



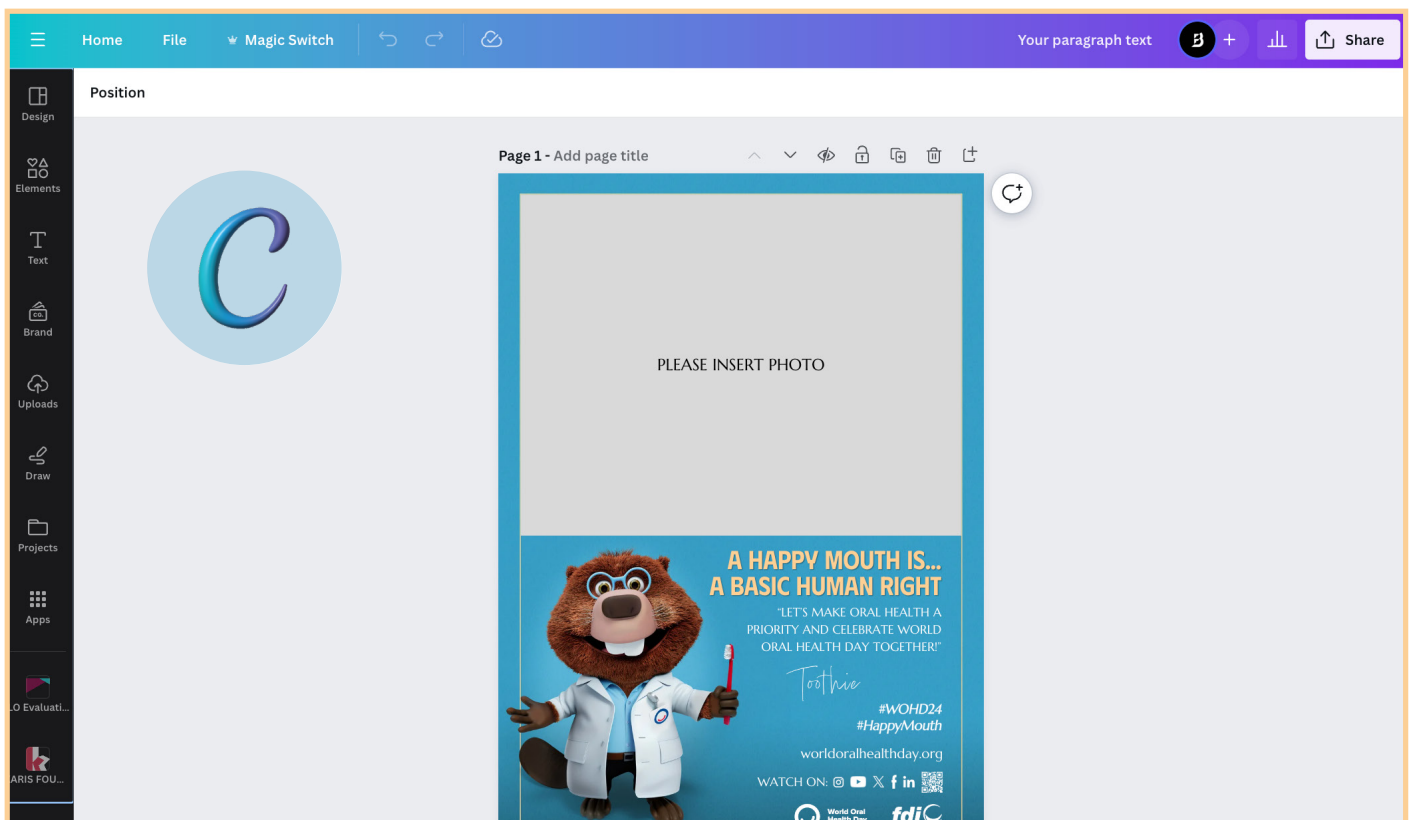
Advocacy posters

CREATE PERSONALIZED POSTERS AND SOCIAL MEDIA CARDS



Transform your photos into inspirational campaign materials quickly and easily online by using our custom poster tool at worldoralhealthday.org/happymouth-tool

Share them on our **#HappyMouth** wall and directly to social media.



This year you can also create personalized posters and social media cards by using our WOHD **templates on Canva**.

- Social media card templates: [canva.com/social media cards](https://canva.com/social-media-cards)
- Poster templates: [canva.com/poster campaign](https://canva.com/poster-campaign)
- Toothie wants you template: [canva.com/Toothie wants you](https://canva.com/Toothie-wants-you)

CAMPAIGN VIDEOS

Inspire others through our movie-themed campaign, which provides a variety of enjoyable film-related content.

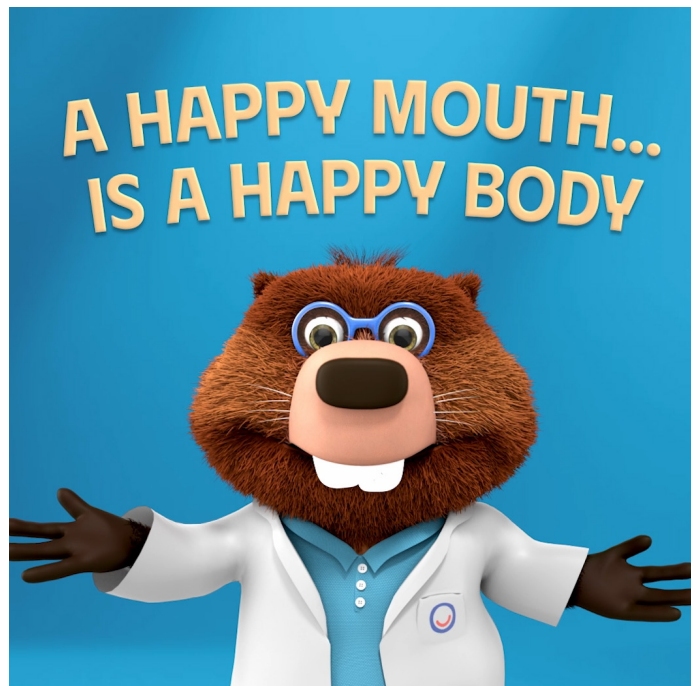
youtube.com/fdiworlddental



1. Teaser video: it brings an element of suspense and intrigue to the introduction of Toothie, our campaign star.



2. Trailer: designed to build anticipation before the launch of the main movie, Toothie offers a sneak peek without revealing everything!



3. The main movie: Toothie takes everyone on an exciting journey deep inside the mouth!

INFOGRAPHIC FACT SHEETS

Get the facts. Most oral health conditions are largely preventable and can be treated in their early stages. Build and share the knowledge needed to maintain a healthy mouth.

HOW TO PROTECT YOUR MOUTH

DID YOU KNOW YOUR MOUTH HEALTH HAS A DIRECT IMPACT ON THE REST OF YOUR BODY?
MAINTAINING A HEALTHY MOUTH IS VITAL FOR YOUR GENERAL HEALTH AND WELL-BEING.

BRUSH YOUR TEETH TWICE A DAY

- Use a fluoride toothpaste.
- Brush all the sides and surfaces of the teeth for **2 minutes**.
- After brushing, spit don't rinse.
- Clean between the teeth at least once a day (e.g., floss, interdental brushes).

STAY AWAY FROM SUGARY FOODS AND DRINKS

Limit sugar intake to no more than:

ADULTS 6 teaspoons per day

CHILDREN 3 teaspoons per day

Avoid sugary snacks in between meals.

Avoid sugary drinks. Favour water.

Enjoy a healthy, balanced diet.

ENJOY A HEALTHY LIFESTYLE

- Avoid tobacco and harmful use of alcohol.
- Wear a mouthguard for contact sports and on bicycles.

VISIT YOUR DENTIST REGULARLY

A regular check-up helps prevent oral diseases and allows any dental problems to be identified and treated early to help keep your mouth healthy.

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HOW TO PROTECT YOUR MOUTH AS YOU GET OLDER

DID YOU KNOW CHANGES THAT BEGIN AS WE BECOME OLDER CAN HAVE ALL SORTS OF EFFECTS ON ORAL AND OVERALL HEALTH?
UNDERSTANDING THE RISKS AND TAKING PREVENTIVE ACTION WILL HELP YOU STAY HEALTHY AND MAINTAIN YOUR QUALITY OF LIFE.

ADOPT GOOD ORAL HYGIENE HABITS

Most oral diseases are preventable, therefore, pain and infections can be avoided by brushing twice a day with fluoride toothpaste and cleaning between the teeth. Additionally, it is essential to clean removable dentures daily.

REDUCE THE RISK OF FALLS

If a tooth becomes loose, or if a denture no longer fits properly, go to the dentist as soon as possible. The jaw contributes to balance.

ENJOY HEALTHY AND DIVERSE FOODS

Prepare well-balanced meals and avoid eating snacks, and especially those rich in sugar, between meals. Limit sweet treats to the end of the meal.

AVOID DRY MOUTH

Chew sugar-free gum, suck sugar-free hard candies, drink water with meals, drink small amounts of water regularly throughout the day, use alcohol-free mouth rinse, and use a lip balm to soothe cracked or dry lips.

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HOW TO PROTECT A CHILD'S MOUTH

DID YOU KNOW IT IS IMPORTANT TO START CARING FOR A CHILD'S MOUTH AS SOON AS THEY ARE BORN?
ESTABLISHING STRONG ORAL HEALTH HABITS EARLY IS ESSENTIAL FOR SETTING THEM ON A PATH TO A HEALTHY LIFE.

TAKE CARE OF AN INFANT'S MOUTH

- Gently wipe a baby's gums after each feed. Use a clean, moist gauze pad or soft cloth.
- Place only breast milk, formula, milk or water in bottles. No sugary drinks, including sugary milk and water.
- Discourage thumb sucking, pacifier use and sippy cups.
- Refrain from allowing babies to fall asleep with a feeding bottle in their mouths.

PREVENT TOOTH DECAY BY BRUSHING

- Start brushing as soon as the first tooth appears.
- Use a fluoride toothpaste. Under 3 years use a smear. 3 to 6 years use a pea-sized amount.
- Supervise toothbrushing until the child is able to brush their teeth correctly on their own.
- Brush twice a day. It is especially important before bedtime.

BUILD GOOD HABITS FOR WHOLE-BODY HEALTH

- Limit foods and drinks that are high in sugar, especially in-between meals.
- Ensure that a mouthguard is worn for contact sports and cycling.

VISIT THE DENTIST REGULARLY

Take the child for a check-up as soon as the first tooth comes in or by their first birthday.

Schedule regular dental check-ups.

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HOW TO PROTECT YOUR MOUTH FOR KIDS

DID YOU KNOW A HEALTHY MOUTH HELPS PROTECT YOUR BODY TOO?
FOLLOW THESE TIPS FROM TOOTHIE TO HELP YOU LOOK AFTER YOUR TEETH AND MOUTH PROPERLY.

BRUSH EVERY MORNING AND NIGHT

- Use a fluoride toothpaste.
- Brush all the sides and surfaces of your teeth for **2 minutes**.
- After brushing, spit don't rinse.

VISIT THE DENTIST REGULARLY

- The dentist will ask you to open your mouth wide.
- The dentist will check your teeth are growing properly.
- The dentist will help keep your teeth clean and healthy.

EAT HEALTHY FOOD AND AVOID SUGARY DRINKS

- Too much sugar is bad for everyone.
- Sugary drinks and unhealthy snacks between meals can cause holes in your teeth if you have them too often.
- Our mouths and bodies are stronger and healthier when we have healthy food and drinks.

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HOW TO PROTECT YOUR MOUTH DURING PREGNANCY

DID YOU KNOW THAT YOUR ORAL HEALTH IS CONNECTED TO THE HEALTH OF YOUR UNBORN CHILD?
KEEPING YOUR MOUTH HEALTHY DURING PREGNANCY IS ESSENTIAL FOR THE WELL-BEING OF BOTH YOU AND YOUR BABY.

THE FACTS

- Due to hormonal changes, pregnant women may be more prone to gum disease and cavities.
- Vomiting related to morning sickness and gastric reflux (regurgitating food or drink) can increase the amount of acid the mouth is exposed to and elevate the risk of tooth decay.
- Gum disease has been linked to low birth weight, preterm birth and pre-eclampsia (a pregnancy complication).

ACTIONS TO BE TAKEN

- Make sure you get a dental check-up during pregnancy.
- If you vomit, rinse your mouth out with water immediately afterwards. Then rub toothpaste onto your teeth with your finger or use a fluoridated mouthwash. Wait at least 30 minutes before brushing your teeth.
- Practice good oral hygiene. Brush twice a day with fluoride toothpaste and floss daily (or use interdental brushes).
- Eat a balanced diet. Cutting down on how often and how much sugar you eat/drink will help reduce your risk of oral health problems.

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HOW TO BRUSH AND BOOGIE!

WHAT IF OUR DAY STARTED AND ENDED WITH A SONG WE LOVE AND A FEW DANCE MOVES THAT MAKE US FEEL HAPPY?
A HAPPY MOUTH CAN BE A HAPPY START AND END OF EVERY SINGLE DAY IF WE BOOGIE WHILE WE BRUSH.

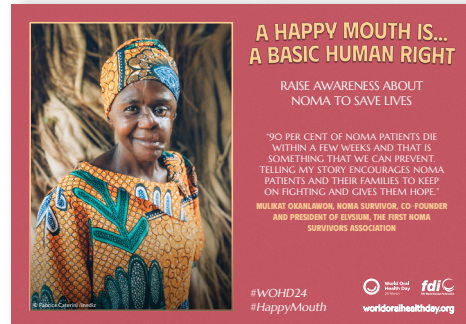
- Grab your toothbrush and toothpaste (make sure it's fluoride toothpaste).
- Turn on your favourite tune.
- Then brush and boogie like no-one is watching.
- Clean all the sides and surfaces of your teeth to the rhythm of the beat.
- 2 MINUTES**
Before you know it, your 2 minutes brushing time will be over and you won't want to stop!
- Create your own brush and boogie playlist and share it with family and friends to help brighten up their day too.

GET INVOLVED
#BrushandBoogie

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ADVOCACY IN ACTION CARDS

These cards serve as a useful reference tool for supporting various oral health-related activities such as education, outreach, and advocacy. They cover various oral health conditions and topics and can be used to facilitate and empower conversations.



CHILDREN'S ACTIVITY SHEETS

Establishing strong oral health habits early is essential for setting children on a path to a healthy life. Use the fun printable activity sheets to engage children in their oral health.

A HAPPY MOUTH IS... A HAPPY BODY

Colour your own movie poster starring Toothie!



WATCH THE FILM ON [@](#) [X](#) [f](#) [in](#)

A HAPPY MOUTH IS... A HAPPY BODY

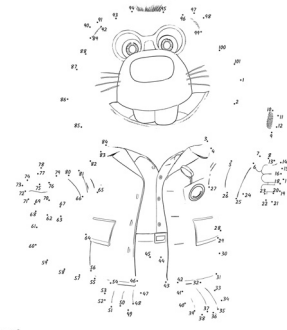
Colour your own movie poster starring Toothie!



WATCH THE FILM ON [@](#) [X](#) [f](#) [in](#)

A HAPPY MOUTH IS... A HAPPY BODY

Who do you see? Connect the dots from numbers 1-101 to find out, then colour in the picture!



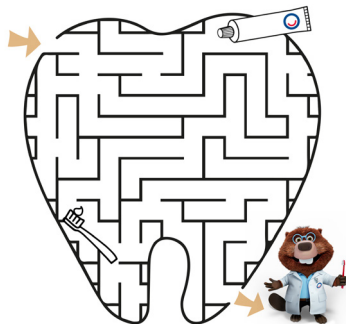
Who is it?



WATCH THE FILM ON [@](#) [X](#) [f](#) [in](#)

A HAPPY MOUTH IS... A HAPPY BODY

Find your way to Toothie the dentist to keep your mouth and body healthy!



WATCH THE FILM ON [@](#) [X](#) [f](#) [in](#)

A HAPPY MOUTH IS... A HAPPY ME!



WATCH THE FILM ON [@](#) [X](#) [f](#) [in](#)

SPOT THE DIFFERENCES!

Can you find all the differences between the two pictures? Hint: there are 9!



WATCH THE FILM ON [@](#) [X](#) [f](#) [in](#)



MOUTH HEROES FOR SCHOOLS

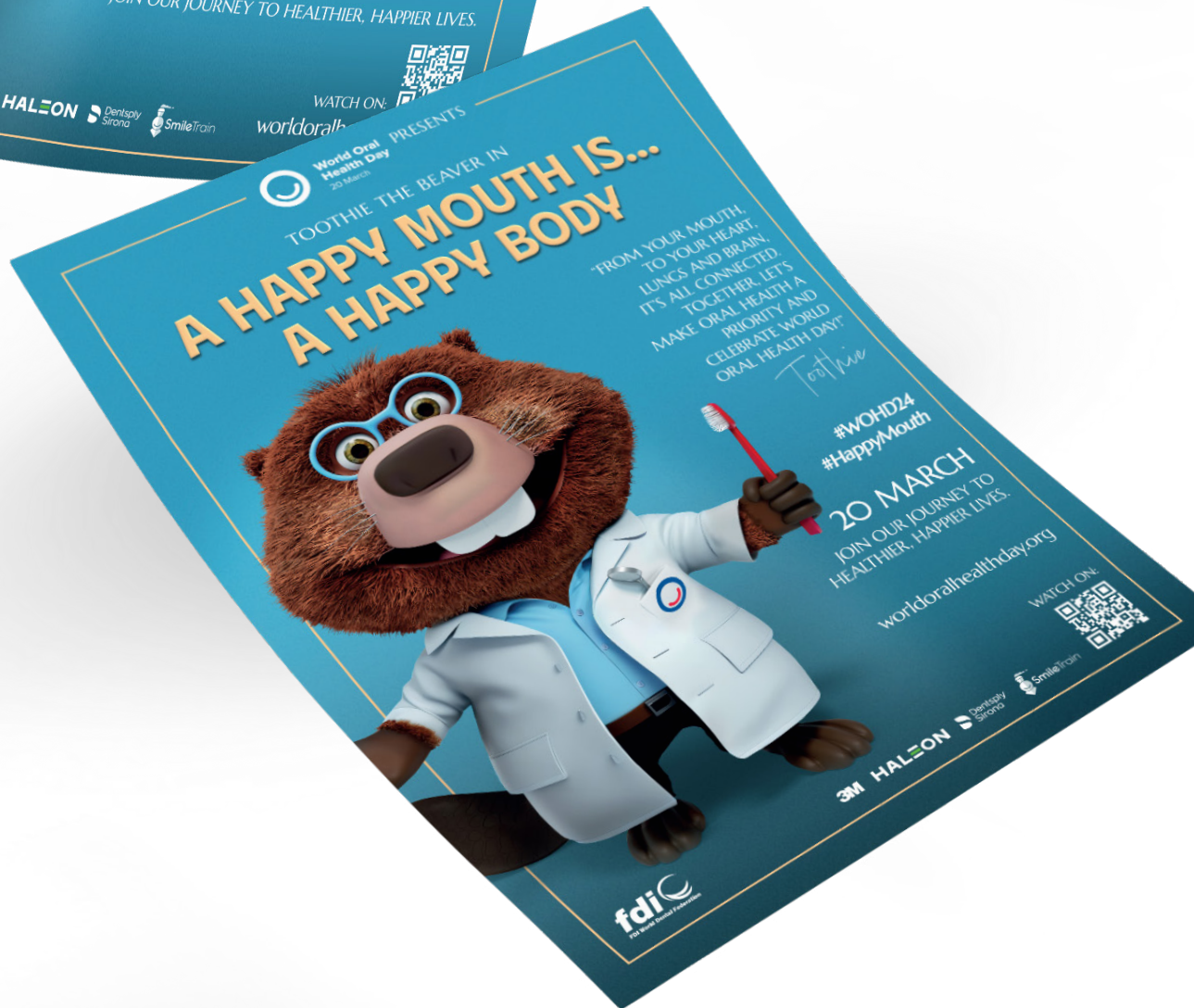
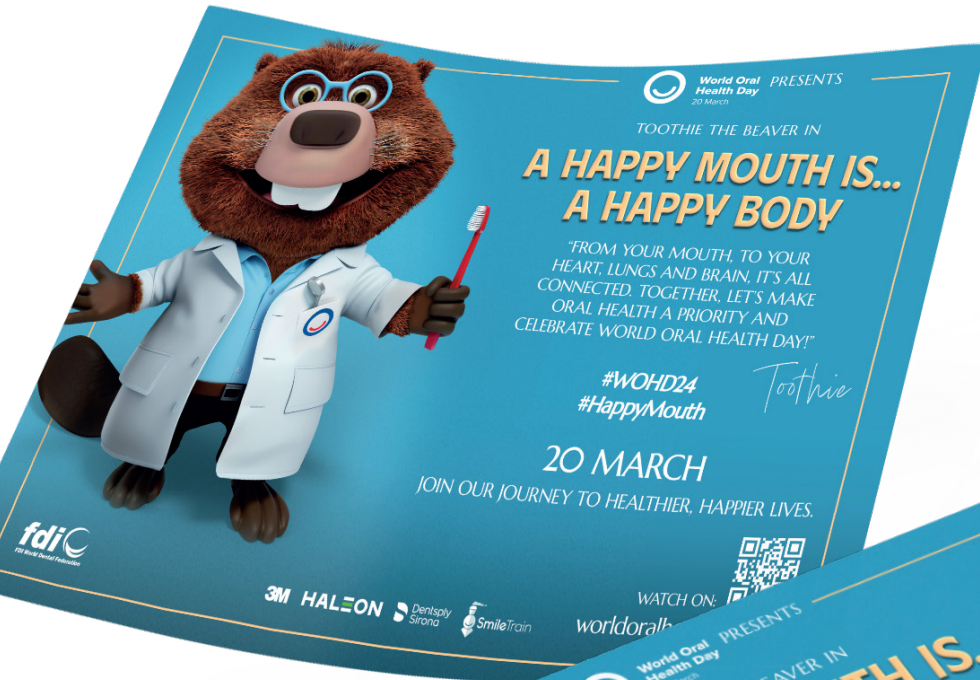
This multimedia resource aims to inspire more oral health-related teaching in schools. Packed full of learning activities for children aged 5-9 years, it can be used to educate children year-round, both inside and outside the classroom, and at WOHD events.

fdiworlddental.org/mouth-heroes-schools



MEDIA ASSETS

Grab attention by circulating the media assets in any way you can. Loudly broadcast the significance of the day and the importance of joining our journey to healthier, happier lives.



WOHD LOGO

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

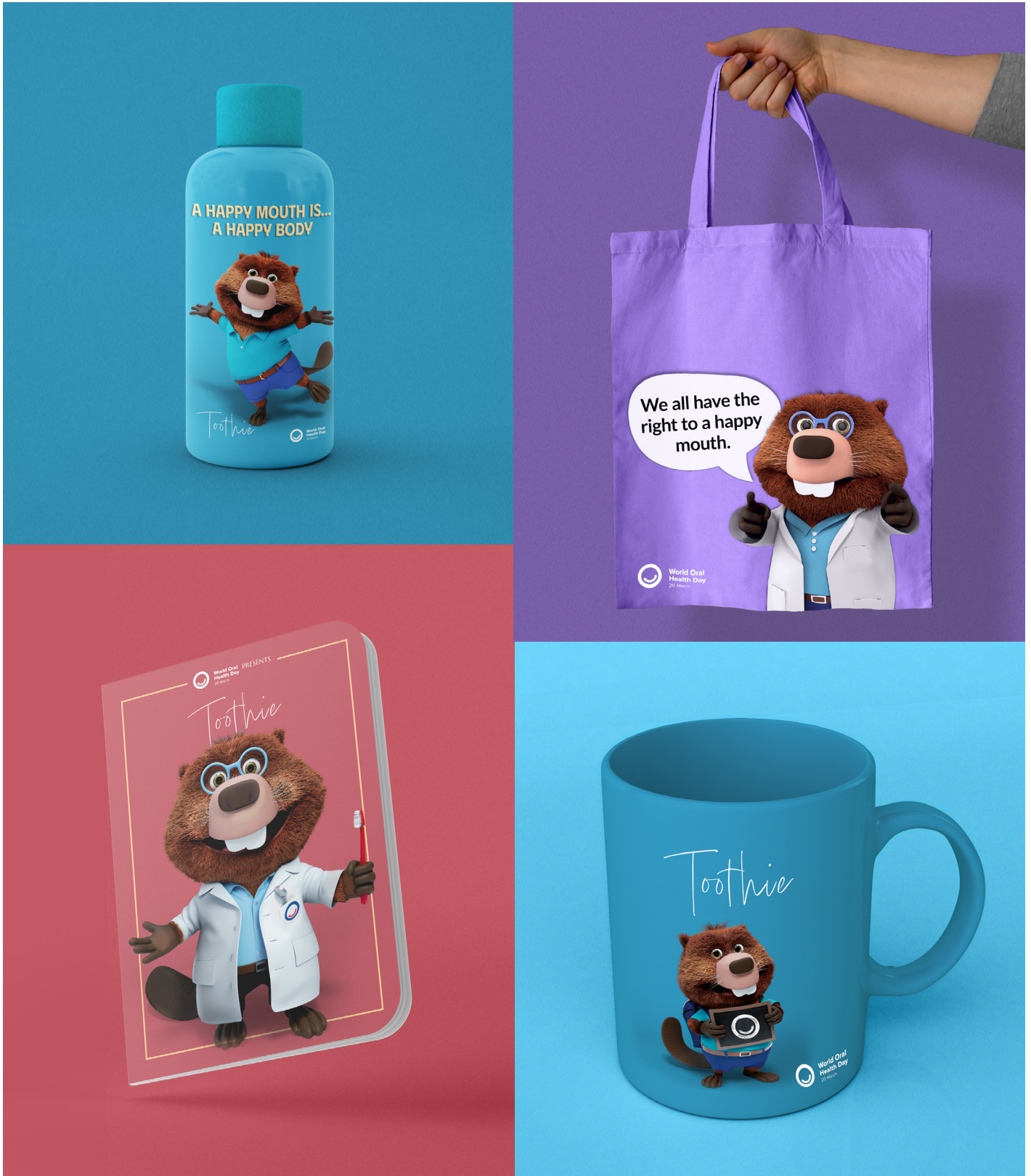
The WOHD logo is exclusively for raising oral health awareness and may not be used for endorsing, selling products, or promoting a company.

worldoralhealthday.org/resources



CAMPAIGN MERCHANDISE

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 activities and events are noticed.



SOCIAL MEDIA TILES AND GIFS

Use the ready-made content on your social media platforms to engage with your networks and spark conversations, and transform those discussions into collaborative or collective actions.



Social media tiles

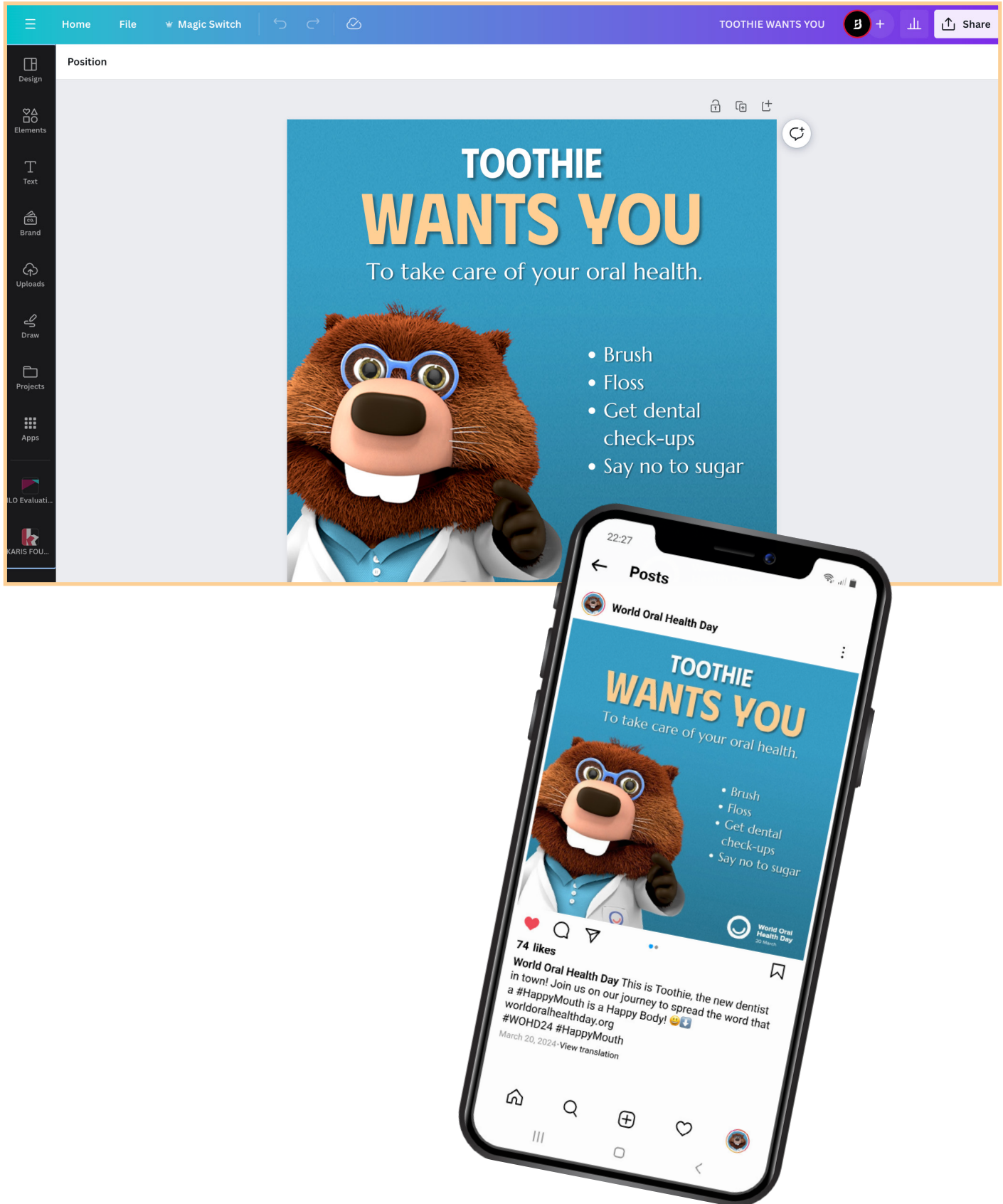


Social media GIFS

'TOOTHIE WANTS YOU' TILE

Once you have planned your WOHD activities and events, promote them on your social channels using the editable tile available on Canva. What does Toothie want people to do?

canva.com/Toothie wants you



WOHD PROFILE COVERS

Get in the spirit of WOHD and show your support by proudly displaying the campaign covers in the lead-up to WOHD.



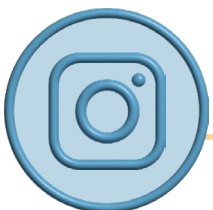
Cover LinkedIn



Cover Facebook



Cover X



Profile picture Instagram

SOCIAL MEDIA FILTERS TO #BRUSHANDBOOGIE

Add the star-studded Toothie effect available on Instagram and Facebook, and create a fun Reel or post with a video or photo of you brushing your teeth while you boogie to your favourite tune. Then challenge your friends to join the **#BrushandBoogie** movement too. Be inspired by the Brush and Boogie fact sheet or learn more at worldoralhealthday.org/brushandboogie

Don't forget to tag us at **@worldoralhealthday** and **@ToothieBeaver**.



SOME SAMPLE SOCIAL MEDIA POSTS TO GET YOU STARTED

What is a #HappyMouth? 😊 Well, a happy mouth is a lot of great things, but this year, for #WorldOralHealthDay, we are spotlighting the link between #OralHealth and general health because 'A Happy Mouth is a Happy Body!' Check out the campaign resources. ➡

worldoralhealthday.org

#WOHD24 #HappyMouth

Kickstart your #WorldOralHealthDay plans by joining the #BrushandBoogie movement. 🪥 Grab your toothbrush and toothpaste, 🎵 turn on your favourite tune, and clean your teeth to the rhythm of the beat! 🕺🕺

Try this out with our filter! 🔗

worldoralhealthday.org

#WOHD24 #HappyMouth

🦷 Can you achieve overall health without prioritizing your #OralHealth? The answer is NO. Your mouth plays a pivotal role in safeguarding your overall well-being. The empowering truth: the majority of #OralDiseases are preventable, putting the power to make a positive change firmly in our hands.

Take action this #WorldOralHealthDay and spread the word: A #HappyMouth is a Happy Body. 💪🌍

worldoralhealthday.org

#WOHD24 #HappyMouth

This is Toothie, the new dentist in town! Join us on our journey to spread the word that a #HappyMouth is a Happy Body!



worldoralhealthday.org

#WOHD24 #HappyMouth

Have you watched the movie 'A #HappyMouth is a Happy Body?' It's out now, so don't miss out. Starring #Toothie the beaver, it takes you on a journey deep inside the mouth. So, are you ready? 🎬 Lights, camera, ACTION! 🎥

worldoralhealthday.org

#WOHD24 #HappyMouth

🦷🌍 Everyone deserves access to quality oral healthcare and the knowledge needed to maintain a healthy mouth. That's why, on 20 March every year, we come together to raise awareness about the importance of good #OralHealth. ✨ So, what will you be doing for #WorldOralHealthDay? Share your plans and let's make every mouth a happy one! 😊

worldoralhealthday.org

#WOHD24 #HappyMouth

🦷 Did you know a #HappyMouth is essential for:



Heart health



Respiratory health



Pregnancy health



Diabetes management

Taking care of #OralHealth means you are protecting overall health too. 💪 Spread the word this #WorldOralHealthDay.

worldoralhealthday.org

#WOHD24 #HappyMouth

Toothie loves wood-flavoured ice cream but always reminds patients that a #HappyMouth needs healthy food. Did you know a healthy diet makes our bodies, and even our minds, happy too? 😊👇

worldoralhealthday.org

#WOHD24 #HappyMouth

SOME SAMPLE SOCIAL MEDIA POSTS TO GET YOU STARTED

🌐 What is the most common health condition in the world? Need another clue? It can be prevented, making the suffering it causes unnecessary and avoidable. The answer: #ToothDecay. Raise awareness, and make #WorldOralHealthDay your own by transforming your photos 📸 into inspirational campaign materials online and sharing them as far and wide as you can. 🔊

worldoralhealthday.org/happymouth-tool

#WOHD24 #HappyMouth

Does anyone else dance while they brush their teeth? 🕺💃 Looks like a #HappyMouth makes @ToothieBeaver want to boogie! Join Toothie in the #WOHD24 #BrushandBoogie movement for healthier, happier lives.

Learn more at ➡ worldoralhealthday.org/brushandboogie

#WOHD24 #HappyMouth

#OralDiseases affect nearly 3.5 billion people globally. 😞 This #WorldOralHealthDay, join Toothie on a new mission to save the world's smiles, not just for better #OralHealth but for general health too, because a #HappyMouth is a Happy Body! 😊💪

worldoralhealthday.org

#WOHD24 #HappyMouth

😊 A #HappyMouth is not merely a slogan; it's a way of life — a healthier, more fulfilling life. So, a happy mouth is truly worth taking action for. 🪥 Brush, floss, avoid excessive sugar, and get regular dental check-ups. That's the advice we encourage everyone to act upon this #WorldOralHealthDay. Download the campaign resources and join our journey to healthier, happier lives. 🔊

worldoralhealthday.org

#WOHD24 #HappyMouth

Nothing makes a dentist like @ToothieBeaver happier than seeing a #HappyMouth. 😊 Regular dental check-ups will keep your mouth healthy for life and prevent unhappy things like #ToothDecay and gum disease. When was your last check-up? ⬇️

worldoralhealthday.org

#WOHD24 #HappyMouth

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 join @ToothieBeaver in its journey to fight tooth decay and spread awareness that a #HappyMouth is a Happy Body! 😊💪

worldoralhealthday.org

#WOHD24 #HappyMouth

IDEAS FOR ACTION

EVERYONE'S ACTIONS, BIG OR SMALL, WILL HELP TO KEEP
US MOVING TOWARDS OUR COLLECTIVE GOAL:
BETTER ORAL AND OVERALL HEALTH FOR ALL.

NEXT ARE SOME IDEAS FOR HOW YOU MIGHT TAKE ACTION.



**FDI MEMBERS, DENTISTS, DENTAL
AND WIDER HEALTHCARE TEAMS**

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GENERAL PUBLIC

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**COMPANIES AND
COMMUNITY GROUPS**

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**SCHOOLS AND
YOUTH GROUPS**

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**GOVERNMENTS
AND POLICYMAKERS**

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FDI MEMBERS, DENTISTS, DENTAL AND WIDER HEALTHCARE TEAMS

GET NOTICED

Maximize your impact on World Oral Health Day (WOHD) by prominently **displaying and sharing the campaign materials** in your dental practices, hospitals and clinics, study and work environments, as well as during WOHD activities and events.

ORGANIZE AN ACTIVITY

From free dental check-ups, distribution of toothbrushes/ toothpaste, talks on the mouth-body connection, school visits, fundraisers, open days at dental practices, to a mass tooth brushing event, **every action counts**.

ADVOCATE FOR ACTION

The **Advocacy in Action cards** present key talking points to enable and support conversations with governments and key decision makers. They also serve as a valuable reference tool to inform yourself, stakeholders both within and beyond the health sector, as well as patients.

PROMOTE WOHD ON YOUR WEBSITE

Utilize this valuable online storefront to **engage as many people as possible**. Share the campaign videos, create a poster wall, record a video message, write a blog, drive traffic to the #HappyMouth wall, and promote your own WOHD activities.

EDUCATE TO EMPOWER

Improve oral health literacy of patients and the broader community both in practice and through outreach activities. To assist, **use the infographic fact sheets** which provide oral health advice in an easy-to-understand way.

INTERPROFESSIONAL COLLABORATION

Oral diseases and other noncommunicable diseases share modifiable risk factors. A whole team approach is necessary. **Build partnerships within the health sector** and work together to pool resources and broaden WOHD's reach.

MAKE NOISE

Involve the Chief Dental Officer and **invite government officials to WOHD events**. Don't forget to invite the press too! Take part in interviews, distribute press releases, enlist the support of influencers, and illuminate buildings to spread the word.

SPREAD THE WORD ON YOUR SOCIAL PLATFORMS

Maximize WOHD's social media assets to: educate, start conversations about how oral health is health, create fun reels and posts using filters, **take part in the #BrushandBoogie movement**, update profile covers... and more! Remember to use the hashtags: #WOHD24 #HappyMouth

FUNDRAISE FOR ORAL HEALTH CAUSES

Decide who it's for, then plan an activity that has worked in the past or try something new. You can **make it active to celebrate 'A Happy Mouth is a Happy Body'**, e.g., fun runs, walks and discos. Or, you can link it to our movie theme with a movie night fundraiser!



GENERAL PUBLIC

GET NOTICED

Maximize your impact on World Oral Health Day (WOHD) by prominently **displaying and sharing the campaign materials** throughout your home, neighbourhood, and workplace, as well as during any WOHD activities you organize.

ORGANIZE AN ACTIVITY

Inspire others by running your own WOHD activity. From inviting a dentist to your workplace, hosting a healthier breakfast club, taking part in a fundraiser, displaying campaign posters in your local community, to a mass toothbrushing event, **every action counts**.

ADVOCATE FOR ACTION

Write to your political parties; the **Advocacy in Action cards** present key talking points to help. For example, encourage policies and programmes that promote oral health education in schools and communities and address any issues around access to dental care – it should be accessible to everyone.

PROMOTE WOHD ON YOUR WEBSITE

Do you or your workplace have a website? If so, **utilize this valuable online storefront**. Share the campaign videos, create a poster wall, record a video message, write a blog, drive traffic to the #HappyMouth wall, and promote your own WOHD activities.

INFORM YOURSELF AND OTHERS

Learn how to safeguard your own and your loved ones' oral health. **Read the infographic fact sheets** that explain all the key points in an easy-to-understand way, from how to protect a child's mouth to what actions to take as you get older.

ENGAGE CHILDREN IN THEIR ORAL HEALTH

There are lots of ways to do this: read the children's fact sheet together, use the entertaining activity sheets, **make brushing fun by taking part in the #BrushandBoogie movement**, and inspire your child's school to get involved in oral health-related teaching.

MAKE NOISE

Tell people what you are doing. If you're organizing an event, reach out to local press and invite them to cover it. Or, if your employer publishes a newsletter, use it as a platform to showcase your efforts in promoting good oral health. **Spread the word as far and wide** as you can.

SPREAD THE WORD ON YOUR SOCIAL PLATFORMS

Maximize WOHD's social media assets to: educate, start conversations about how oral health is health, create fun Reels and posts using filters, **take part in the #BrushandBoogie movement**, update profile covers... and more! Remember to use the hashtags: #WOHD24 #HappyMouth

FUNDRAISE FOR ORAL HEALTH CAUSES

Decide who it's for, then plan an activity that is either entertaining or challenging in some way. You can **make it active to celebrate 'A Happy Mouth is a Happy Body'**, e.g., fun runs, walks and discos. Or, you can link it to our movie theme with a movie night fundraiser!



COMPANIES AND COMMUNITY GROUPS

GET NOTICED

Maximize your impact on World Oral Health Day (WOHD) by prominently **displaying and sharing the campaign materials** throughout your offices, work environments and meeting places, as well as during any WOHD activities you organize.

ORGANIZE AN EMPLOYEE OR MEMBERS' EVENT

From free dental check-ups, distribution of toothbrushes/toothpaste, talks on the mouth-body connection, fundraisers, healthy WOHD specials on the canteen menu, to a No Sugar Day or mass toothbrushing event, **every action counts**.

ADVOCATE FOR ACTION

Use WOHD as an opportunity to exert pressure on governments to create and maintain healthy environments that support the well-being of everyone. The **Advocacy in Action cards** present key talking points and serve as a valuable reference tool to stay informed.

PROMOTE WOHD ON YOUR WEBSITE AND INTRANETS

Use the website as an effective online storefront to **engage as many people as possible**. Share the campaign videos, create a poster wall, record a video message, write a blog, and drive traffic to the #HappyMouth wall. Promote your own WOHD activities using intranet communications and updates.

EDUCATE EMPLOYEES / GROUP MEMBERS

Support their well-being and prevent the negative effects of poor oral health, which lead to millions of lost workdays every year.

To assist, **circulate the infographic fact sheets** which provide oral health advice in an easy-to-understand way.

ORGANIZE A COMMUNITY EVENT

Expand your employee engagement plans and extend them beyond the workplace into the broader community, potentially **involving employees in community-based WOHD activities**.

MAKE NOISE

Leverage media coverage by reaching out to the press, organizing interviews, distributing press releases, enlisting influencer support, and illuminating buildings to spread the word. If you're organizing an event, **invite the press to come along** and cover it.

SPREAD THE WORD ON YOUR SOCIAL PLATFORMS

Maximize WOHD's social media assets to: educate, start conversations about how oral health is health, create fun Reels and posts using filters, **take part in the #BrushandBoogie movement**, update profile covers... and more! Remember to use the hashtags: #WOHD24 #HappyMouth

FUNDRAISE FOR ORAL HEALTH CAUSES

Decide who it's for, then plan an activity that is either entertaining or challenging in some way. You can **make it active to celebrate 'A Happy Mouth is a Happy Body'**, e.g., fun runs, walks and discos. Or, you can link it to our movie theme with a movie night fundraiser!

Find inspiration by exploring the impactful activities our WOHD Partners undertook last year to promote the significance of good oral health within their communities at worldoralhealthday.org/partners

SCHOOLS AND YOUTH GROUPS

GET NOTICED

Maximize your impact on World Oral Health Day (WOHD) by prominently **displaying and sharing campaign materials** that are relevant to children throughout the school, including the campaign posters, fact sheet for kids, and the fun printable activity sheets.

CREATE A HAPPY MOUTH WALL

Have children complete the '**A Happy Mouth is a Happy Me**' activity sheet and display their creations. Alternatively, organize a competition where children design their own campaign movie posters to promote WOHD.

DELIVER LESSONS USING MOUTH HEROES FOR SCHOOLS

This teaching resource is packed full of lesson ideas and materials. By the end of their **Mouth Heroes lessons**, children will know how to take care of their mouth, avoid certain foods that can harm their teeth and body, and take more responsibility for their own oral health.

ENCOURAGE STAFF TO SPREAD THE WORD ON SOCIAL MEDIA

Maximize WOHD's social media assets to: educate, start conversations about how oral health is health, create fun reels and posts using filters, **take part in the #BrushandBoogie movement**, update profile covers... and more! Remember to use the hashtags: #WOHD24 #HappyMouth

HOLD AN ASSEMBLY

To launch WOHD, **show the main campaign video during an assembly**. Better still, build excitement in the lead-up to the day by sharing

the teaser, trailer, and then the main video in a staggered way over the course of the week. To conclude, explain that a healthy mouth is crucial for a healthy body.

ORGANIZE AN ACTIVITY

Invite a dentist to your school to talk about the mouth-body connection and the importance of good oral hygiene. Alternatively, **organize classroom visits to the dentist**. Take it a step further with a mass tooth brushing event or a No Sugar Day involving families and the entire school community!

MAKE NOISE

Tell people what your school is doing for WOHD. If you're organizing an event, reach out to local press and invite them to cover it. Or, if your school publishes a newsletter, use it as a platform to showcase your efforts in promoting good oral health. **Spread the word as far and wide** as you can.

PROMOTE WOHD ON YOUR WEBSITE

Utilize this valuable online storefront to **engage as many people as possible**. Share the campaign videos, create a poster wall, record a video message, write a blog, drive traffic to our #HappyMouth wall online, and promote your own WOHD activities.

FUNDRAISE FOR ORAL HEALTH CAUSES

Decide who it's for, then plan an activity that is either entertaining or challenging in some way. You can **make it active to celebrate 'A Happy Mouth is a Happy Body'**, e.g., fun runs, walks and discos. Or, you can link it to our movie theme with a movie night fundraiser!

Promote a healthy school environment year-round by banning sugary drinks and unhealthy snacks, offering healthy meal options, and advocating for a water-only policy.

GOVERNMENTS AND POLICYMAKERS

INTEGRATE ORAL DISEASES INTO POLICIES ADDRESSING NONCOMMUNICABLE DISEASES (NCDs) AND UNIVERSAL HEALTH COVERAGE (UHC)

Oral health is a key indicator of general health, well-being and quality of life, which is why oral health services should be considered essential and integrated within health systems with adequate financial and human resource allocation. Governments should ensure the implementation of the 2023 World Health Organization (WHO) **Action Plan** to address the associations between oral health, NCDs, and well-being.

PRIORITIZE SURVEILLANCE, MONITORING AND EVALUATION OF ORAL DISEASES

Standardization and integration of oral health indicators within national health information systems is a crucial step to inform national oral health action plans. Leverage the WHO **Action Plan** monitoring framework, with its 11 core indicators (for global monitoring and reporting) and 29 complementary indicators (for monitoring specific actions at the national level) to develop effective monitoring frameworks for oral health.

IMPLEMENT COST-EFFECTIVE, EVIDENCE-BASED, AND POPULATION-WIDE ORAL HEALTH PREVENTION AND PROMOTION MEASURES

Oral diseases and other NCDs share modifiable risk factors, and joint prevention is possible through a multi-sectoral response.

WHO's tried and tested NCD "best buys" and 72 other recommended interventions include several evidence-based measures to reduce tobacco use, alcohol use, and unhealthy diets (in particular sugar intake) guiding countries on how to reduce their overall NCD burden with a cost-effective approach.

The NCD "best buys" in particular provide countries with a great return on investment – each USD \$1 invested in these interventions would yield a return of USD \$7 by 2030.

Governments have a responsibility to increase oral health literacy as well as access to: (1) clean water to reduce consumption of sugary drinks and (2) fluorides where appropriate, promoting good oral hygiene habits as a way of also protecting general health and overall well-being.

FACILITATE EQUITABLE ACCESS TO ORAL HEALTH SERVICES

Although oral diseases are largely preventable, the global burden remains unacceptably high. The poor and disadvantaged in society suffer a disproportionately high level of disease and affordable, appropriate care is not accessible to all. Quality oral health services must be guaranteed for everyone, addressing the substantial out-of-pocket expenses associated with oral healthcare and targeting marginalized groups to reduce oral health inequalities.

BUILD A RESILIENT ORAL HEALTH WORKFORCE FOR SUSTAINABLE DEVELOPMENT

The planning of human resources for oral health has been limited to simplistic target dentist-population ratios or constant services-population ratios and has not taken thorough account of the levels of, and changes in, population needs. Governments should commit to (1) delivering people-centred care that is tailored to the needs of the people and (2) prioritizing intra- and interprofessional collaborations to improve oral health and thereby general health.



PUT YOURSELF ON THE MAP

INSPIRE OTHERS BY REGISTERING YOUR ACTIVITY ON THE
GLOBAL MAP OF ACTIVITIES AND BE RECOGNIZED FOR YOUR
EFFORTS THROUGH THE WORLD ORAL HEALTH DAY AWARDS.





PLAN AND REGISTER YOUR ACTIVITY

The global map of activities aims to capture everything taking place around the world. Help others find and attend your events or enthuse them to organize their own by submitting your plans on the map.

worldoralhealthday.org/map-activities

Your activities will help us assess the global impact of the campaign.



GET READY TO RUN YOUR ACTIVITIES

Make sure you have downloaded the campaign materials.

worldoralhealthday.org/resources

Remember, every activity counts!



WIN A WORLD ORAL HEALTH DAY AWARD

After completing your activities, you can edit your registered activities to provide more details if desired. The more information we have, the better your chances of being nominated for a World Oral Health Day Award. If you didn't do so during the planning stages, **make sure to submit your activity to the global map of activities** as soon as possible after 20 March.

Here's an overview of the Awards' process:

1. After 20 March, the WOHD Task Team, a group of oral health experts, shortlists and votes on campaigns submitted on the global WOHD map.
2. Winners are selected for each Award category (details in the next section).
3. Winners are notified in May.
4. The winners are publicly announced, and an awards ceremony is held.

THE CATEGORIES

NATIONAL DENTAL ASSOCIATIONS

THE FOLLOWING TWO CATEGORIES ARE FOR FDI MEMBERS, I.E., NATIONAL DENTAL ASSOCIATIONS OR OTHER ORGANIZATIONS WITH SOME TYPE OF MEMBERSHIP –

FDIWORDDENTAL.ORG/MEMBERS

Exception: Student associations are excluded from these two categories – even if they hold FDI membership – as they are addressed exclusively in their own category.

MOST EDUCATIONAL ACTIVITY

This award celebrates practical efforts aimed at enhancing public oral health literacy through initiatives such as school programmes, educational talks, awareness campaigns, and more. **Evaluation criteria includes:**

- Quantity and diversity of activities
- Number of participants, including served members of the community and partner organizations
- Collaboration with government officials
- Distribution of educational resources for oral health
- National impact through traditional and online media coverage
- Integration of WOHD theme and materials
- Event submission to global WOHD map

BEST MEDIA CAMPAIGN

This award celebrates WOHD campaigns that create substantial media presence, spreading oral health messages through various platforms. **Evaluation criteria includes:**

- Participant attendance at press conferences (if organized)
- Number of news articles generated by campaign activities (sponsored and organic media coverage)
- Traditional media reach (circulation figures, TV/radio show audience)
- Online/digital media reach (social media posts, social media engagement, influencers engaged, unique page visits to online articles)
- Dissemination of WOHD press releases and social media assets (messages, memes, hashtags)
- Integration of WOHD theme and materials
- Event submission to global WOHD map

STUDENT ASSOCIATIONS

THE FOLLOWING CATEGORY IS FOR STUDENT ORGANIZATIONS. FOR EXAMPLE, MEMBERS OF ORGANIZATIONS SUCH AS THE INTERNATIONAL ASSOCIATION OF DENTAL STUDENTS, WHICH REPRESENTS OVER 20,000 DENTAL STUDENTS.

BEST CAMPAIGN BY A DENTAL STUDENTS' ASSOCIATION

This award celebrates unique WOHD activities that have the potential to make a lasting impact through their educational approaches to promoting oral health.

Evaluation criteria includes:

- Variety and reach of activities, and number of participants (served members of the community)
- Collaborations with external partners, such as schools, hospitals, and government entities
- Innovation and originality in the activity
- Impact achieved through the distribution of take-home messages and oral care items
- Media and social media engagement and reach
- Integration of WOHD theme and materials
- Event submission to global WOHD map

THE PUBLIC

THE FOLLOWING CATEGORY IS OPEN TO ALL GROUPS AND INDIVIDUALS – NOT ASSOCIATED WITH FDI – ORGANIZING A WOHD EVENT, I.E., THE GENERAL PUBLIC AND NON-MEMBER ORGANIZATIONS, SUCH AS SCHOOLS, DENTAL PRACTICES AND OTHER HEALTHCARE SETTINGS.

MOST ENGAGING COMMUNITY CAMPAIGN

This award celebrates campaigns that educate local communities on the importance of oral and overall health. **Evaluation criteria includes:**

- Variety and reach of activities, measured by participant numbers
- Utilization and distribution of WOHD materials
- Media and social media engagement and reach
- Collaborations with external partners, such as professional associations and schools
- Event submission to global WOHD map

THE PRIZES

WOHD AWARDS' WINNERS

THE PRIZES FOR WOHD AWARDS' WINNERS INCLUDE:

- Roundtrip flight and accommodation (3 nights) to attend the WOHD launch event and awards ceremony.*
- VIP room access
- A recognition award
- Widespread promotion of the winning activity

For more information on the World Oral Health Day Awards, contact wohd@fdiworlddental.org

** Prize is for an economy class flight and is applicable for the year the award is won. FDI World Dental Federation reserves the right to modify award criteria and prizes.*



2023'S WORLD ORAL HEALTH DAY AWARDS' WINNERS

MOST EDUCATIONAL ACTIVITY



Credit: Tanzania Dental Association

The Tanzania Dental Association organized a diverse range of activities, spanning school visits, community outreach, and special initiatives. **380 schools received oral health education and screenings.** The events successfully engaged the public, as well as political leaders, healthcare professionals, and the media.

BEST MEDIA CAMPAIGN



Credit: Dental Association of Thailand

A press conference with the Deputy Minister of Public Health marked the launch of the Dental Association of Thailand's (DAT) campaign. DAT collaborated with partners for educational initiatives, social media campaigns, competitions, and dental services, **reaching over 30,000 people nationwide.**

MOST ORIGINAL ACTIVITY



Credit: Sudanese Dental Students Association

The Sudanese Association of Dental Students, with the Prophylaxis and External Relations Offices leading the effort, **engaged in diverse activities**, including: offering free examinations and awareness programs at dental hospitals, conducting awareness campaigns in public areas, and collaborating with university associations for educational campaigns.

BEST SOCIAL MEDIA CAMPAIGN



Credit: Tunisian Dental Students Association

Collaborating closely with partners and the government, The Tunisian Dental Students Association aimed to promote proper hygiene practices and **improve access to dental care**, especially in underserved areas. Their activities included education, screenings, treatments, and awareness campaigns held in various cities and towns across Tunisia.

2023'S WORLD ORAL HEALTH DAY AWARDS' WINNERS

BEST CAMPAIGN BY A DENTAL PRACTICE OR CLINIC



Credit: Monash Health Dental Services

Monash Health Dental Services prioritized oral health within their municipality, particularly **emphasizing the link between oral and cardiovascular health**. The dental team organized various community activities, including promotional display tables at dental clinics, text messages to patients, dental check-ups at primary schools, and a social media campaign.

BEST BRANDED PHOTO



Credit: Manila Water Foundation

Manila Water Foundation celebrated WOHD through their “Health in Our Hands” campaign, emphasizing proper oral hygiene practices. Their activities included collecting personalized #MouthProud photos, which individuals created to **express their personal commitment to oral health**.

THANK YOU TO OUR WOHD PARTNERS



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Smile Train empowers local medical professionals with training, funding, and resources to provide free cleft surgery and comprehensive cleft care to children globally. It advances a sustainable solution and scalable global health model for cleft treatment. For more information, visit smiletrain.org



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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



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WOHD TASK TEAM 2023-2024

Dr Anna Lella, Portugal (Chair)

Prof. Young Guk Park, Republic of Korea

Dr Nahawand Thabet, Egypt

Assist. Prof. Duygu Ilhan, Türkiye

Assoc. Prof. Elham Kateeb, State of Palestine

Dr Manuel Sergio Martínez Martínez, Mexico

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