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HALEON



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



#WOHD25
#HappyMouth

ACTION

TOOLKIT



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!

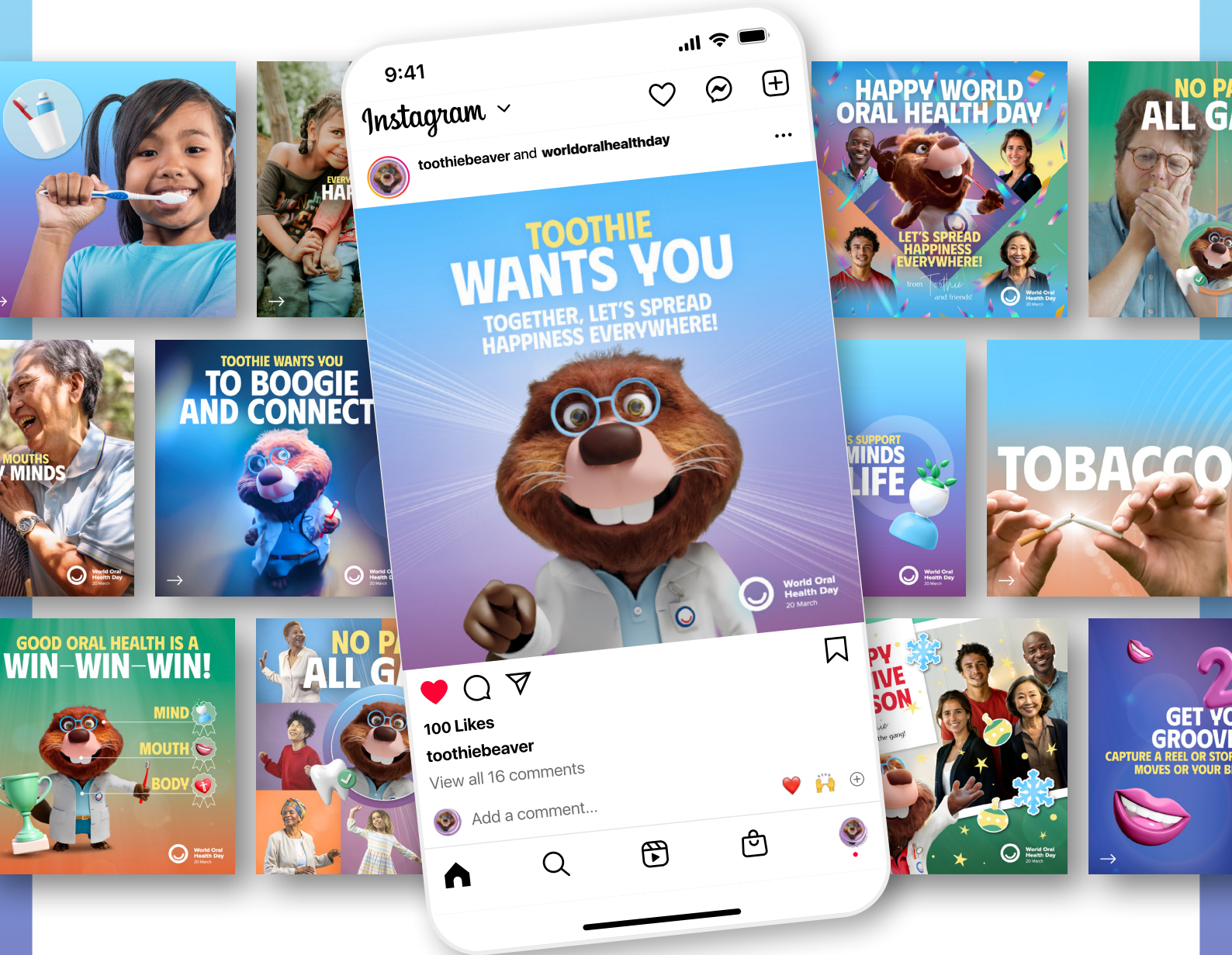
Last year, Toothie kicked off the new campaign with the release of his first-ever movie. **Now, he's back** and more charismatic than ever, bringing along some new friends to help spread the word far and wide. Meet **Miyu, Marcos, Shumba, and Sara** as they join him on an exciting journey to highlight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

As an experienced influencer, he will also take over 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.

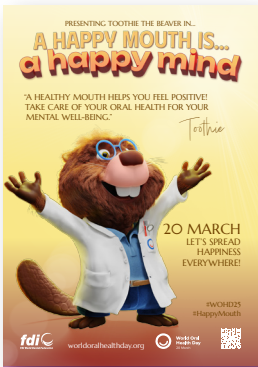
worldoralhealthday.org/resources



POSTERS

Display and distribute the official WOHD posters featuring Toothie, our popular oral health advocate. Additionally, use the people-led campaign posters to further engage the public by showcasing real individuals, while the advocacy posters highlight the importance of universal access to oral health.

TOOTHIE POSTERS



Toothie the dentist



Toothie doing yoga



Toothie singing his latest song

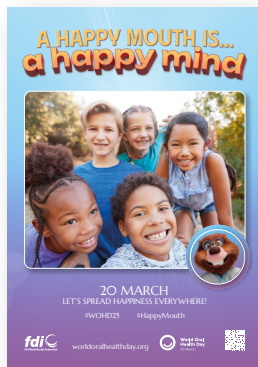


Toothie spreading key messages

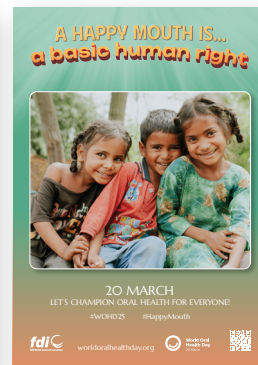
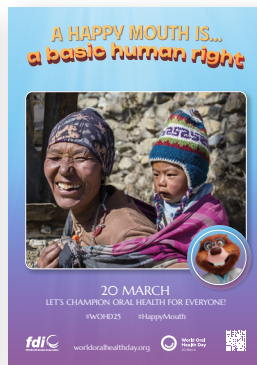
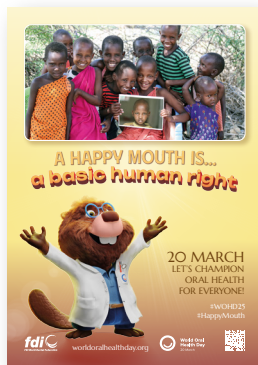


Toothie and friends

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.



You can also create personalized posters and social media cards by using our WOHD templates on Canva.

Social media card templates

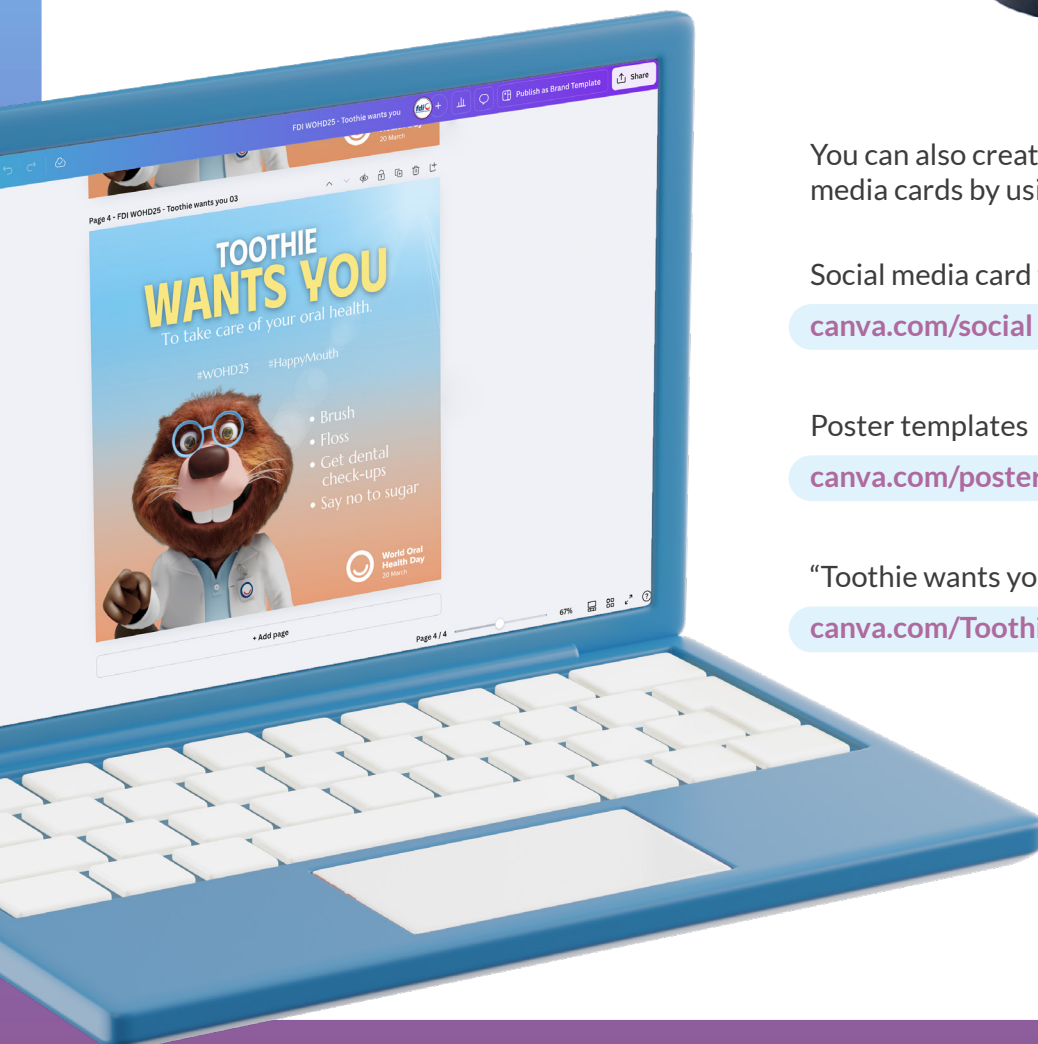
[canva.com/social media cards](https://canva.com/social-media-cards) 🔍

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) 🔍



Canva

CAMPAIGN VIDEOS AND SONG

Inspire others with our **movie-themed campaign**, set to a catchy beat, and featuring a variety of fun, film-related content and audio.

Toothie has released a new song and movie titled **“A Happy Mouth is a Happy Mind.”** With your help, we hope this becomes a record-breaking hit! Get everyone singing along and joining Toothie on his exciting journey to spread happiness everywhere!

youtube.com/fdiworlddental



TRAILER



Get a sneak peek of the main movie.

THE MAIN MOVIE



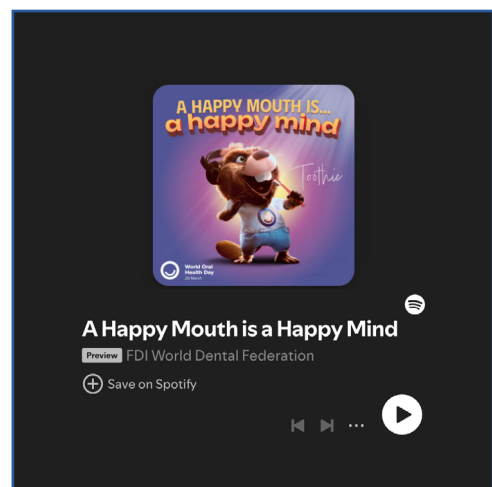
Watch as Toothie passionately sings to promote oral health.

TOOTHBRUSH TALKS



Hear from Toothie's friends as they highlight key oral health messages.

SONG



Stream Toothie's song on Spotify, Apple Music, and all major streaming platforms.

INFOGRAPHIC FACT SHEETS

Get the facts! Most oral health conditions are largely preventable and treatable in their early stages. Empower yourself and others with the knowledge needed to maintain a healthy mouth and a happy mind.

HOW TO PROTECT your mouth

DID YOU KNOW YOUR MOUTH, BODY, AND MIND ARE ALL CONNECTED?
Caring for your oral health means caring for your entire well-being.

BRUSH YOUR TEETH TWICE A DAY

- 1 Use a fluoride toothpaste. 4 teaspoons per day.
- 2 Brush all the sides and surfaces of the teeth for 2 minutes.
- After brushing, spit don't rinse.
- 3 Clean between the teeth at least once a day (e.g., floss, interdental brushes).

ENJOY A HEALTHY LIFESTYLE

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

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 on between meals. Avoid sugary drinks. Prefer water. Enjoy a healthy, balanced diet.

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 THAT AGEING CAN IMPACT YOUR ORAL HEALTH, WHICH IN TURN CAN AFFECT YOUR OVERALL WELL-BEING?
Understanding these changes and taking preventive steps can help you stay healthy, happy, 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, particularly 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.

World Oral Health Day #WCHD25 #HappyMouth fdi

HOW TO PROTECT YOUR MOUTH during pregnancy

DID YOU KNOW YOUR ORAL HEALTH IS CONNECTED NOT ONLY TO YOUR WELL-BEING BUT ALSO TO YOUR BABY?
By caring for your mouth, you're also caring for your baby.

THE FACTS

- Due to hormonal changes, pregnant women may be more prone to gum disease and cavities.
- Yawning 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 (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 fluoride dental mouthwash. Wait at least 30 minutes before brushing your teeth.
- Practice good oral hygiene. Brush twice a day with fluoride toothpaste and floss daily for gum (interdental) health.
- Eat a balanced diet. Cutting down on how often and how much sugar you eat will help reduce your risk of oral health problems.

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HOW TO PROTECT a child's mouth

DID YOU KNOW IT'S IMPORTANT TO CARE FOR A CHILD'S MOUTH FROM BIRTH?
Building good oral health habits early lays the foundation for healthier, happier futures.

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.
- Refuse from allowing babies to fall asleep with a feeding bottle in their mouth.

PREVENT EVERY 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.

World Oral Health Day #WCHD25 #HappyMouth fdi

HOW TO KEEP YOUR SMILE HEALTHY Just for kids!

DID YOU KNOW THAT TAKING CARE OF YOUR TEETH HELPS KEEP YOUR WHOLE BODY AND MIND HAPPY TOO?
Follow these tips from Toothie to learn how to take great care of your teeth and keep smiling!

BRUSH EVERY MORNING AND NIGHT

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

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 happier when we have healthy food and drinks.

VISIT THE DENTIST REGULARLY

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

World Oral Health Day #WCHD25 #HappyMouth fdi

HOW TO SPREAD happiness everywhere!

Toothie WANTS YOU to help him spread happiness all over social media because World Oral Health Day 2025 is all about smiling inside and out! SO, GET READY TO BOOGIE AND CONNECT.

PICK A TUNE

Check out Toothie's new track "A happy mouth is a happy mind," now on Spotify, Apple Music, and all major streaming platforms.

GET YOUR GROOVE ON

Let the rhythm hit your spirits, and capture a reel or story of your dance moves or your biggest smile.

SPREAD THE JOY

Tag your friends and @ToothieBeaver, then add #BrushAndBoogie to share the happiness and keep the good ideas flowing!

WANT MORE THE FUN DOESN'T STOP THERE...

Toothie hasn't just dropped a new song—he's also got a lively animated sticker to help spread joy far and wide! Combine the two to take your Instagram story or reel to the next level, or use whichever suits you best. What matters most is that you're sharing smiles everywhere, because a #HappyMouth truly means a Happy Mind!

#BrushAndBoogie #WCHD25 #HappyMouth

World Oral Health Day #WCHD25 #HappyMouth fdi

HOW TO EASE DENTAL ANXIETY for dentists

FEAR OF THE DENTIST CAN LEAD TO DENTAL PROBLEMS THAT, IN TURN, INCREASE ANXIETY. IT IS IMPORTANT TO HELP PATIENTS BREAK THIS CYCLE IN ORDER TO PROTECT THEIR MOUTH, MIND, AND OVERALL HEALTH.
Here are some tips dentists can use to help ease patients' anxiety.

EMPOWER PATIENTS TO FEEL SAFE AND HEARD

- Greet patients with a warm smile.
- Empower patients to feel safe and listened to.
- Empathize with their needs and concerns.
- Give information that will help patients to cope, for example how long procedures will last and the sensations they may experience during treatment.
- Work together to make the visit as relaxed as possible.
- Ask patients about their anxiety and any specific concerns they may have.

CREATE A CALMING ENVIRONMENT

- Incorporate soothing elements such as plants, magazines, toys, puzzles, books, calming music, and TV.
- Keep the space well-organized and clutter-free to promote relaxation and comfort.

USE A STOP SIGNAL

Help patients feel in control during treatment by agreeing on a signal, such as raising their hand, to use if they feel overwhelmed or need a break.

USE CONTEXT-BASED DISTRACTIONS

Depending on the type of procedure, offer patients headphones for music or TV to help ease anxiety.

SEDATION

If fear is extreme and patients are unable to bring relief treatment, assess whether they feel sedation options, such as nitrous oxide, or other methods, might be appropriate to enable them to receive treatment.

World Oral Health Day #WCHD25 #HappyMouth fdi

HOW TO EASE DENTAL ANXIETY for patients

DID YOU KNOW THAT FEAR OF THE DENTIST CAN LEAD TO DENTAL ISSUES THAT MAY, IN TURN, INCREASE YOUR ANXIETY? REGULAR DENTAL VISITS ARE ESSENTIAL FOR YOUR MOUTH, MIND, AND OVERALL HEALTH.
Here are some tips to help ease dental anxiety.

TALK TO YOUR DENTIST

- Share your feelings openly.
- Ask any questions you may have.
- Work together to make your visit as relaxed as possible.

PLAN AHEAD

- Schedule an appointment on a day when you're not too busy to avoid adding unnecessary stress.
- Ask a friend or family member to go with you.

TRY DEEPENING YOUR BREATHS

Relaxation techniques, such as deep breathing, can help calm your nerves. Try taking slow, deep breaths before and during your appointment to stay relaxed.

USE A STOP SIGNAL

Agree a signal with your dentist to use when you feel overwhelmed or need a break during the treatment. It could be as simple as raising your hand.

DISTRACT YOURSELF

Check with your care team about using distractions when appropriate to help take your mind off your surroundings. For example, consider bringing headphones to listen to your favorite music!

SEDATION

If your fear is so great that it is preventing you from receiving the treatment you need, your dentist may be able to offer sedation options, such as nitrous oxide or other methods to help you feel more comfortable.

World Oral Health Day #WCHD25 #HappyMouth fdi

ADVOCACY IN ACTION CARDS

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

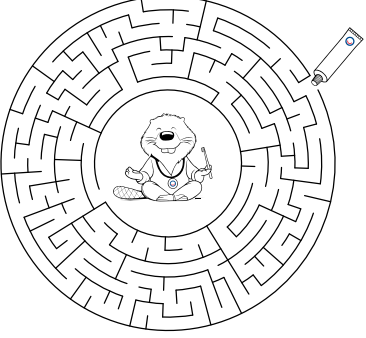


CHILDREN'S ACTIVITY SHEETS

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

A HAPPY MOUTH IS... a happy mind


Find your way from the toothpaste to Toothie.
Taking care of your teeth can help keep your body healthy and you feeling good too!



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A HAPPY MOUTH IS... a happy mind

Who do you see? Connect the dots from numbers 1-35 to find out, then colour in the picture!

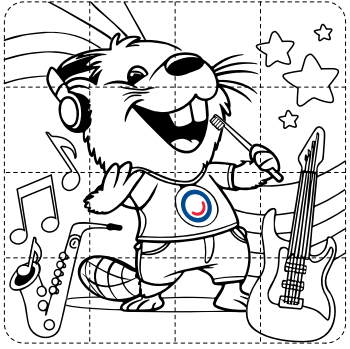


Who is it? _____

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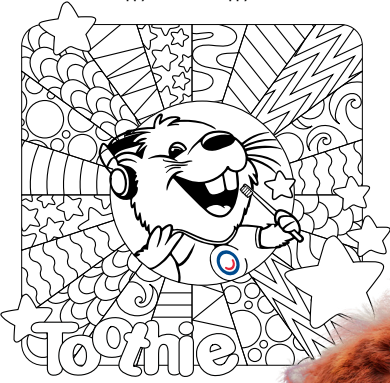
Colour the picture of Toothie, cut out the pieces along the lines, and enjoy playing with your fun new puzzle!



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A HAPPY MOUTH IS... a happy mind

Colour in this album cover for Toothie's new song.
A Happy Mouth is a Happy Mind!



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A HAPPY MOUTH IS... a happy mind

Fill out and colour your own Toothie Kit!

My name is: _____

Things that make me happy: _____

My favourite healthy food is: _____

Things that take good care of my teeth: _____

This is me and my happy mouth: _____

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A HAPPY MOUTH IS... a happy mind

Now it's your turn! Fill in the missing words to Toothie's song, then write your own chorus!

A happy mouth is a happy _____

With _____ habits, that's what you'll find,
_____ and _____, and you will see
The joy in being _____ free.
With the proper _____
Let's spread happiness everywhere.
Happiness _____, Happiness everywhere.
Cut the _____, have no doubt
You'll _____ inside and out.
Happiness everywhere. Happiness everywhere!

Create your own chorus!

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MOUTH HEROES FOR SCHOOLS

This multimedia resource aims to inspire oral health education in schools. Packed with engaging learning activities for children aged 5-9 years, it can be used to teach children all year round—both inside and outside the classroom, as well as during WOHD events.

fdiworlddental.org/mouth-heroes-schools



MEDIA ASSETS

Capture attention by sharing the media assets through all your available channels. Help amplify the significance of the day and inspire others to join us on this journey to healthier, happier lives.



WOHD LOGO

Unify your efforts with the rest of the world by using the logo in all your 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 any company.

worldoralhealthday.org/resources 

 World Oral Health Day 20 March	 Journée Mondiale de la Santé Bucco-Dentaire 20 mars	 Día Mundial de la Salud Bucodental 20 de marzo	 Giornata Mondiale della Salute Orale 20 marzo
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 دانتوں کی صحت کا عالمی دن 20 مارچ	 Werelddag van de Mondgezondheid 20 maart	 პირის ღრუს სანმრთელოების მსოფლიო დღე 20 მარტი	 Παγκόσμια Ημέρα Στοματικής Υγείας 20 Μαρτίου
 Día Mundial de la Salud Bucodental 20 de marzo	 विश्व मौखिक स्वास्थ्य दिवस २० मार्च	 Egészséges Száj Napja Március 20	 世界口腔保健デー 3月20日
 세계구강보건의 날 3월20일	 Pasaulinė Burnos Sveikatos Diena Kovo 20-oji	 Светски Ден На Оралното Здравје 20 Март	 Jum Dinji tas-Sahha tal-halq 20 ta' Marzu
 विश्व मुख स्व स्थय दिवस म र्च २०	 Światowy Dzień Zdrowia jamy Ustnej 20 marca	 Dia Mundial da Saúde Oral 20 de março	 Ziua Mondială a Sănătății Orale 20 martie
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 วันทันตสาธารณสุขโลก 20 มีนาคม	 Dünya Ağız Sağlığı Günü 20 Mart	 ВЕСЕВІТНІЙ ДЕНЬ ОХОРОНИ ЗДОРОВ'Я РОТОВОЇ ПОРОЖНИНИ 20 БЕРЕЗНЯ	 Welttag der Zahngesundheit 20. März
 Butunjahon o'giz bo'shlig'i salomatligi kun 20 Mart	 Ngày sức khỏe răng miệng thế giới 20 tháng Ba	 روز جهانی بهداشت دهان و دندان 20 مارس	 יום בריאות הפה העולמי 20 במרץ

CAMPAIGN MERCHANDISE

Whether you want to decorate your office or dental practice, engage people at events, or catch the attention of passers-by, consider incorporating branded merchandise to ensure your WOHD activities and events stand out.



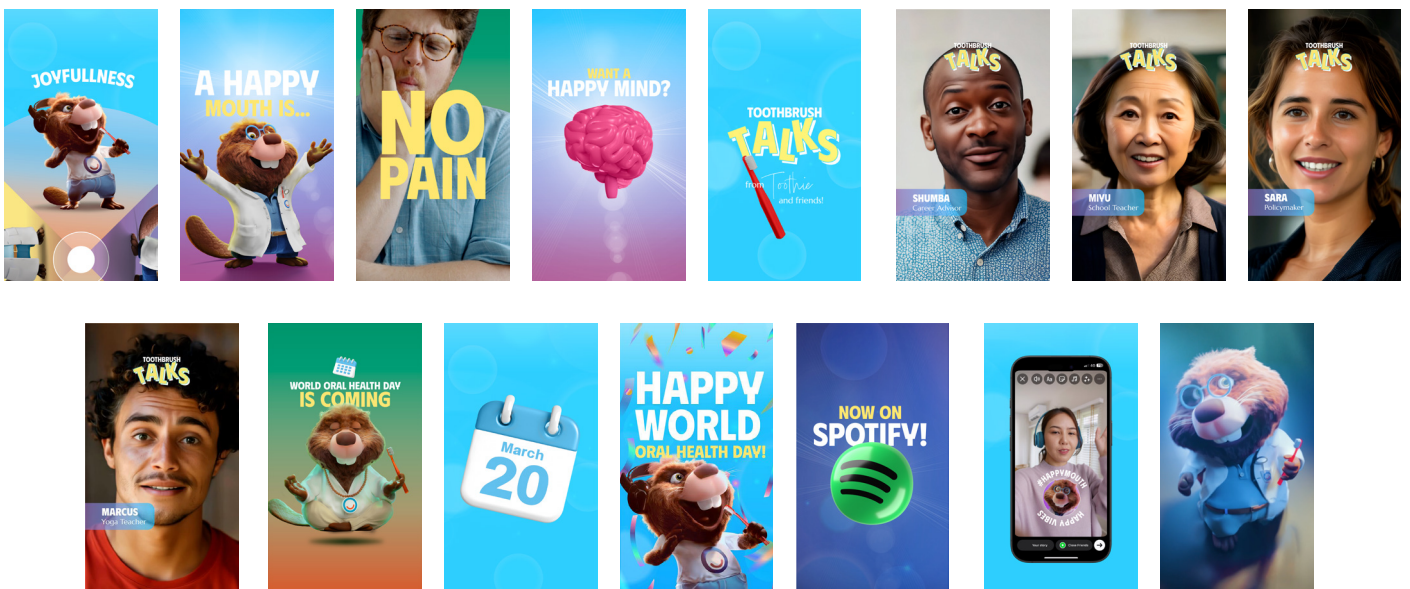
SOCIAL MEDIA TILES AND GIFS

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

SOCIAL MEDIA TILES



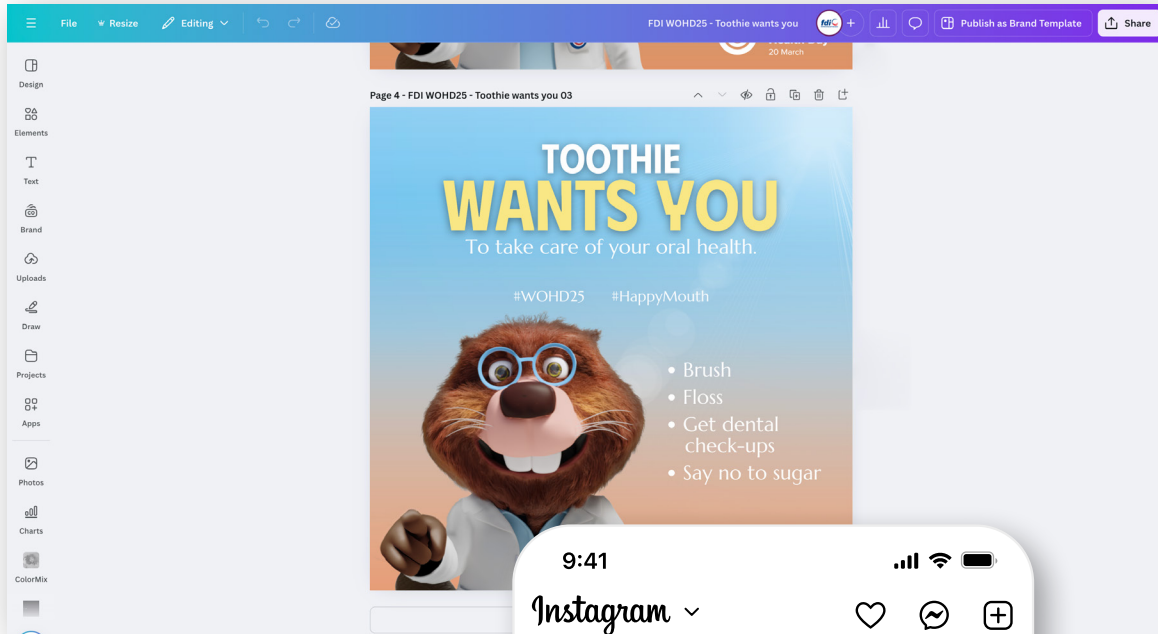
SOCIAL MEDIA GIFS



“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](https://canva.com/Toothie%20wants%20you) 🔍



Modify on Canva, download and spread on social media



WOHD PROFILE COVERS

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

The image displays four social media profile covers, each featuring a beaver character in a white lab coat and blue stethoscope. The beaver is holding a dental instrument. The background is a dark blue gradient with the text "A HAPPY MOUTH IS... a happy mind" in a stylized, orange and white font. The covers are for LinkedIn, Facebook, X, and YouTube. Each cover includes the FDI World Dental Federation logo, the hashtag #WOHD25 #HappyMouth, the website worldoralhealthday.org, and the World Oral Health Day logo (20 March).

- Cover LinkedIn:** Shows the LinkedIn profile header with the LinkedIn logo and the text "Cover LinkedIn".
- Cover Facebook:** Shows the Facebook profile header with the Facebook logo and the text "Cover Facebook".
- Cover X:** Shows the X profile header with the X logo and the text "Cover X".
- Cover Youtube:** Shows the YouTube profile header with the YouTube logo and the text "Cover Youtube".

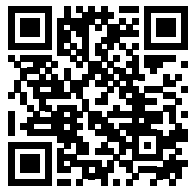
BRUSH AND BOOGIE ACTIVATION

Toothie WANTS YOU to help him spread happiness all over social media because World Oral Health Day 2025 is all about smiling inside and out!
SO, GET READY TO BOOGIE AND CONNECT...

PICK A TUNE

1

Check out Toothie's new track, "A happy mouth is a happy mind," now on Spotify, Apple Music, and all major streaming platforms.



WANT MORE? THE FUN DOESN'T STOP THERE...

Toothie hasn't just dropped a new song—he's also got a lively animated sticker to help spread joy far and wide! Combine the two to take your Instagram story or reel to the next level, or use whichever suits you best. What matters most is that you're sharing smiles everywhere, because a #HappyMouth truly means a Happy Mind!

GET YOUR GROOVE ON

2

Let the rhythm lift your spirits, and capture a reel or story of your dance moves or your biggest smile.

SPREAD THE JOY

3

Tag your friends and @toothiebeaver, then add #BrushandBoogie to share the happiness and keep the good vibes flowing!



SOCIAL MEDIA POSTS TO GET YOU STARTED

Kickstart your WOHD campaign with these ready-to-use social media posts, or let them inspire your own.

What is a #HappyMouth? 😊 A happy mouth means many great things, but this year, for #WorldOralHealthDay, we're highlighting the link between #OralHealth and mental well-being, because "A Happy Mouth is a Happy Mind!" Check out the campaign resources. ➡

worldoralhealthday.org
#WOHD25 #HappyMouth

🦫 Toothie the Beaver is back, and he's more charismatic than ever—let his positive energy inspire you! What are your plans for #WorldOralHealthDay? 😊 Share them with us, and together, let's shine a light on the importance of a #HappyMouth for a happy mind. ✨🧠

worldoralhealthday.org
#WOHD25 #HappyMouth

🦫 Have you heard Toothie's catchy new song? "🎵 A #HappyMouth is a Happy Mind, With healthy habits, that's what you'll find. Brush and floss, and you will... 🎵"

Check out Toothie's new music video 🎥, now available! Get everyone singing along, and let's make it a record-breaking hit! 📣🌟 Plus, you'll be spreading happiness everywhere! 😊🌍

worldoralhealthday.org
#WOHD25 #HappyMouth

🦷 Did you know your oral health can impact your mental well-being? 😟 Our mouth, body, and mind are all connected. 🔗 By caring for your mouth, you're caring for your whole self! 🦸🦹 Spread the word this #WorldOralHealthDay. 📣

worldoralhealthday.org
#WOHD25 #HappyMouth

Kickstart your #WorldOralHealthDay plans by capturing a reel or story of your dance moves or your biggest smile to Toothie's new track, "A Happy Mouth is a Happy Mind." 🦸🦹📣

Don't forget to tag your friends and us, then add #BrushandBoogie to spread the happiness and raise awareness about oral health! ⬇️
@worldoralhealthday @toothiebeaver

worldoralhealthday.org
#WOHD25 #HappyMouth

🦷🌍 Access to dental care isn't a privilege; it's a basic human right. A #HappyMouth is a happy mind, and ALL people should have the chance to smile both inside and out. So, this #WorldOralHealthDay, let's champion oral health for everyone! 😊🌟

worldoralhealthday.org
#WOHD25 #HappyMouth

😊 Fuel your confidence, feel great around others, and keep smiling inside and out by:
🦷 Brushing twice a day with fluoride toothpaste
🦷 Cleaning between your teeth
🥦 Eating a healthy, low-sugar diet
👩 Visiting the dentist regularly

Download the #WorldOralHealthDay resources and join our journey to healthier, happier lives!

worldoralhealthday.org
#WOHD25 #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 teach children to care for their teeth. 🦷 It's more than a hygiene habit; it's a step towards a lifetime of well-being. 🦵🧠😊

worldoralhealthday.org
#WOHD25 #HappyMouth



IDEAS FOR ACTION

EVERY ACTION, NO MATTER HOW BIG OR SMALL,
BRINGS US CLOSER TO OUR COLLECTIVE GOAL:
BETTER ORAL HEALTH, OVERALL HEALTH, AND WELL-BEING FOR EVERYONE.

NEXT, YOU'LL FIND SOME IDEAS ON HOW YOU CAN TAKE ACTION.



FDI MEMBERS, DENTISTS,
DENTAL AND WIDER HEALTHCARE TEAMS

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GENERAL PUBLIC

P. 26



COMPANIES AND COMMUNITY GROUPS

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SCHOOLS AND YOUTH GROUPS

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GOVERNMENTS AND POLICYMAKERS

P. 29

TAKE ACTION

FDI MEMBERS, DENTISTS, DENTAL AND WIDER HEALTHCARE TEAMS

GET NOTICED

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

EDUCATE TO EMPOWER

Improve the oral health literacy of your patients and the broader community, both in practice and through outreach activities. **Use the infographic fact sheets** to provide oral health advice in a simple, easy-to-understand format.

ORGANIZE AN ACTIVITY

Every action counts! Consider hosting free dental check-ups, distributing toothbrushes and toothpaste, giving talks on **the mouth-mind connection**, visiting schools, organizing fundraisers, holding open days at dental practices, or planning a mass toothbrushing or Brush and Boogie event.

BUILD COLLABORATIVE PARTNERSHIPS

Oral health, mental health, and other noncommunicable diseases share common, modifiable risk factors, making a team-based approach essential. **Build partnerships across the health sector and with broader public health advocacy groups** to collaborate, pool resources, and work together to enhance the impact of WOHD while promoting health equity.

ADVOCATE FOR ACTION

The Advocacy in Action cards provide key talking points to facilitate and support impactful conversations with governments and key decision-makers. They also serve as a valuable reference tool for educating yourself, stakeholders within and beyond the health sector, and patients.

MAKE NOISE

Engage the Chief Dental Officer and **invite government officials to your WOHD events**—don't forget to invite the press! Participate in interviews, distribute press releases, enlist the help of influencers, illuminate buildings, and get people singing and dancing to "A Happy Mouth is a Happy Mind" to spread the word.

PROMOTE WOHD ON YOUR WEBSITE

Leverage your website to **engage as many visitors as possible**. Share campaign videos, feature your #BrushandBoogie clips, create a poster wall, record a personal video message, write a blog post, drive traffic to the #HappyMouth wall on the WOHD website, and highlight your own WOHD activities.

SPREAD THE WORD ON YOUR SOCIAL PLATFORMS

Make the most of WOHD's social media assets to: spark engaging conversations about the mouth-mind connection, educate your followers, create fun reels and posts with **Toothie's new track and sticker**, update your profile covers, and more! Don't forget to use the hashtags: #WOHD25 and #HappyMouth.

FUNDRAISE FOR ORAL HEALTH CAUSES

Decide who your fundraiser will benefit, then plan an activity that has either been successful before or try something new. You could **tie it to Toothie's latest song, "A Happy Mouth is a Happy Mind,"** by hosting a karaoke event or a disco. Alternatively, connect it to mindfulness and yoga by organizing a donation-based, community-wide class.

Listen here



TAKE ACTION

GENERAL PUBLIC

GET NOTICED

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

INFORM YOURSELF AND OTHERS

Learn how to safeguard your own oral health and that of your loved ones. **Read the infographic fact sheets** that clearly explain key points, from protecting a child's mouth to the necessary actions as you age.

ORGANIZE AN ACTIVITY

Every action counts! Inspire others by organizing your own WOHD activity. Consider **inviting a dentist to your workplace**, hosting a healthy breakfast club, participating in a fundraiser, displaying campaign posters in your local community, or holding a mass toothbrushing or Brush and Boogie event.

ENGAGE CHILDREN IN THEIR ORAL HEALTH

There are many ways to engage children in their oral health: read the children's fact sheet together, use the entertaining activity sheets, **get them singing and dancing to Toothie's song**, "A Happy Mouth is a Happy Mind," and encourage your child's school to incorporate oral health-related teachings.

ADVOCATE FOR ACTION

Write to your political representatives; the **Advocacy in Action cards** provide key talking points to assist you. For example, encourage policies and programmes that promote oral health education in schools and communities, and address issues related to access to dental care—ensuring it is available to everyone.

MAKE NOISE

Spread the word about what you're doing! If you're organizing an event, reach out to local press and invite them to cover it. If your employer publishes a newsletter, use it as a platform to showcase your efforts in promoting good oral health. Do whatever you can to help **spread happiness everywhere!**

PROMOTE WOHD ON YOUR WEBSITE

Leverage your own or your employer's website to **engage as many visitors as possible**. Share campaign videos, feature your #BrushandBoogie clips, create a poster wall, record a personal video message, write a blog post, drive traffic to the #HappyMouth wall on the WOHD website, and highlight your own WOHD activities.

SPREAD THE WORD ON YOUR SOCIAL PLATFORMS

Make the most of WOHD's social media assets to: spark engaging conversations about the mouth-mind connection, educate your followers, create fun reels and posts with **Toothie's new track and sticker**, update your profile covers, and more! Don't forget to use the hashtags: #WOHD25 and #HappyMouth.

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Listen here



COMPANIES AND COMMUNITY GROUPS

GET NOTICED

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

EDUCATE EMPLOYEES / GROUP MEMBERS

Support their mental well-being and prevent the negative effects of poor oral health, which can lead to millions of lost workdays each year. **Circulate the infographic fact sheets** to provide oral health advice in a simple, easy-to-understand format.

ORGANIZE AN EMPLOYEE OR MEMBERS' EVENT

Every action counts! Consider hosting **free dental check-ups**, distributing toothbrushes and toothpaste, organizing fundraisers, featuring healthy WOHD specials on the canteen menu, or planning a mass toothbrushing event, a Brush and Boogie activity, or a No Sugar Day challenge.

ORGANIZE A COMMUNITY EVENT

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

ADVOCATE FOR ACTION

Use WOHD as an opportunity to encourage governments to create and maintain healthy environments that support everyone's well-being. **The Advocacy in Action cards** provide key talking points and serve as a valuable reference tool to help you stay informed.

MAKE NOISE

Spread the word about what you are doing! If you're organizing an event, reach out to the media and invite them to cover it. Participate in interviews, distribute press releases, enlist the help of influencers, illuminate buildings, and get people singing and dancing to "A Happy Mouth is a Happy Mind" to help **spread happiness everywhere!**

PROMOTE WOHD ON YOUR WEBSITE AND INTRANETS

Leverage your website to **engage as many visitors as possible**. Share campaign videos, feature your #BrushandBoogie clips, create a poster wall, record a personal video message, write a blog post, and drive traffic to the #HappyMouth wall on the WOHD website. Promote your own WOHD activities using intranet communications and updates.

SPREAD THE WORD ON YOUR SOCIAL PLATFORMS

Make the most of WOHD's social media assets to: spark engaging conversations about the mouth-mind connection, educate your followers, create fun reels and posts with **Toothie's new track and sticker**, update your profile covers, and more! Don't forget to use the hashtags: #WOHD25 and #HappyMouth.

FUNDRAISE FOR ORAL HEALTH CAUSES

Decide who your fundraiser will benefit, then plan an activity that has either been successful before or try something new. You could **tie it to Toothie's latest song, "A Happy Mouth is a Happy Mind,"** by hosting a karaoke event or a disco. Alternatively, connect it to mindfulness and yoga by organizing a donation-based, company-wide class.

Listen here



TAKE ACTION

SCHOOLS AND YOUTH GROUPS

GET NOTICED

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

HOLD AN ASSEMBLY

To launch WOHD, **show the main campaign video during an assembly**. Better yet, build excitement in the lead-up to the day by sharing the trailer first, followed by the main video in a staggered manner over the course of the week. To conclude, explain that a healthy mouth is crucial for a healthy mind and body.

CREATE A HAPPY MOUTH WALL

Encourage children to complete the **“A Happy Mouth is a Happy Mind” activity sheets** and display their work on a dedicated wall. You could also organize a competition to reward the best new chorus for Toothie’s song, inspired by one of the activity sheets.

ORGANIZE AN ACTIVITY

Invite a dentist to your school to discuss the mouth-body-mind connection and the importance of good oral hygiene. Alternatively, you could **arrange classroom visits to the dentist**. Take it a step further by hosting a mass toothbrushing event or a No Sugar Day that involves families and the entire school community!

DELIVER LESSONS USING “MOUTH HEROES FOR SCHOOLS”

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

MAKE NOISE

Inform people about what your school is doing for WOHD. If you’re organizing an event, reach out to local press and invite them to cover it. 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 possible!**

PROMOTE WOHD ON YOUR WEBSITE

Leverage your website to **engage as many visitors as possible**. Share campaign videos, feature your #BrushandBoogie clips, create a poster wall, record a personal video message, write a blog post, drive traffic to the #HappyMouth wall on the WOHD website, and highlight your own WOHD activities.

ENCOURAGE STAFF TO SPREAD THE WORD ON SOCIAL MEDIA

Make the most of WOHD’s social media assets to: spark engaging conversations about the mouth-mind connection, educate your followers, create fun reels and posts with **Toothie’s new track and sticker**, update your profile covers, and more! Don’t forget to use the hashtags: #WOHD25 and #HappyMouth.

FUNDRAISE FOR ORAL HEALTH CAUSES

Decide who your fundraiser will benefit, then plan an activity that has either been successful before or try something new. You could **tie it to Toothie’s latest song, “A Happy Mouth is a Happy Mind,”** by hosting a karaoke event or a disco. Alternatively, connect it to mindfulness and yoga by organizing a donation-based, school-wide class.

Listen here



FOSTER A HEALTHY SCHOOL ENVIRONMENT ALL YEAR ROUND BY BANNING SUGARY DRINKS AND UNHEALTHY SNACKS, OFFERING NUTRITIOUS 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.

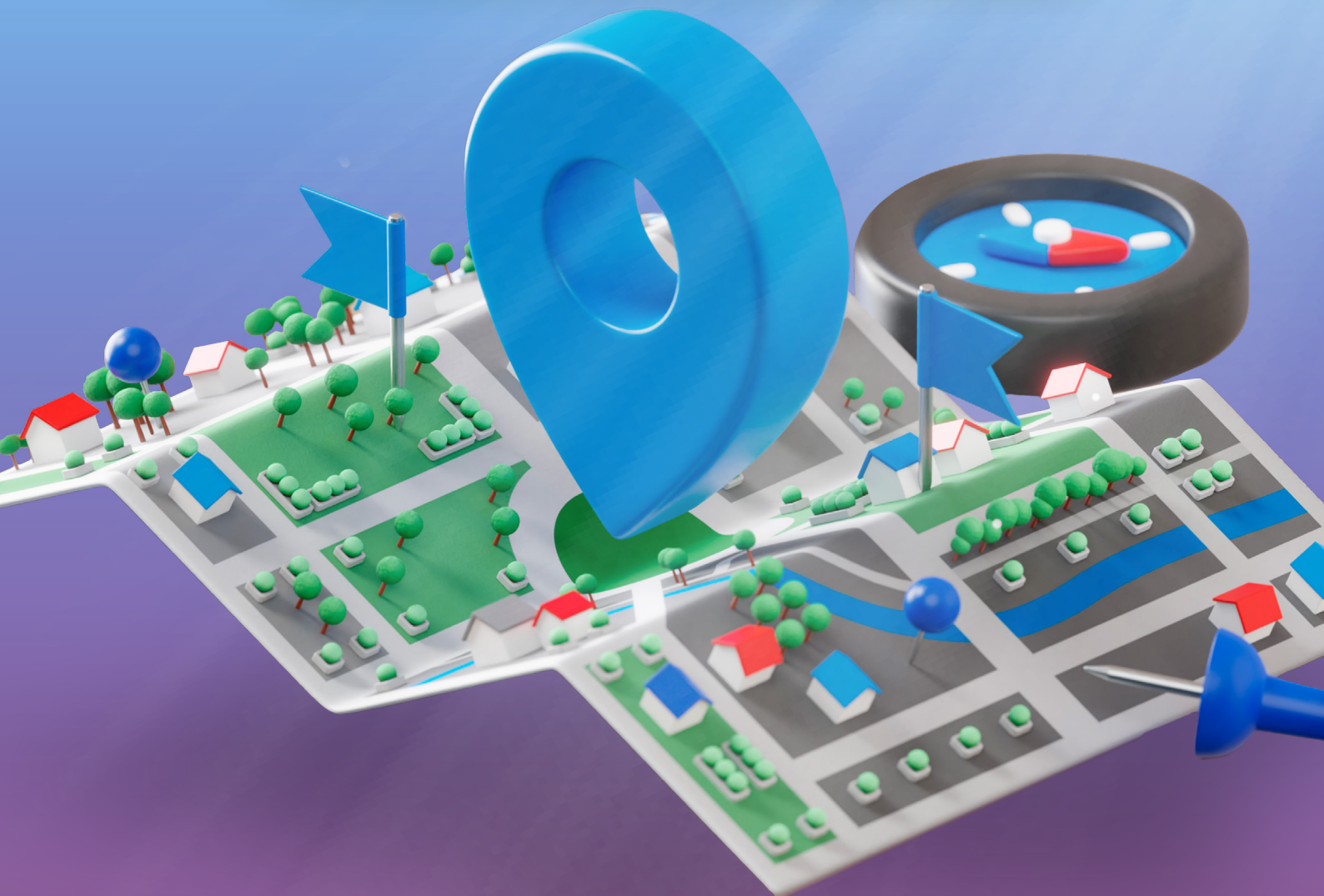
Governments should commit to (1) delivering people-centred care that is tailored to the needs of the people and (2) prioritizing intra- and interprofessional collaborations to improve oral health and thereby general health.



PUT YOURSELF ON THE MAP

INSPIRE OTHERS BY REGISTERING YOUR ACTIVITY ON THE GLOBAL MAP OF EVENTS AND GAIN RECOGNITION FOR YOUR EFFORTS THROUGH THE WORLD ORAL HEALTH DAY AWARDS.

worldoralhealthday.org/map-activities 🔍



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 Working Group, 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 – fdiworldental.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.

WORLD ORAL HEALTH DAY AWARDS

THE PRIZES

The prizes for WOHD Awards' winners include:



ROUNDTRIP FLIGHT
AND ACCOMMODATION (3 NIGHTS)
TO ATTEND THE WOHD LAUNCH
EVENT AND AWARDS CEREMONY.*



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.

BE INSPIRED BY

2024'S WORLD ORAL HEALTH DAY AWARDS' WINNERS

The Ghana Dental Association (GDA) launched a series of impactful initiatives for WOHD, engaging over 5,000 people to raise awareness and improve access to oral health services. Their initiatives were prominently featured across various media platforms, including online, print, radio, and TV, achieving significant impact and high-level engagement.

GDA spearheaded a dynamic social media campaign promoting healthy practices such as brushing twice daily, flossing regularly, and limiting sugary drinks. By collaborating with FDI's official WOHD ambassadors, Dr. Michael Awua

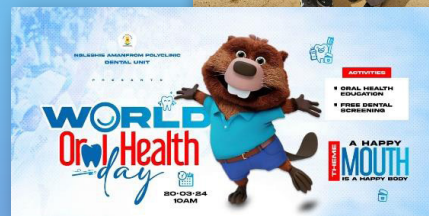


BEST MEDIA CAMPAIGN



and Dr. Louisa Ansong, and involving the community in the #BrushandBoogie Challenge, GDA greatly amplified FDI's efforts at the local level. Furthermore, partnerships with major media houses helped make Ghana a top country for WOHD engagement on X (formerly Twitter).

In addition to the media campaign, GDA focused on advocacy efforts to secure government funding for school dental programs, aiming to expand access to preventive care for children and low-income individuals.



The Saudi Dental Society organized a series of activities to celebrate WOHD, hosting over 40 major events across the nation. The primary goals were to enhance public oral health literacy and encourage individuals to manage chronic oral conditions and diseases.

These events were mainly held in high-traffic areas like malls, where dentists, dental interns, and experts conducted oral health check-ups and provided treatment suggestions. Oral health awareness exhibits and promotional materials



MOST EDUCATIONAL ACTIVITY

were also on display at the event sites, and more than 25,000 oral health gift hampers were distributed.

In total, these initiatives reached over 30,362 people, including residents and students. The general public not only gained valuable knowledge about oral health care and disease prevention but also became more aware of the importance of prioritizing oral health at a societal level. This contributed to the promotion of better oral health practices across the community.



BE INSPIRED BY

2024'S WORLD ORAL HEALTH DAY AWARDS' WINNERS



The Student Association of the Faculty of Dental Medicine at the University of Porto celebrated WOHD with a series of impactful activities. One key initiative was the “Myth and Truth” social media campaign, which aimed to educate various audiences by addressing common misconceptions about oral health using evidence-based insights. Additionally, the association conducted community screenings for the entire University of Porto community, ensuring access to quality oral healthcare for all, regardless of financial circumstances.



BEST CAMPAIGN BY A DENTAL STUDENTS' ASSOCIATION

To reach a broader audience, the association organized visits to schools and local associations, where workshops educated young students on the importance of oral health. A debate session was also held, allowing students to discuss oral health myths and truths, supported by brief scientific presentations. These interactive gatherings provided a comprehensive exploration of oral health topics, promoting informed decision-making and healthy behaviours.

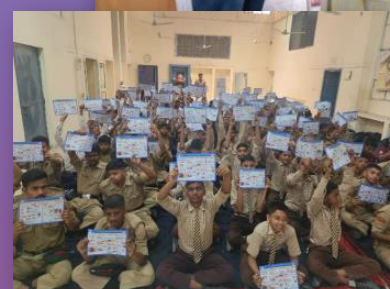
The Maulana Azad Institute of Dental Sciences (MAIDS), India, celebrated WOHD 2024 with a range of activities aimed at promoting oral health awareness and practices at the patient, institutional, and community levels. At the patient level, initiatives included role plays to educate children and parents about the importance of oral health and tobacco cessation, along with oral health exhibitions and educational sessions in patient waiting areas. At the institutional level, training sessions were conducted for nursing professionals to enhance their knowledge of oral health and tobacco cessation.



MOST ENGAGING COMMUNITY CAMPAIGN



MAIDS was also deeply involved at the community level, conducting 10 screening camps and check-ups, and launching extensive social media campaigns. Their online presence was further strengthened through media activations, including participation in TV and radio shows. Through these coordinated efforts, MAIDS significantly amplified the campaign message, “A Happy Mouth is A Happy Body,” making a substantial impact on oral health awareness and care across Delhi.



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