

# A HAPPY MOUTH IS... **a happy life**

PROMOTE AWARENESS OF HOW LIVING TOBACCO-FREE BENEFITS  
ORAL HEALTH, OVERALL HEALTH, AND QUALITY OF LIFE



**World Oral  
Health Day**  
20 March

[worldoralhealthday.org](http://worldoralhealthday.org)  
#WOHD26 #HappyMouth

**fdi**  
FDI World Dental Federation

# A HAPPY MOUTH IS... a happy life

The tobacco epidemic is one of the greatest public health threats the world has ever faced. It is a major risk factor for oral diseases and other noncommunicable diseases. All forms of tobacco are harmful, and no level of exposure is safe. Therefore, it is essential to support measures that reduce tobacco use in communities and protect people's health and happiness.



## UNDERSTANDING THE ISSUE

- **Tobacco use** is the most common cause of preventable disease and death globally.
- **Tobacco use** puts the mouth at an increased risk of gum disease (periodontitis) and oral cancer. It also causes teeth staining, bad breath, premature tooth loss, and loss of taste and smell.
- **Tobacco use includes** cigarette smoking, waterpipe tobacco, cigars, cigarillos, heated tobacco, roll-your-own tobacco, pipe tobacco, bidis, kreteks, smokeless tobacco, and betel-quid and areca-nut chewing.



## WHAT CAN DENTISTS DO?

- **Provide brief interventions on tobacco use** encapsulating all forms of tobacco, including betel-quid and areca-nut chewing.
- **Support patients to quit smoking.** It can be the single most important service dentists can provide for their patient's overall health.
- **Provide related counselling** to patients structured around the 5As and 5Rs models, which have proven to be effective in helping tobacco users quit.
  - **5As:** Ask, Advise, Assess, Assist, Arrange.
  - **5Rs:** Relevance, Risks, Rewards, Roadblocks, Repetition.



## WHAT CAN GOVERNMENTS DO?

- **Support policies and regulations** to reduce tobacco consumption and betel-quid and areca-nut chewing.
- **Enforce bans** on tobacco advertising, promotion and sponsorship, especially to children.
- **Raise taxes** on tobacco products.
- **Endorse policies** that prevent and/or reduce the exposure to tobacco smoke for infants and children.
- **Regulate electronic cigarettes** and all other nicotine-containing products in the same way as tobacco products.

For more information and support:  
[fdiworldddental.org/tobacco-cessation](http://fdiworldddental.org/tobacco-cessation)

