



World Oral Health Day  
20 March



# BE PROUD OF YOUR MOUTH

ACTION TOOLKIT FOR INDIVIDUALS,  
WORKPLACES AND COMMUNITY GROUPS



[www.worldoralhealthday.org](http://www.worldoralhealthday.org)

#MouthProud #WOHD21

Global Partner



Global Supporters



# World Oral Health Day

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On the 20 March every year, we ask the world to unite to help reduce the burden of oral diseases, which affect individuals, health systems and economies everywhere.

**Its purpose: to empower people with the knowledge, tools and confidence to secure good oral health.**

Oral diseases are a major health concern for many countries and negatively impact people throughout their lives. Oral diseases lead to pain and discomfort, social isolation and loss of self-confidence, and they are often linked to other serious health issues. And yet, there is no reason to suffer: most oral health conditions are largely preventable and can be treated in their early stages.

That is why World Oral Health Day (WOHD) is so vital as it:

- **empowers** individuals to take personal action;
- **encourages** schools and youth groups to deliver learning activities about oral health;
- **provides** a unified platform for oral health professionals and the wider healthcare community to educate the populations they serve;
- **urges** governments and policymakers to champion better oral health for all.

WOHD is an initiative of FDI World Dental Federation; an organization that brings together the world of dentistry with the aim of achieving optimal oral health for everyone.

We rely on your actions to help us shout louder about the importance of good oral health. Get involved in any way you can. Use this toolkit to help.

# Campaign theme: 2021–2023

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The theme for the next three years sends out a simple but powerful message:

**BE PROUD OF YOUR MOUTH.**

In other words, value and take care of it.

This year, we want to inspire change by focusing on the importance of oral health for overall health, **BECAUSE GOOD ORAL HEALTH CAN HELP YOU LIVE A LONGER, HEALTHIER LIFE.**

And that is something worth taking action for.



# Campaign key messages

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It is estimated that oral diseases affect nearly 3.5 billion people, which makes it the most common health condition globally.

WOHD provides an important platform to raise awareness about oral health and the pivotal role it plays in maintaining overall health, well-being and quality of life.

The main campaign messages are:

✓ **Oral health is one of the main pillars of overall health and well-being**

A healthy mouth allows people to speak, smile, smell, taste, touch, chew, swallow and convey a range of emotions with confidence and without pain, discomfort and disease, e.g. tooth decay (dental caries). Maintaining good oral health can have a positive impact on the management of diabetes and could help in the prevention of other health conditions, such as cardiovascular disease (heart disease and stroke), pneumonia and some cancers. Therefore, it is integral to securing a good quality of life.

**FACT:** You can't be healthy without good oral health. Oral diseases may directly affect a limited area of the human body, but their consequences impact the body as a whole.

✓ **Managing risk factors for oral diseases can also help avoid other health conditions**

The good news is that controlling the four main risk factors for oral diseases, which include an unhealthy diet high in sugar, tobacco use, harmful use of alcohol and poor oral hygiene, will also help in the prevention of other diseases, such as cardiovascular and respiratory diseases, cancer and diabetes.

**FACT:** Implementing oral health promotion strategies and empowering people with the knowledge to make informed decisions can help in disease prevention.

# Campaign key messages (cont.)

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## ✓ Most oral health conditions are largely preventable and can be treated in their early stages

Oral health as well as general health can be protected through the following actions:

- Practicing a good oral hygiene routine, which includes brushing for two minutes, twice a day, with a fluoride toothpaste.
- Visiting the dentist for regular check-ups and dental cleanings.
- Eating a well-balanced diet low in sugar and high in fruit and vegetables, and favouring water as the main drink.
- Stopping use of all forms of tobacco, including chewing of areca nuts.
- Limiting alcohol consumption.
- Using protective equipment, such as a mouthguard, when doing contact sports and travelling on bicycles to reduce the risk of injuries.

**FACT:** Sugar, a major contributor to obesity, is also the primary cause of tooth decay. More than 530 million children suffer from tooth decay in their primary teeth (milk teeth).

## ✓ Universal Health Coverage: every person, everywhere should have access to the health services they need without the risk of financial hardship when paying for them

Widespread disparities exist around access to, and uptake of, oral health services. Universal Health Coverage (UHC) cannot be achieved overnight. However, WOHD is an opportunity to persuade our governments to do more. Countries at all income levels can take steps to move closer to achieving UHC and develop their own package that integrates oral health and fits the needs of their population.

**FACT:** Oral diseases disproportionately affect the poor and socially-disadvantaged members of society. Essential oral health services should be available, accessible and affordable for all.

# Campaign materials

A range of campaign materials are available to support your WOHD activities. Please use them freely to help raise awareness of *why* it is important to 'Be Proud of Your Mouth' and *how* to take care of it properly. Ideas on how you might use these materials have also been provided (p. 12-13). They aim to help you:

- o **inform yourself** for a healthier life;
- o **inform others**, including friends and families, colleagues and employees, and those you might meet in a community setting.

Below is a snapshot of what is available.

Posters to raise awareness	<ul style="list-style-type: none"><li>● Main campaign posters</li><li>● Visit the dentist posters</li><li>● Children's poster</li></ul>
Resources to educate	<ul style="list-style-type: none"><li>● Fact sheets</li><li>● Key message cards</li></ul>
Templates to support events	<ul style="list-style-type: none"><li>● Customizable event poster</li><li>● Customizable invites</li><li>● Children's colouring templates</li><li>● Make your own campaign frames</li></ul>
Digital and social media	<ul style="list-style-type: none"><li>● Campaign video</li><li>● Create your own poster</li><li>● WOHD profile covers</li><li>● Social media templates and gifs</li><li>● Instagram filter</li></ul>
Action toolkits	<ul style="list-style-type: none"><li>● A toolkit for everyone, including:<ul style="list-style-type: none"><li>● Oral health professionals and the wider healthcare community</li><li>● Schools and youth groups</li><li>● Governments and policymakers</li></ul></li></ul>
WOHD logo	<ul style="list-style-type: none"><li>● A multilingual logo</li></ul>

You can download the World Oral Health Day materials at: [www.worldoralhealthday.org/resources](http://www.worldoralhealthday.org/resources). They are available in English, French and Spanish.

# Posters to raise awareness



## Main campaign posters

Display and distribute the campaign posters; there's a wide selection to choose from.

## Visit the dentist posters

Promote the importance of regular check-ups.

## Children's poster

Empower children to practice good oral health.

# Resources to educate



## Fact sheets

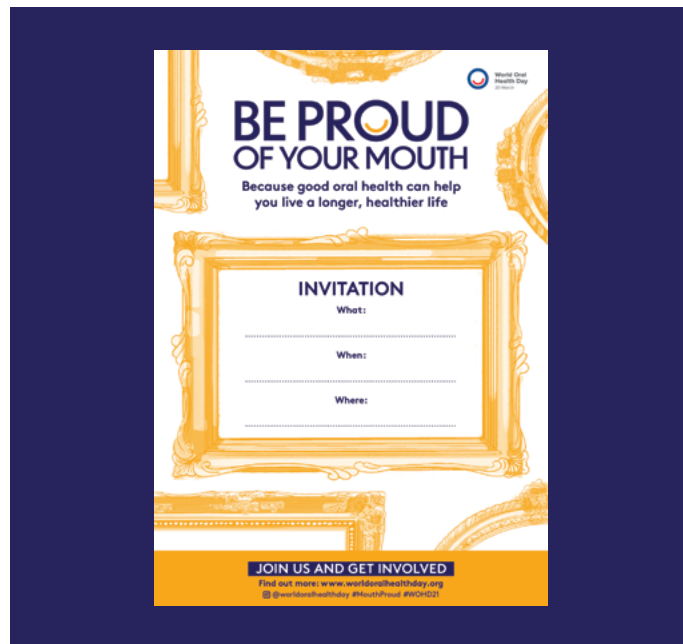
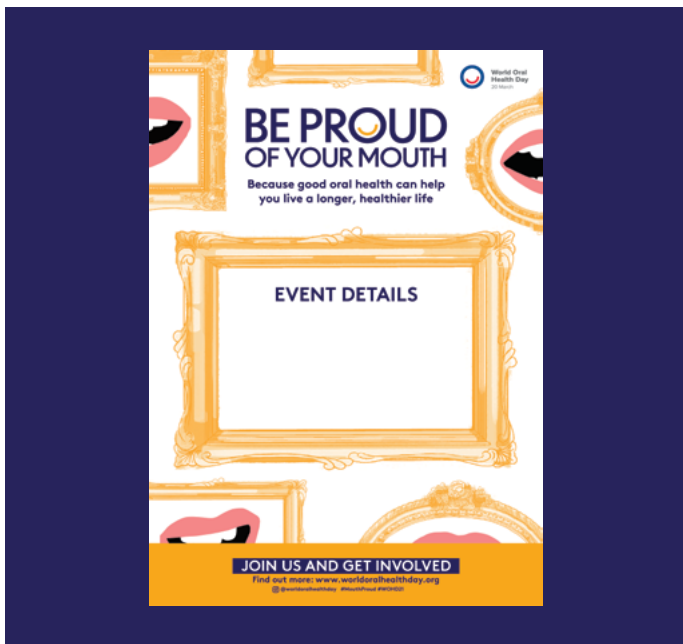
Share the facts about oral diseases and how to prevent them.



## Key message cards

These event-friendly handouts draw attention to key oral health messages.

# Templates to support events



## Customizable event poster

Personalize the poster and publicize your events.

## Customizable invites

Let people know when and where to go to join your events.



## Children's colouring templates

Run competitions using the colouring templates linked to the campaign.

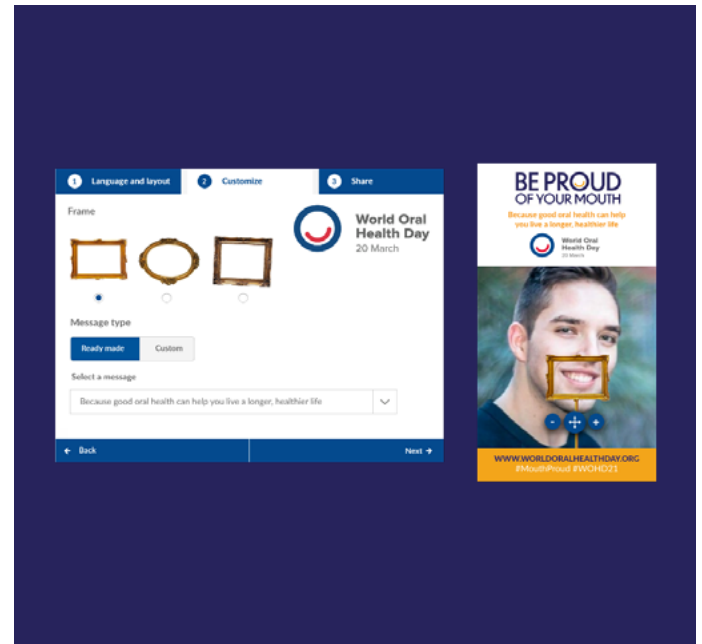


## Make your own campaign frames

Use the templates to create a stand out celebration for World Oral Health Day.



# Digital and social media



## Campaign video

Inspire everyone to take action by showing and sharing the animated campaign video.

[www.youtube.com/fdiworlddental](http://www.youtube.com/fdiworlddental)

## Create your own poster

Create, customize and share your own campaign posters on our #MouthProud wall and directly to social media at:

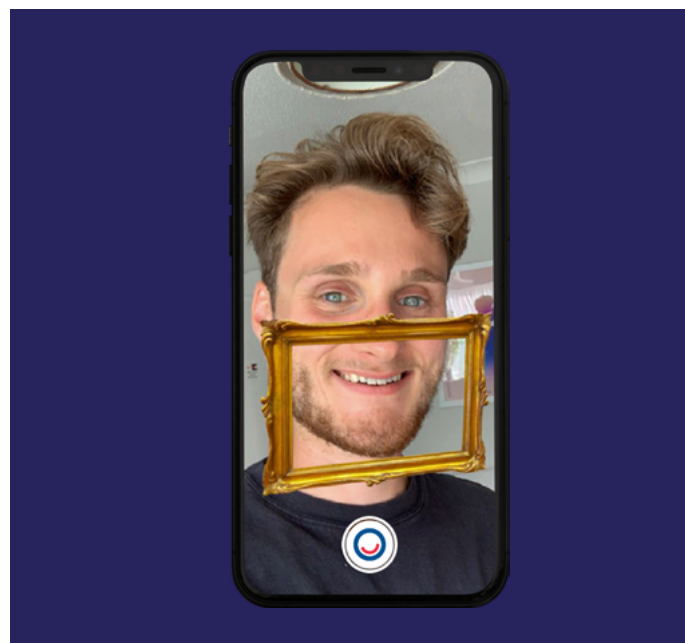
[www.worldoralhealthday.org/custom-poster](http://www.worldoralhealthday.org/custom-poster)



## WOHD profile covers

Use the social media profile covers to show your support online.

# Digital and social media (cont.)



## Social media templates and gifs

Encourage your networks to join the conversation by circulating the ready-made messages or share your own.

## Instagram filter

Visit the World Oral Health Day Instagram page and click the smiley face icon to find and use the filter.



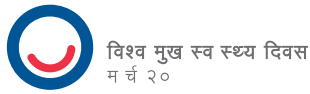
# Action toolkits



## A toolkit for everyone

This is one in a series of Action toolkits to help get as many people as possible involved in WOHD.

# WOHD logo



## A multilingual logo

Unify your efforts with the rest of the world by using the logo in all your WOHD communication materials.

It is available in 39 languages at:

[www.worldoralhealthday.org/logo-usage-guidelines](http://www.worldoralhealthday.org/logo-usage-guidelines)

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

# Use the toolkit to take action

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Get involved in any way you can. Because good oral health can help you live a longer, healthier life.

## Know the facts

Read the fact sheets to learn how to protect your oral and overall health. They contain useful and practical advice. For example:

- what an oral hygiene routine should consist of;
- foods and drinks to avoid and why;
- how to care for a child's mouth;
- the risk factors for oral and other health conditions;
- how oral health is connected to overall health.

## Decorate your home, workplace or group meeting place

Promote WOHD and show that you are getting involved by displaying and sharing the campaign materials.

- **Posters and fact sheets:** hang up the posters and distribute the fact sheets.
- **Create your own posters online:** go to the WOHD website, upload your photos and print and display your personalized posters.
- **Get noticed:** in keeping with the campaign creative, make and hold frames up to your own mouths to raise awareness.
- **Additional celebratory touches:** decorate your surroundings with balloons, bunting and banners.

## Involve your children in WOHD

Teach your children the essential skills for good oral health and empower them to practice healthy behaviours.

- **Children's fact sheet:** share the *Learn good oral health habits from Toothie* (our oral health hero) fact sheet with your children.

- **Children's poster:** display the children's poster in your home to engage them.
- **Colouring templates:** use the colouring templates to encourage children to design and colour frames of their own to show their commitment to their oral health.
- **Learning activities:** for more learning activities, take a look at the *Action toolkit for schools and youth groups* or *Mouth Heroes for Schools*, FDI's year-round teaching resource for children aged 5–9 years:  
[fdiworlddental.org/mouth-heroes-for-schools](https://fdiworlddental.org/mouth-heroes-for-schools)
- **Involve your child's school:** make them aware of WOHD and encourage them to get involved by directing them to the toolkit and teaching resources signposted above.

## Run an event

However big or small, your actions will help to keep us moving towards our goal: better oral and overall health for all.

- **Dental health visitor:** invite a dentist to your workplace or community group to speak about oral health, how to protect it, and its connection to overall health and well-being.
- **Dental check-ups:** organize free dental check-ups for your workplace.
- **WOHD menu:** host a healthy breakfast or lunch for World Oral Health Day.
- **Oral hygiene workshop:** show family, friends, employees and colleagues how to brush and floss properly.

# Use the toolkit to take action (cont.)

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## Fundraise

WOHD is a great platform for fundraising. The money raised can be used to support programmes that help the most vulnerable and deliver charitable oral healthcare to the underserved. Here are some ideas to inspire you.

- Be Proud of Your Mouth...
  - walk, fun run or other sporting challenge;
  - healthy bake sale;
  - art sale or exhibition in collaboration with a local school;
  - dinner and dance: bring along a prop to showcase your mouth!

## Spread the word on your website

Feature WOHD on your website to show you are getting behind this important global health awareness day and to encourage others to get involved.

- Share the campaign video.
- Show the campaign posters.
- Share your personalized posters.
- Blog about World Oral Health Day.
- Direct people to the Action toolkits.

## Get social

Social media is an undeniable force in today's world. Leverage its power for WOHD and to start conversations with family, friends, colleagues and networks. The toolkit includes a variety of content for social platforms.

- **Campaign hashtags:** tag your posts with the official hashtags so that others can find and join the conversation. **#WOHD21 #MouthProud**
- **Social media templates and gifs:** these are filled with facts that emphasize why it is important to *Be Proud of Your Mouth* and the actions that can be taken to take care of it. Share them on your social media platforms. We have also provided ideas for ready-made posts that could accompany them to help kick things off.
- **Create your own poster:** share your customized poster with the world and encourage others to follow suit.  
[www.worldoralhealthday.org/custom-poster](http://www.worldoralhealthday.org/custom-poster)
- **Instagram filter:** apply the fun campaign filter to your photos and Stories.
- **WOHD profile covers:** use them to build a strong campaign presence online.
- **Share the campaign video:** video is enormously popular on social platforms.

# Ready-made posts to get you started

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#OralDiseases affect nearly 3.5 billion people globally. This #WorldOralHealthDay, let's come together to send out a simple but powerful message: Be Proud of Your Mouth, not just for the sake of your #OralHealth, but for your overall health too.

[www.worldoralhealthday.org](http://www.worldoralhealthday.org)

#MouthProud #WOHD21

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There is so much everyone can do to reduce their risk of #OralDiseases as well as other serious health conditions. What will you do this #WorldOralHealthDay?

[www.worldoralhealthday.org](http://www.worldoralhealthday.org)

#MouthProud #WOHD21

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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 take action to fight tooth decay.

[www.worldoralhealthday.org](http://www.worldoralhealthday.org)

#MouthProud #WOHD21

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Good oral hygiene habits learned at a young age will help keep a child's mouth healthy throughout life. This #WorldOralHealthDay, let's teach our children how to brush and care for their mouths properly.

[www.worldoralhealthday.org](http://www.worldoralhealthday.org)

#MouthProud #WOHD21

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#ToothDecay is preventable, yet millions of people suffer because of it. Be Proud of Your Mouth. In other words, value and take care of it. What will you do for your #OralHealth this #WorldOralHealthDay?

[www.worldoralhealthday.org](http://www.worldoralhealthday.org)

#MouthProud #WOHD21

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Be Proud of Your Mouth. Your mouth is the gateway to the rest of your body. This #WorldOralHealthDay, make a commitment to your #OralHealth and take action to protect it.

[www.worldoralhealthday.org](http://www.worldoralhealthday.org)

#MouthProud #WOHD21

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#OralHealth is vital for general health and well-being. The good news is that oral health can be maintained by being aware of your risk factors and taking action to prevent disease. This #WorldOralHealthDay, inform yourself and others for a healthier life.

[www.worldoralhealthday.org](http://www.worldoralhealthday.org)

#MouthProud #WOHD21

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Be Proud of Your Mouth. Practicing a good oral hygiene routine at home, combined with regular visits to the #dentist, is one of the most important things you can do for your oral and overall health.

[www.worldoralhealthday.org](http://www.worldoralhealthday.org)

#MouthProud #WOHD21

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# Put yourself on the map

Tell us and others what you are planning to do and then, please feedback on how it went. Outstanding efforts will be recognized through the World Oral Health Day Awards.



## Map of activities

The global map of activities captures everything taking place around the world. Submit your activity or event on the map at:

[www.worldoralhealthday.org/map-activities](http://www.worldoralhealthday.org/map-activities)

Your plans will help to inspire others around the world. You can also search for all the WOHD events and activities happening near you and join the action.

## Tell us about your efforts in your activity report

After 20 March, FDI headquarters will send you a link to complete your WOHD report. Your feedback is really important and enables us to:

- tally the global impact of the campaign;
- make improvements in the future;
- celebrate the most impactful campaigns through the WOHD Awards.

## Win a World Oral Health Day Award

All the hard work will have been completed, so don't miss the chance to get recognized for it. This is what happens:

- You submit your activity report after 20 March.
- Campaigns are shortlisted and voted on by the WOHD Task Team, a group of oral health experts guiding and supervising WOHD.
- A winner is selected for each Award category (see the next section).
- Winners are informed, usually sometime in May.

# World Oral Health Day Awards: Entry information

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## Award categories and criteria

### Open to oral health professionals and the wider healthcare community

#### Best campaign by a dental practice or other healthcare setting

##### Award overview

Recognizes campaigns that reach out to local communities and educate them about the importance of oral and overall health.

##### Award criteria

- Number and variety of activities and their reach, i.e. number of participants
- Display and distribution of WOHD materials
- Social media messaging and engagement
- External collaboration, e.g. cross-sector, national association, schools

### Open to the general public\*

#### Best branded photo

##### Award overview

Celebrates the best use of the WOHD brand in a single snapshot, while engaging and inspiring others to look after their oral health.

##### Award criteria

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

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

## The prizes

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

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

For more information, contact us at: [wohd@fdiworlddental.org](mailto:wohd@fdiworlddental.org)



# Be inspired by previous campaigns

WOHD relies on everyone's collective actions to reach different audiences and spread important oral health messages far and wide.



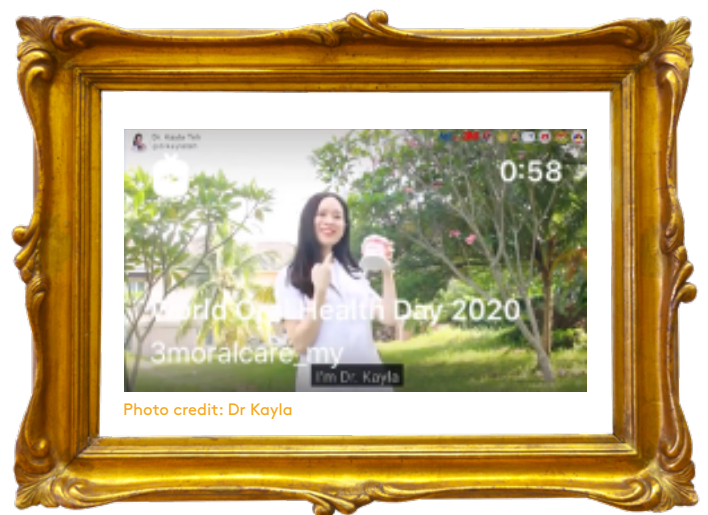
In North Macedonia, educational activities were organized at a dental clinic.



In Nigeria, lectures and health talks were held in local government areas, schools and dental centres.



In Tunisia, dental students generated media coverage through interviews with local radio.



In Malaysia, Dr Kayla, a social media influencer, promoted WOHD to over 40,000 followers.

# Thank you for supporting World Oral Health Day.

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Keep us informed of all your plans and activities.  
Contact us if you need any further support or  
information: [wohd@fdiworlddental.org](mailto:wohd@fdiworlddental.org)

[www.worldoralhealthday.org](http://www.worldoralhealthday.org)

 [instagram.com/worldoralhealthday](https://www.instagram.com/worldoralhealthday)

 [facebook.com/FDIWorldDentalFederation](https://www.facebook.com/FDIWorldDentalFederation)

 [twitter.com/fdiworlddental](https://twitter.com/fdiworlddental)

 [youtube.com/fdiworlddental](https://www.youtube.com/fdiworlddental)

 [linkedin.com/company/fdiworlddental federation](https://www.linkedin.com/company/fdiworlddental federation)

## WOHD Task Team

Prof. Paulo Melo, Portugal (Chair)

Dr Nahawand Abdulrahman Thabet, Egypt

Dr Maria Fernanda Atuesta Mondragon, Colombia

Dr Marshall Gallant, United States

Prof. Li-Jian Jin, Hong Kong

Prof. Krishna Prasad Lingamaneni, India

Prof. Nikolai Sharkov, Bulgaria

