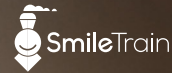


Production in partnership with



HALEON



A HAPPY MOUTH IS... **a happy mind**



#WOHD25
#HappyMouth

GOVERNMENT

BRIEFING



worldoralhealthday.org



**World Oral
Health Day**
20 March

Watch on



GET READY FOR WORLD ORAL HEALTH DAY

ACCESS TO QUALITY ORAL HEALTHCARE AND THE KNOWLEDGE TO MAINTAIN A HEALTHY SMILE ARE ESSENTIAL FOR EVERYONE. EACH YEAR, ON 20 MARCH, WE COME TOGETHER GLOBALLY TO RAISE AWARENESS ABOUT THE CRITICAL ROLE ORAL HEALTH PLAYS IN OVERALL WELL-BEING. PLEASE JOIN US IN THIS IMPORTANT EFFORT.

World Oral Health Day (WOHD) is a reminder that taking care of our mouths is key to living a healthier, happier life. Poor oral health can cause pain, discomfort, and even affect our confidence and relationships.

Plus, more and more research shows how closely our oral health is connected to our overall well-being. Together, we can make a big difference in people's lives. Here's how we can make that happen.

General public

WOHD encourages everyone to take charge of their own oral health and make it a priority. By sharing healthy habits with family and friends, you can help create an even greater impact.

FDI members, dentists, dental and wider healthcare teams

As essential healthcare providers, you're on the frontlines. Use WOHD to highlight the important work you already do—helping people make informed choices—because good oral health is vital for overall health and well-being.

Schools and youth groups

Schools are key in teaching children about the importance of oral health, laying the foundation for a healthier future. Prevention starts here!

Companies and community groups

Promoting good oral health in the workplace and within communities not only supports well-being but also boosts confidence and productivity.

Public health advocacy groups

Public health advocacy groups can help drive unified action for better oral health—and, in turn, overall health. WOHD offers an opportunity to promote health equity and advocate for policies that provide essential oral healthcare to all individuals.

Governments and policymakers

Governments have a crucial role in providing the knowledge and services necessary for better oral health. Implementing measures that raise awareness and improve access is essential for public well-being.

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

A HAPPY MOUTH IS... a happy mind

MEET MIYU, MARCOS,
SHUMBA, AND SARA!



Last year, we embarked on a three-year campaign centred around the theme **A HAPPY MOUTH IS...** to highlight the crucial importance of oral health and its strong connections to overall health. A happy mouth represents many aspects of well-being, and we began our journey by exploring the links between oral health and physical health.

As we enter the second year of our campaign, we're shifting our focus to another vital topic: **the connection between oral health and mental well-being.** Your mouth, body, and mind are all interconnected, and by taking care of your oral health, you are caring for your whole self. So, join us once again as we continue this important journey, this time spotlighting how a happy mouth contributes to a happy mind.

TOOTHIE RETURNS—NOW WITH NEW FRIENDS AND A MUSIC-THEMED MOVIE!

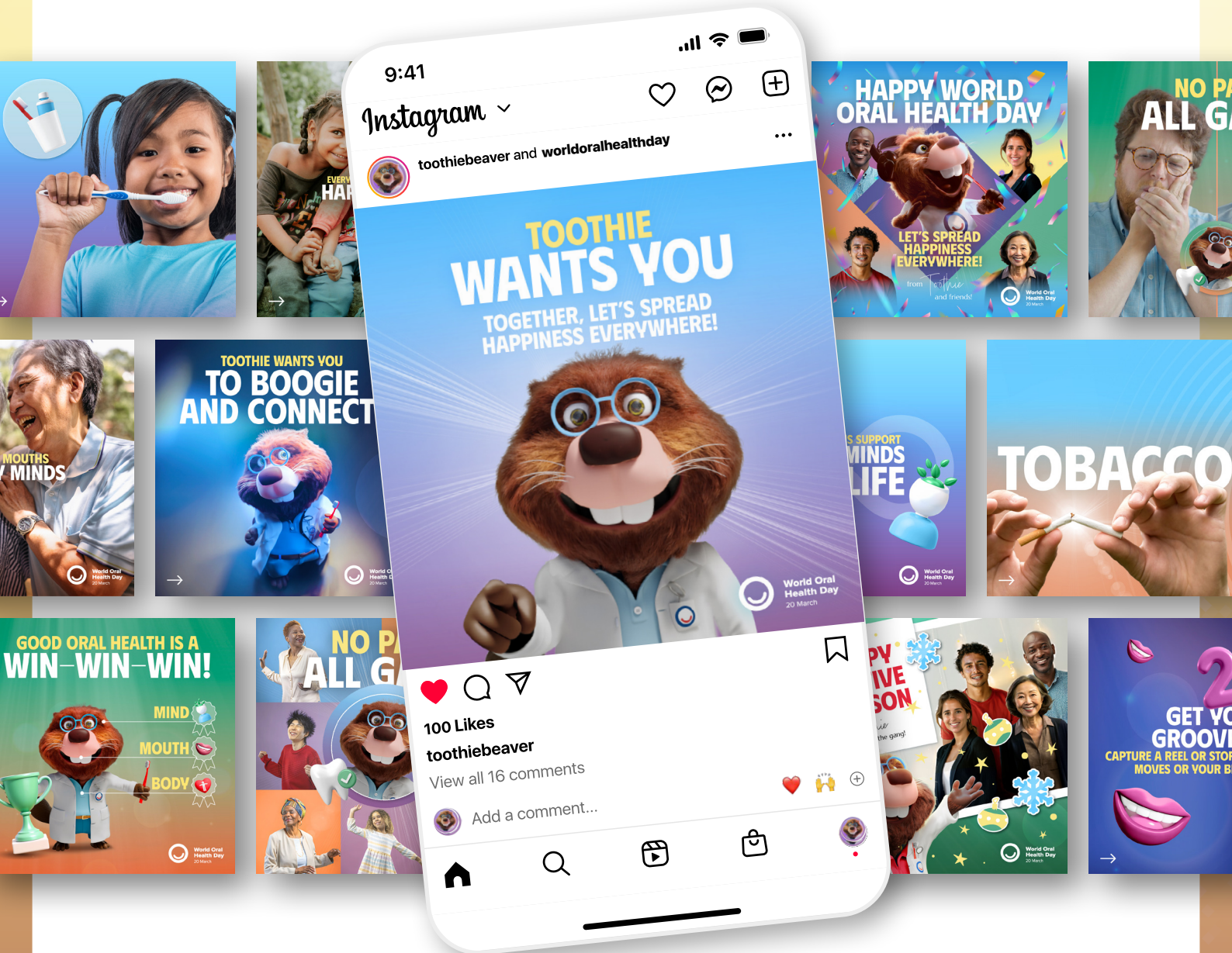
Last year, Toothie kicked off the new campaign with the release of his first-ever movie. **Now, he's back** and more charismatic than ever, bringing along some new friends to help spread the word far and wide. Meet **Miyu, Marcos, Shumba, and Sara** as they join him on an exciting journey to highlight the important role oral health plays in our mental well-being.

The movie sequel features a lively beat, so get ready to sing along with Toothie and let his positive energy inspire you! Embark on the second year of this movie-inspired adventure, with a mission to engage and mobilize as many people as possible.

There are countless ways to get involved—there's truly something for everyone in this toolkit.

Together, we can shine a light on the importance of a **#HappyMouth.**

FOLLOW TOOTHIE'S ADVENTURES ON SOCIAL MEDIA



If you are not already following Toothie on Instagram, now is a great time to do so: **@toothiebeaver**. He will alert you when exciting new news or content is about to be released!

He will also be featured on FDI's **@worldoralhealthday** Instagram channel during the campaign to help spark worldwide engagement and participation.

ARE YOU READY?
LET'S SPREAD HAPPINESS EVERYWHERE!

#WOHD25
#HappyMouth

KEY CAMPAIGN MESSAGES

Oral health and mental well-being are connected

Your mouth, body, and mind are all connected. Taking care of your teeth and gums can significantly impact your overall well-being.

No pain to get you down

Oral diseases can cause pain, discomfort, infections, and disrupt eating and sleeping patterns, all of which can negatively affect both physical and mental health. These issues may also lead to missed work or school, affecting your job and academic performance. Fortunately, most oral diseases are preventable, meaning pain and infections can often be avoided.

Self-esteem and confidence

Good oral health can boost both self-esteem and confidence. Feeling good about your smile can enhance how you view yourself, contributing to a more positive state of mind.

Social well-being

Healthy relationships and meaningful interactions are essential for a happy mind. Maintaining good oral health can boost your confidence in social settings, encouraging you to engage in interactions rather than avoid them due to pain or embarrassment.

Quality of life

A healthy mouth allows you to enjoy life—whether it's eating, talking, or laughing—without discomfort or worry. It improves your ability to engage in daily activities with ease and confidence.

Brain health

Good oral health means fewer harmful bacteria, which can support better brain health—linking a happy mouth to cognitive well-being.



Smiling more

Covering your mouth or holding back your smile can impact both how you feel about yourself and how others perceive you. Smiling not only reflects happiness but also enhances emotional well-being. A healthy mouth can give you the confidence to smile more often, improving your overall mood and mental state.

Brighter futures

Instilling good oral health habits in children helps set them up for success, contributing to both a healthier smile and a brighter future. These habits not only support their physical health but also contribute to their overall well-being as they grow.

PREVENTION IS KEY

Everyone deserves a happy mouth, free of oral diseases.
We want people smiling both on the inside and out.



Good oral hygiene

Brush your teeth with fluoride toothpaste twice a day for at least 2 minutes. Ensure you clean between your teeth as well using floss or interdental brushes.



Dental visits

Regular check-ups allow dentists to detect and treat problems early. Don't let dental anxiety hold you back; prioritizing your oral health will benefit your mental well-being in the long run. Talk to your dentist to help break the cycle of anxiety.



Healthy diet

Sugar is a leading cause of tooth decay. Eat well-balanced meals and replace sugary drinks with water.



Avoid sugary snacks

Frequent consumption of sugar throughout the day increases the risk of tooth decay.



Stop all tobacco use

Tobacco can lead to oral cancer, and the combination of smoking and drinking alcohol further heightens this risk.



Limit alcohol use

Drinking harmful amounts of alcohol is strongly linked to an increased risk of several cancers.



Wear a mouthguard

Using a mouthguard reduces the risk of injuries during contact sports and while travelling on bicycles.

MENTAL AND ORAL HEALTH, ALONG WITH OTHER MAJOR NON-COMMUNICABLE DISEASES (NCDs), SHARE MANY RISK FACTORS, INCLUDING TOBACCO USE, AN UNHEALTHY DIET HIGH IN SUGAR, HARMFUL ALCOHOL CONSUMPTION, AND NEGLECTING ORAL CARE. MANAGING THESE RISK FACTORS IS CRUCIAL FOR MAINTAINING THE HEALTH OF YOUR MOUTH, BODY, AND MIND.

ORAL HEALTH IS A RIGHT NOT A PRIVILEGE

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.

Use the **FDI Vision 2030 - Implementation Toolkit** for more tools and resources to support your national advocacy efforts.



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



OVERVIEW OF CAMPAIGN MATERIALS

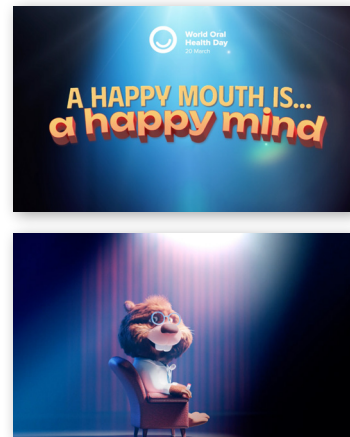
CAMPAIGN POSTERS



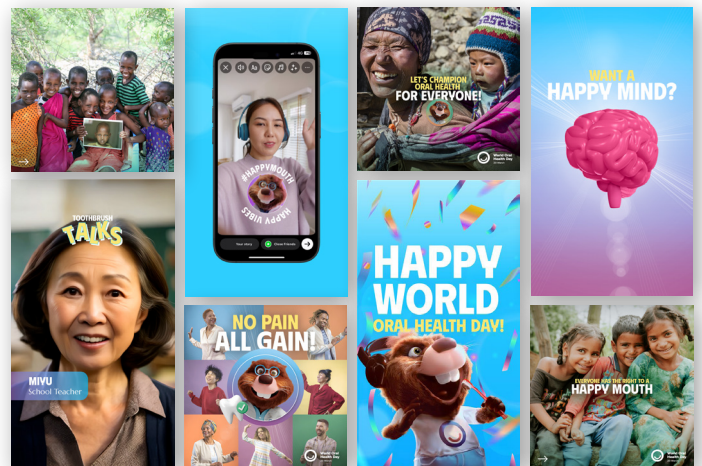
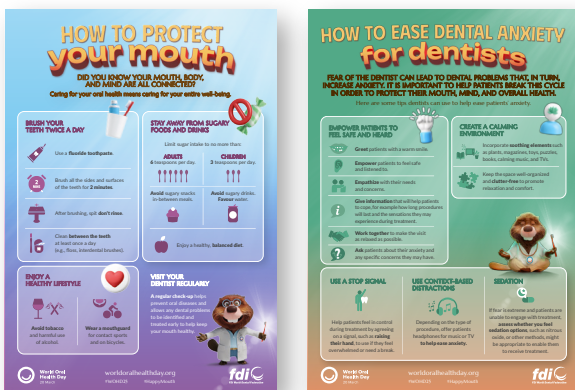
ADVOCACY IN ACTION CARDS



CAMPAIGN VIDEOS

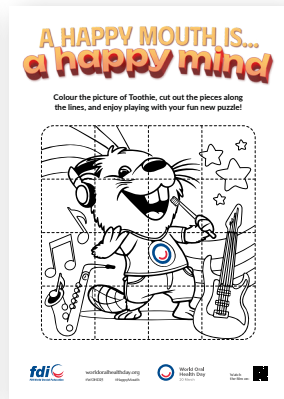
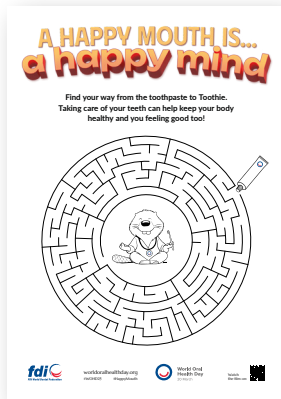


ORAL HEALTH INFORMATION

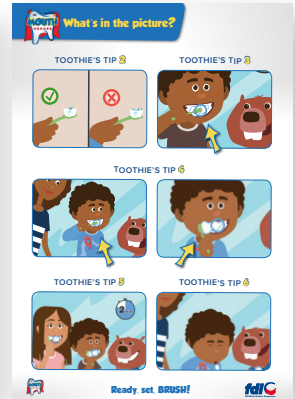
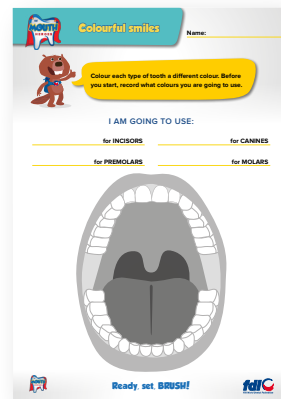


DIGITAL AND SOCIAL MEDIA

CHILDREN'S ACTIVITY SHEETS



TEACHING RESOURCES



MEDIA ASSETS



MULTILINGUAL WOHD LOGO



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.

THANK YOU TO OUR
WOHD PARTNERS



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For more information, visit [dentsplysirona.com](https://www.dentsplysirona.com)



Haleon is one of the world's largest providers of specialist oral health. With a broad range of science based products, such as Sensodyne, paradontax and Polident, its goal is to make the world's mouths healthier.

For more information, visit [haleon.com](https://www.haleon.com)



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](https://www.smiletrain.org)



Beautiful, healthy smiles are the focus of Solventum's dental solutions. By partnering with oral health professionals, Solventum reimagines oral care delivery through innovative dental and orthodontic solutions. This collaboration helps practitioners worldwide create the beautiful, healthy smiles their patients want.

For more information, visit [solventum.com](https://www.solventum.com)



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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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FDI World Dental Federation



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