



World Oral Health Day
20 March



A HAPPY MOUTH IS... A HAPPY BODY

GOVERNMENT BRIEFING



#WOHD24
#HappyMouth



3M HALEON



worldoralhealthday.org

GET READY FOR WORLD ORAL HEALTH DAY

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

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

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

GENERAL PUBLIC

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

DENTISTS, DENTAL TEAMS, AND THE WIDER HEALTH WORKFORCE

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

GOVERNMENTS AND POLICYMAKERS

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

SCHOOLS AND YOUTH GROUPS

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

COMPANIES AND COMMUNITY GROUPS

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

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

WOHD IS AN INITIATIVE OF FDI WORLD DENTAL FEDERATION.

CAMPAIGN THEME 2024-2026

A HAPPY MOUTH IS...

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

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

A HAPPY MOUTH IS... A HAPPY BODY

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

#WOHD24

#HappyMouth

MEET TOOTHIE, THE MOVIE STAR

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

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



KEY CAMPAIGN MESSAGES

A HEALTHY MOUTH PLAYS A SIGNIFICANT ROLE IN PROTECTING OVERALL HEALTH

Here are some reasons why good oral health is essential:

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

PREVENTION IS KEY

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

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

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

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

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

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

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

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





CAMPAIGN MATERIALS

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

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

worldoralhealthday.org/resources



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



World Oral Health Day 20 March	Journée Mondiale de Santé Bucco-Dentaire 20 mars	Dia Mundial de Salud Bucodental 20 de març	Giornata Mondiale della Salute Orale 20 marzo
اليوم العالمي لصحة الفم 20 آذار	Светски дан оралног здравља 20. март	Día del Salud Bucal 20 de març	የዓለም አቀፍ የደምጽ ጤና ቀን 20 ጥቅምት
Svetovni dan oralnega zdravja 20. marec	Светски дан оралног здравља 20. март	Día Mundial de la Salud Bucal 20 de març	世界口腔健康日 20.3.2018
Läsmen Lesante Lebesse 20. marts	Svetovni dan oralnega zdravja 20. marec	Svetovni dan oralnega zdravja 20. marec	World Mondgesondheidsdag 20. marts
اليوم العالمي لصحة الفم 20 آذار	Wörldgegendag 20. marts	Svetovni dan oralnega zdravja 20. marec	Помощни ден на Оралното Здравје 20. март
Dia Mundial de Salud Bucodental 20 de març	Día del Salud Bucal 20 de març	Egészséges Száj Napja Március 20.	世界口腔健康日 20.3.2018
세계구강보건의 날 3월 20일	Pasaulinė Būties Sveikatos Diena 20. marts	Светски Дан На Оралног Здравља 20. март	Jum Dijil tas-Saħħa tal-Halq 20 ta' Marzu
Día del Salud Bucal 20 de març	Svetovni Dzien Zdravja Jamy Ustnej 20. marec	Dia Mundial de Saúde Oral 20 de març	Zus Mondialis a Sãndãgãj Orale 20. marts
Всемирный День Здоровья Полости рта 20 марта	Светски дан оралног здравља 20. март	Svetovni dan ustnega zdravja 20. marec	Svetovni dan ustnega zdravja 20. marec
Dünya Ağız Sağlığı Günü 20 Mart	Svetovni dan oralnega zdravja 20. marec	Dyddio'r Dydd Sogorol 20 Marts	Welttag der Zahngesundheit 20. März
Butunjahon o'g'a bo'shlig'i salomatlig'i kun 20 mart	Ngày sức khỏe răng miệng thế giới 20 tháng 3	Día del Salud Bucal 20 de març	יום בריאות הפה העולמי 20.3.2018

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.

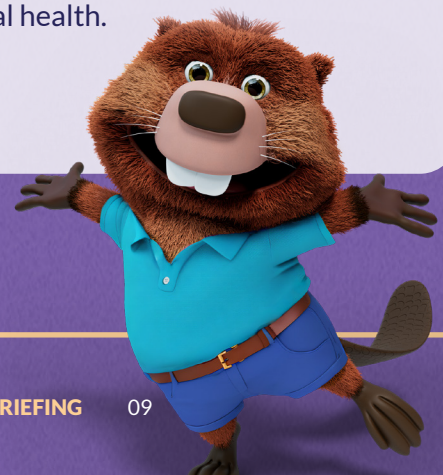
Governments have a responsibility to increase oral health literacy as well as access to: (1) clean water to reduce consumption of sugary drinks and (2) fluorides where appropriate, promoting good oral hygiene habits as a way of also protecting general health and overall well-being.

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



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THANK YOU FOR SUPPORTING WORLD ORAL HEALTH DAY

KEEP US INFORMED OF ALL YOUR PLANS AND ACTIVITIES.
CONTACT US IF YOU NEED ANY FURTHER SUPPORT OR
INFORMATION: WOHD@FDIWORLDDENTAL.ORG



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WOHD TASK TEAM 2023-2024

Dr Anna Lella, Portugal (Chair)

Prof. Young Guk Park, Republic of Korea

Dr Nahawand Thabet, Egypt

Assist. Prof. Duygu Ilhan, Türkiye

Assoc. Prof. Elham Kateeb, State of Palestine

Dr Manuel Sergio Martínez Martínez, Mexico

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