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A HAPPY MOUTH IS... a happy life



ACTION TOOLKIT



worldoralhealthday.org

#WOHD26

#HappyMouth



World Oral Health Day
20 March

Watch on



GET READY FOR WORLD ORAL HEALTH DAY

EVERYONE DESERVES ACCESS TO QUALITY ORAL HEALTHCARE AND THE KNOWLEDGE TO PROTECT THEIR SMILE. EVERY YEAR ON 20 MARCH, THE WORLD UNITES TO SHINE A SPOTLIGHT ON THE VITAL ROLE ORAL HEALTH PLAYS IN OUR OVERALL WELL-BEING. TOGETHER, LET'S MAKE THIS GLOBAL MOVEMENT STRONGER.

World Oral Health Day (WOHD) is a powerful reminder: caring for our mouths is key to living a healthier, happier life. Poor oral health can lead to pain, discomfort, and a loss of confidence, and research continues to reveal just how closely our oral health is linked to general health. By taking action together, we can transform lives.

Here's how different groups can make an impact:

General public

WOHD encourages everyone to take charge of their oral health. By adopting healthy habits, and sharing them with family and friends, you can multiply the positive impact.

FDI members, dentists, dental and wider healthcare teams

As trusted healthcare providers, you are on the frontlines. WOHD is your chance to amplify the vital role you play in guiding people toward healthier choices.

Schools and youth groups

Schools shape lifelong habits. Teaching children about oral health lays the foundation for healthier futures. Prevention truly begins here.

Companies and community groups

Promoting oral health in workplaces and communities not only supports well-being but also enhances confidence and productivity.

Public health advocacy groups

Advocacy drives change. WOHD is a platform to push for health equity and policies that expand access to essential oral healthcare.

Governments and policymakers

Strong policies and services are critical to raising awareness and improving access. Governments play a leading role in ensuring oral health for all.

**THIS TOOLKIT IS HERE TO INSPIRE AND EQUIP YOU.
LET'S MAKE EVERY SMILE A HEALTHIER, HAPPIER ONE.**

WOHD is an initiative of FDI World Dental Federation.

CAMPAIGN THEME

A HAPPY MOUTH IS... a happy life

Since launching our three-year campaign theme, A Happy Mouth is..., in 2024, we've continued to celebrate the power of a smile and the vital role oral health plays in living well. Each year, the campaign shines a light on a different aspect of oral health—reflecting global health priorities and uniting people everywhere in the shared mission to make oral health a lifelong priority.

- 2024: Celebrated how good oral health supports a healthy body and overall well-being.
- 2025: Explored the powerful link between oral health and mental well-being.
- **2026: Shines a spotlight on the importance of caring for your mouth at every stage of life—from birth through later years.**

Every day, our mouths help us connect, express, and enjoy life's simplest joys. From sharing a meal to chatting with friends or laughing with loved ones, a healthy mouth makes every moment brighter.

So, let's keep the momentum going! Join us once again in spreading healthy habits and encouraging great oral care at every stage of life—because when your mouth is happy, life truly is too.

A HAPPY MOUTH FINALE WITH TOOTHIE

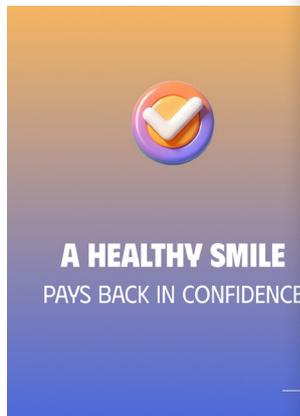
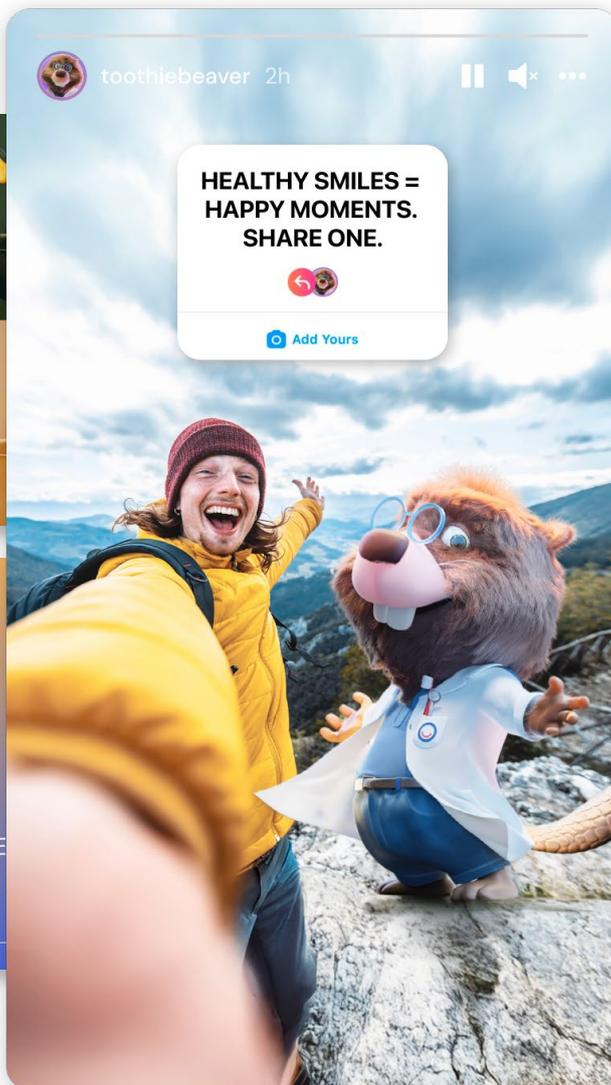
In 2026, Toothie, our World Oral Health Day influencer and advocate, is back in the spotlight to lead the finale of the Happy Mouth campaign. And what better way to close this chapter, before leaping into the next, than by celebrating every life— young and old—because feeling your best starts with a healthy smile, every day, at every age.

This year, Toothie has composed a brand-new song, recruited exciting new talent to perform it, and brought together friends from every generation—Lin, Julia, Hans, and Olu—to help spread the joy of good oral health throughout life.

So, get ready to celebrate the finale in style and help inspire people everywhere to celebrate a **healthier, happier life with us!**

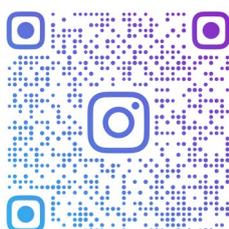


FOLLOW TOOTHIE'S HAPPY MOMENTS ON SOCIAL MEDIA AND ADD YOURS!



If you're not already following Toothie on Instagram, now is the perfect time: [@toothiebeaver](https://www.instagram.com/toothiebeaver). He'll keep you updated whenever exciting new content or announcements are coming your way! As an experienced influencer, Toothie will also take over FDI's [@worldoralhealthday](https://www.instagram.com/worldoralhealthday) Instagram

channel during the campaign to spark global engagement and participation. But that's not all. You also have the chance to be part of a record-breaking chain of happy moments! Don't miss out — more details on page 22.



ARE YOU READY?

#WOHD26

#HAPPYMOUTH

KEY CAMPAIGN MESSAGES

Every stage of life is brighter with a healthy smile, as it is strongly connected to overall well-being.

By building strong daily habits and caring for our mouths, we give ourselves the confidence to laugh, connect, and thrive—because a happy mouth makes for a happy life. And oral health doesn't stand alone: it's closely linked with other major non-communicable diseases (NCDs), sharing many of the same modifiable risk factors, including tobacco and alcohol use, an unhealthy diet high in free sugars, and poor oral hygiene. Managing these factors throughout life is essential to protecting not just your smile, but your whole body and mind.



ORAL HEALTH FOR BABIES AND TODDLERS

A baby's mouth is where smiles, giggles, and first words begin. Keeping it healthy helps them grow, connect and explore the world with joy.

- **Gently wipe** your baby's gums after each feed using a clean, moist gauze pad or soft cloth.
- Use bottles only for breast milk, formula, milk, or water—**never sugary drinks**, including sweetened milk or water.
- **Discourage** thumb sucking, pacifier use, and sippy cups to protect oral development.
- **Avoid** putting your baby to bed with a bottle, as it can harm their teeth and gums.
- **Begin** regular dental visits as soon as the first tooth appears.
- **Brush** for two minutes, twice a day, using a smear of fluoride toothpaste (about the size of a grain of rice). Make sure one of those brushings is before bedtime.



ORAL HEALTH FOR CHILDREN AND TEENS

Strong healthy teeth help children and teens eat well, speak clearly, discover new tastes, and shine with confidence as they grow.

- **Reinforce** good oral health habits every day.
- **Supervise** toothbrushing twice a day with fluoride toothpaste until your child can brush properly on their own. Brushing before bedtime is especially important. Make sure children aged 3–6 use only a pea-sized amount of toothpaste.
- **Make sure** they clean between their teeth at least once a day using floss or interdental brushes, or as recommended by their dentist.
- **Visit** the dentist regularly to monitor tooth growth and alignment.
- **Encourage** healthy foods and limit sugary snack and drinks, especially in-between meals.
- **Ensure** that a properly fitted mouthguard is worn during contact sports and cycling.



ORAL HEALTH FOR ADULTS

Your smile is a part of who you are. A healthy mouth supports your whole body and makes everyday moments brighter whether sharing a meal, chatting with a friend, or laughing with loved ones.

- **Maintain** good oral hygiene and visit the dentist regularly. Regular check-ups allow dentists to detect and treat problems early.
- **Protect** your smile by avoiding tobacco, limiting alcohol, reducing sugar, and following a healthy lifestyle.
- **Eat** well-balanced meals and replace sugary drinks with water. Frequent consumption of sugar throughout the day increases the risk of tooth decay.
- **Wear** a properly fitted mouthguard during contact sports and cycling.
- **Take extra care** when pregnant, as hormonal changes can affect oral health. It is important to schedule a dental check-up during pregnancy.



ORAL HEALTH FOR SENIORS

Healthy teeth and gums help you stay well, enjoy the foods you love, and keep your independence so you can live life to the fullest, with a smile.

- **Preventive care** is key to ageing well.
- **Learn** about oral health risks that come with ageing, such as dry mouth, and take steps to prevent them. Be aware that some medications and systemic conditions can also affect the mouth – discuss any changes with your dentist or doctor.
- **Good** oral hygiene, adequate nutrition, and regular visits to your dentist will help you:
 - avoid pain and infections;
 - avoid falls;
 - enjoy healthy and diverse foods;
 - avoid dry mouth.



SUMMARY OF KEY ORAL HEALTH TIPS FOR EVERYONE

A healthy smile makes life better! Brush for two minutes, twice a day, with fluoride toothpaste, visit your dentist regularly, and cut back on sugary foods and drinks — no matter your age. For the best health benefits, try to keep “free sugars” (the ones added to foods and drinks) to less than 10% of your daily energy intake — and under 5% if possible.

Schedule dental check-ups based on your personal needs, and ask your dentist how often you should be seen.

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 to inspire smiles everywhere.

TOOTHIE POSTERS



To highlight the importance of maintaining oral health **at every age**.

To encourage **key actions** that support oral health throughout life.

To **emphasize the connection** between oral health, overall wellbeing, and quality of life.

PEOPLE-LED CAMPAIGN POSTERS



To celebrate **people of all ages** enjoying life, thanks to the power of a healthy, happy mouth.

ADVOCACY POSTERS



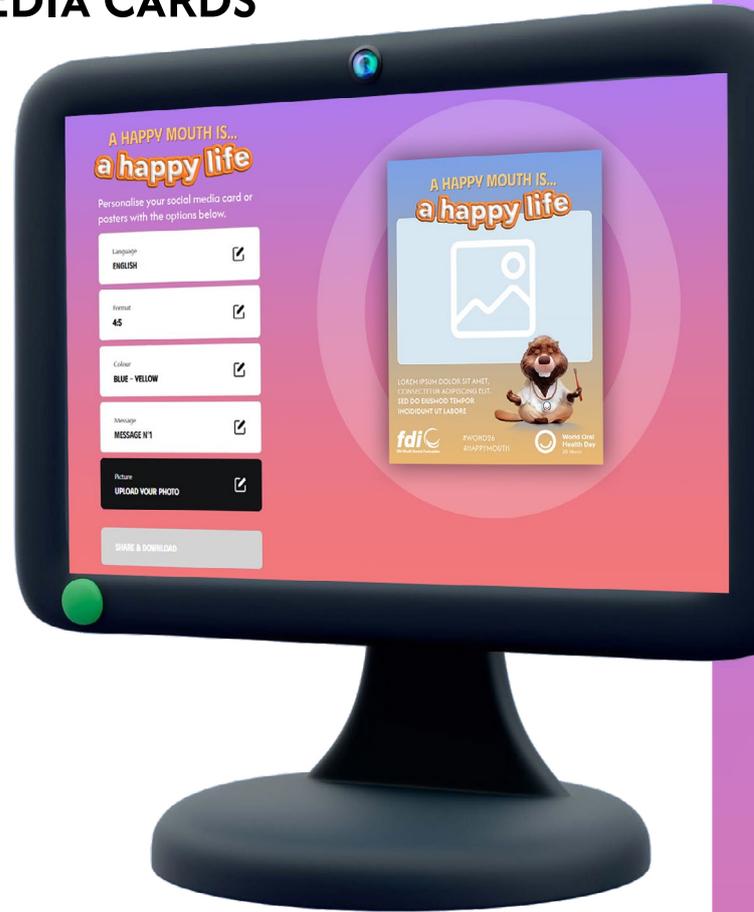
To emphasize the importance of ensuring **universal access** to oral healthcare.

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

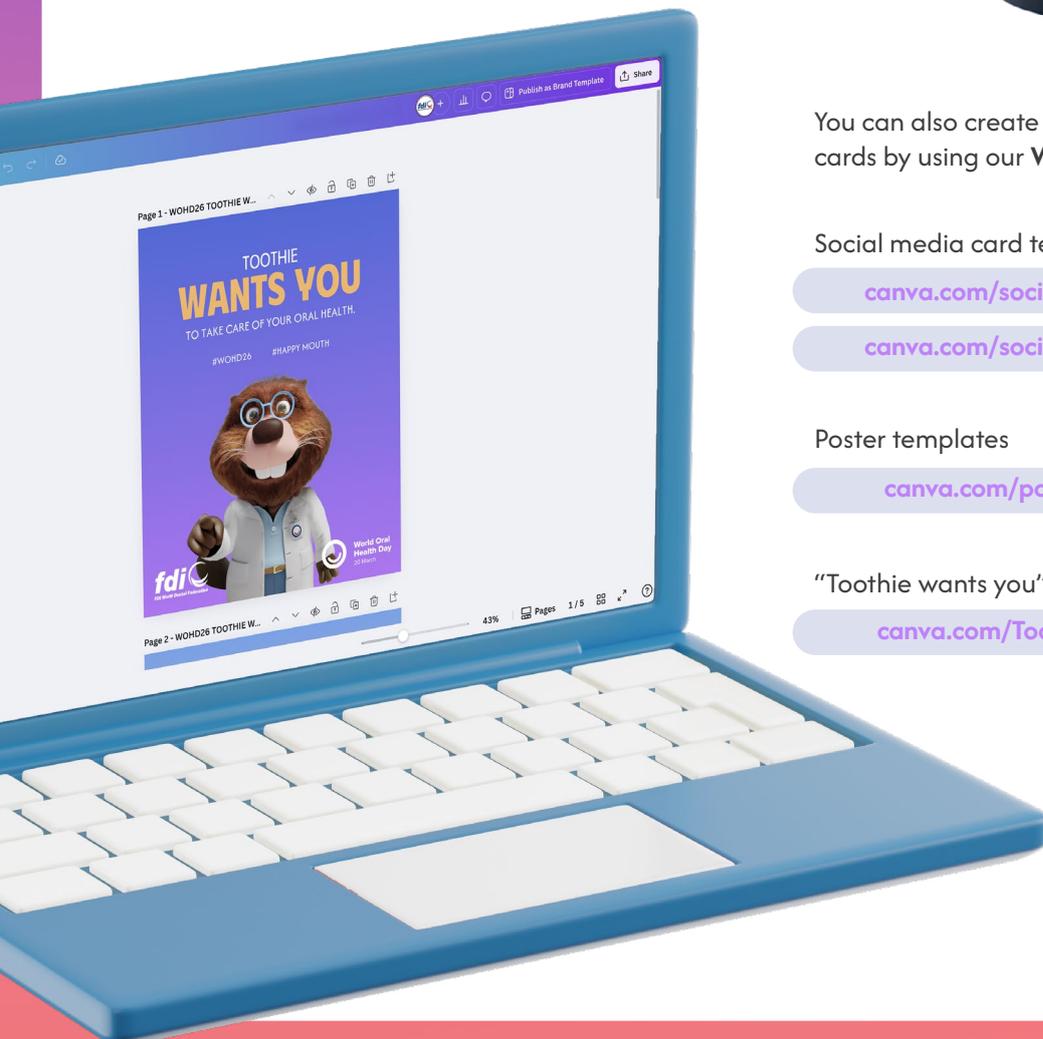
[canva.com/social media cards b](https://canva.com/social-media-cards-b) 🔍

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

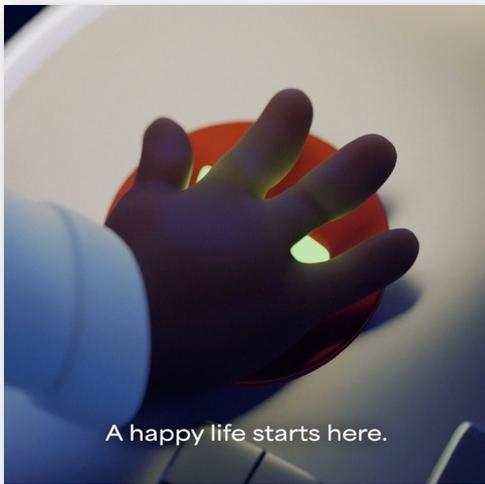
CAMPAIGN VIDEOS AND SONG

Bring your World Oral Health Day campaign to life with engaging films and uplifting audio. At the heart is a *catchy new song* that carries our message: **“A Happy Mouth is a Happy Life.”** It sets the stage for Toothie’s adventures, where he shows how oral health makes every day better. Along the way, his friends join in with friendly talks, highlighting how a healthy smile helps you feel your best at every age.

wohd.org/resources



TRAILER



Get a sneak peek of the main movie.

THE MAIN MOVIE



Step inside Toothie’s control room and see how happy mouths create days full of happy moments.

TOOTHBRUSH TALKS



Hear from Toothie’s friends, highlighting the everyday power of good oral health.

STREAM THE SONG



Catch “A Happy Mouth is a Happy Life” wherever you stream your music—Spotify, Apple Music, and more!

INFOGRAPHIC FACT SHEETS

Get the facts! Most oral health conditions are preventable and treatable when caught early. Empower yourself—and others—with the knowledge to maintain a healthy mouth and enjoy a happier life. There's a fact sheet for every stage of life, along with separate fact sheets offering advice on managing dental anxiety. Plus, a comprehensive summary brings all the information together in one handy resource.

HOW TO PROTECT Your mouth

DID YOU KNOW FEELING YOUR BEST STARTS WITH A HEALTHY SMILE, EVERY DAY, AT EVERY AGE? Prevention and good habits help keep you healthy throughout life.

BRUSH YOUR TEETH TWICE A DAY

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

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 in-between meals. Avoid sugary drinks. Favour water. Enjoy a healthy, balanced diet.

ENJOY A HEALTHY LIFESTYLE

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

VISIT YOUR DENTIST REGULARLY

A regular check-up helps prevent oral disease 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 ORAL HEALTH IS KEY TO AGEING WELL? Though dental challenges may increase with age, preventive care helps you enjoy a healthy, happy life as you get older.

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

Cheer sugar-free gum, suck sugar-free hard candies, and sip 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.



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HOW TO FEEL YOUR best at every age

ORAL HEALTH FOR BABIES & TODDLERS

Oral health starts from birth. Babies and toddlers should have their first dental visit by age 1. Parents should brush their baby's teeth with a smear of fluoride toothpaste twice a day.

ORAL HEALTH FOR CHILDREN & TEENS

Children should brush their teeth with fluoride toothpaste twice a day. Parents should supervise brushing until the child is 7-8 years old. Children should visit the dentist regularly for check-ups and cleanings.

GOOD HABITS FOR A HAPPY MOUTH AND LIFE

- Brush twice a day with fluoride toothpaste.
- Visit the dentist regularly for check-ups and cleanings.
- Eat a healthy, balanced diet.
- Wear a mouthguard for contact sports.
- Use a lip balm to soothe cracked or dry lips.

WHAT ARE THE KEY TIPS EVERYONE SHOULD KNOW?

Brush twice a day with fluoride toothpaste. Visit the dentist regularly for check-ups and cleanings. Eat a healthy, balanced diet. Wear a mouthguard for contact sports. Use a lip balm to soothe cracked or dry lips.

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HOW TO PROTECT YOUR MOUTH during pregnancy

DID YOU KNOW A HAPPY MOUTH CONTRIBUTES TO A HAPPY LIFE, FOR YOU AND YOUR BABY? Taking care of your oral health not only supports your well-being but also helps protect your baby's health from the very start.

THE FACTS

- Due to hormonal changes, pregnant women may be more prone to gum disease and infection.
- Yeast infections related to morning sickness and gastric reflux (regurgitating food or drink) can increase the amount of acid in the mouth, increasing the risk of tooth decay.
- Gum disease has been linked to low birth weight, preterm birth, and preeclampsia (a pregnancy complication).

ACTIONS TO BE TAKEN

- Make sure you get a dental check-up during pregnancy.
- If you want, rinse your mouth out with water immediately afterwards. Then rub toothpaste onto your teeth with your finger or use a fluoride 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 use (interdental brushes).
- Eat a balanced diet. Cut down on sugary drinks and how often and how much sugar you eat/drink will help reduce your risk of oral health problems.



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HOW TO PROTECT a child's mouth

DID YOU KNOW A HAPPY MOUTH FROM BIRTH SETS THE STAGE FOR A HAPPY LIFE? Starting good oral care habits early helps build a strong foundation for a healthier, happier future.

TAKE CARE OF AN INFANT'S MOUTH

- Clearly 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. The sugary drinks, including sugar-sweetened water.
- Massage thumb, sucking pacifier use and sippy cups.
- Refillable baby bottles with a feeding nipple in their mouths.

PREVENT TOOTH DECAY BY BRUSHING

- Start brushing as soon as the first teeth appear.
- Use a fluoride toothpaste.
- Under 3 years use a smear. 3 to 6 years use a pea-sized amount.
- Brush twice a day. It is especially important before bedtime.
- Supervise toothbrushing until the child is able to brush their teeth correctly on their own.

BUILD GOOD HABITS FOR WHOLEBODY HEALTH

- Limit sugary drinks that are high in sugar, especially in-between meals.
- Encourage water for contact sports and cycling.

VISIT THE DENTIST REGULARLY

- Take the child for a check-up when their first birthday comes in or by their first birthday.
- Schedule regular dental check-ups.



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HOW TO KEEP YOUR SMILE HEALTHY Just for kids!

DID YOU KNOW FEELING YOUR BEST STARTS WITH A HEALTHY SMILE? Follow Toothie's tips to keep your smile strong and you feeling great every day!

BRUSH EVERY MORNING AND NIGHT

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

VISIT THE DENTIST REGULARLY

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

EAT HEALTHY FOOD AND AVOID SUGARY DRINKS

- Tooth sugar is bad for everyone.
- Sugary drinks and unhealthy snacks between meals can create holes in your teeth if you have them too often.
- Your mouth and body are designed to digest and absorb what we have healthy food and drinks.



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HOW TO EASE DENTAL ANXIETY Advice for patients

DID YOU KNOW FEAR OF THE DENTIST CAN LEAD TO DENTAL PROBLEMS THAT AFFECT YOUR WELL-BEING? Regular dental visits help keep your mouth—and your life—happy and healthy. Here are some tips to make visits easier and less stressful.

TALK TO YOUR DENTIST

- Show 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.

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 a hand on raising your hand.

DISTRACT YOURSELF

- Check with your dentist about using distraction when appropriate to help take your mind off your surroundings. For example, consider bringing headphones to listen to your favourite music.

TRY DEPENDING 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 calm.

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, oral sedation, or general anaesthesia, to help you feel more comfortable.



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HOW TO EASE DENTAL ANXIETY Advice for dentists

FEAR OF THE DENTIST CAN LEAD TO DENTAL PROBLEMS THAT IMPACT HEALTH, HAPPINESS, AND OVERALL WELL-BEING. Here are some tips to help dentists make visits easier and less stressful for their patients.

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.
- Clearly explain the procedures you'll be performing and allow patients to ask questions.
- Work together to make the visit as relaxed as possible.

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 so great and patients are unable to engage with treatment, assess whether you feel sedation options, such as nitrous oxide, oral sedation, or general anaesthesia, might be appropriate to enable them to receive treatment.



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CELEBRATE A HEALTHIER, happier life with us

TOGETHER, LET'S CREATE A RECORD-BREAKING CHAIN OF HAPPY MOMENTS!

HEAD TO @TOOTHIEBEAVER ON INSTAGRAM

Scan QR code to follow ToothieBeaver on Instagram.

OPEN THE "ADD YOURS" STORY HIGHLIGHT

Scan QR code to add your happy moments to the "ADD YOURS" story highlight.

WANT EXTRA SMILES!

Stream "A Happy Mouth is a Happy Life" on Spotify, Apple Music, or your favourite streaming platform.

TAP THE "ADD YOURS" STICKER

Tap the "ADD YOURS" sticker to share your happy moments with the world.



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ADVOCACY IN ACTION CARDS

These cards are a practical tool for promoting oral health through education, outreach, and advocacy. Covering a wide range of topics and conditions, they help spark meaningful conversations and support your efforts to create real impact.

The image displays 12 advocacy action cards arranged in a 6x2 grid. Each card features a main title, a sub-header, a central image, and a detailed text box with icons and bullet points. The cards cover various topics related to oral health and its connection to overall well-being.

- Card 1 (Top Left):** "A HAPPY MOUTH IS... a basic human right". Sub-header: "PROMOTE ORAL HEALTH AND ORAL DISEASE PREVENTION FOR PEOPLE WITH CLEFTS".
- Card 2 (Top Right):** "A HAPPY MOUTH IS... a happy life". Sub-header: "PROMOTE MENTAL HEALTH AND WELL-BEING IN THE DENTAL WORKPLACE".
- Card 3 (Row 2, Left):** "A HAPPY MOUTH IS... a happy life". Sub-header: "EMPOWER EVERYONE, EVERYWHERE TO IMPROVE THEIR ORAL HEALTH".
- Card 4 (Row 2, Right):** "A HAPPY MOUTH IS... a happy life". Sub-header: "RAISE AWARENESS ABOUT THE IMPORTANCE OF CARING FOR YOUR MOUTH AT EVERY AGE".
- Card 5 (Row 3, Left):** "A HAPPY MOUTH IS... a happy life". Sub-header: "INCREASE AWARENESS OF THE IMPORTANCE OF GUM HEALTH".
- Card 6 (Row 3, Right):** "A HAPPY MOUTH IS... a happy life". Sub-header: "RAISE AWARENESS OF THE MOUTH-BODY-MIND CONNECTION".
- Card 7 (Row 4, Left):** "A HAPPY MOUTH IS... a basic human right". Sub-header: "RAISE AWARENESS ABOUT NORA, TO SAVE LIVES".
- Card 8 (Row 4, Right):** "A HAPPY MOUTH IS... a basic human right". Sub-header: "PROMOTE ACCESS TO ORAL CARE FOR REFUGEES".
- Card 9 (Row 5, Left):** "A HAPPY MOUTH IS... a happy life". Sub-header: "PROMOTE AWARENESS OF THE HEALTH BENEFITS OF REDUCING SUGAR CONSUMPTION".
- Card 10 (Row 5, Right):** "A HAPPY MOUTH IS... a happy life". Sub-header: "PROMOTE SPORTS DENTISTRY FOR BETTER OUTCOMES ALL AROUND".
- Card 11 (Bottom Left):** "A HAPPY MOUTH IS... a happy life". Sub-header: "PROMOTE WAYS TO MAINTAIN AND ENHANCE QUALITY OF LIFE AS WE AGE".
- Card 12 (Bottom Right):** "A HAPPY MOUTH IS... a happy life". Sub-header: "PROMOTE AWARENESS OF HOW LIVING TOBACCO-FREE BENEFITS ORAL HEALTH, OVERALL HEALTH AND QUALITY OF LIFE".

CHILDREN'S ACTIVITY SHEETS

Healthy habits start young! These fun, printable activity sheets make learning about oral health enjoyable, helping children build the foundations for a lifetime of healthy, happy smiles.

A HAPPY MOUTH IS... a happy life

FIND YOUR WAY FROM THE TOOTHBRUSH TO EACH TOOTHIE.
Feeling your best starts with a healthy smile every day.

1 2 3

fdiC worldoralhealthday.org World Oral Health Day 20 March Watch Toothie's film

A HAPPY MOUTH IS... a happy life

WHO DO YOU SEE?
Connect the dots from numbers 1-80 to find out, then colour in the picture!

Who is it? _____

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A HAPPY MOUTH IS... a happy life

HEALTHY TEETH = HAPPY MOMENTS!
Taking care of your teeth at every age keeps you smiling. Add your favourite happy moment below!

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A HAPPY MOUTH IS... a happy life

COLOUR IN THIS PICTURE TO CREATE YOUR OWN CAMPAIGN POSTER.
CELEBRATE A HEALTHIER, HAPPIER LIFE!

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A HAPPY MOUTH IS... a happy life

FILL OUT AND COLOUR YOUR OWN TOOTHIE KIT!

My name is: _____

This is me and my happy mouth:

Things that make me happy:

My favourite healthy food is:

Things that take good care of my teeth:

fdiC worldoralhealthday.org World Oral Health Day 20 March Watch Toothie's film

A HAPPY MOUTH IS... a happy life

A HAPPY LIFE STARTS HERE!
Fill in the missing words to Toothie's favourite song. Use the list of words to help.

A happy _____ is a happy life,
No matter your age, day or _____,
Brush and _____ and checkups too,
Your _____ keeps growing along with you.
Smile when your first _____ says hello,
_____ twice a day, watch your smile grow.
Smile as you _____, let your confidence show,
Skip sugary _____, that's the way to go!
Smile your _____ through work every day,
Visit your _____, keep worries away!
_____ good habits never age,
Prevention keeps you _____ at every stage.

LEARN SMILE DENTIST FLOSS WAX SMILE
MOUTH BRUSH SNACKS TOOTH NIGHT HEALTHY

fdiC worldoralhealthday.org World Oral Health Day 20 March Watch Toothie's film and sing along



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 World Oral Health Day events.

fdiworlddental.org/mouth-heroes-schools



MEDIA ASSETS

Share these assets across all your channels to capture attention and amplify the importance of the day. Inspire others to join the journey toward healthier, happier lives.



WOHD LOGO

Unify your efforts with the global campaign by including the World Oral Health Day logo in all WOHD-related communication materials. Available in over 40 languages, the logo is exclusively for raising oral health awareness and cannot be used to endorse, sell products, or promote any company.

worldoralhealthday.org/resources



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|  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 |
|  اليوم العالمي لصحة الفم
20 آذار |  საერთაშორისო ორალური ჯანდაცვის დღე
20 მარტი |  Dünya Oral Sağlık Günü
20 Mart |  বিশ্ব মুখগহ্বর স্বাস্থ্য দিবস
২০ এপ্রিল |
|  Svjetski dan oralnog zdravlja
20. mart |  Световен ден на оралното здраве
20 март |  ពិភពលោកថ្ងៃអរម្មសុខភាពទ្រូង
20 មីនា |  世界口腔健康日
三月二十日 |
|  Lazournen Lasante Labous
20 Mars |  Svjetski Dan Oralnog Zdravlja
20 Oujak |  Světový den ústního zdraví
20. březn |  Wereld Mondgezondheidsdag
20 Maart |
|  دانتوں کی صحت کا عالمی دن
20 مارچ |  Werelddag van de Mondgezondheid
20 maart |  პირის ღრუს ჯანმრთელობის 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 |
|  Всемирный День здоровья полости рта
20 марта |  Светски дан оралног здравља
20. март |  Svetový deň ústneho zdravia
20. marec |  Svetovni dan ustnega zdravlja
20. marec |
|  วันทันตสาธารณสุขโลก
20 มีนาคม |  Dünya Ağız Sağlığı Günü
20 Mart |  ВЕСЕЛІТНІЙ ДЕНЬ ОХОРОНИ ЗДОРОВ'Я РОТОВОЇ ПОРОЖНИНИ
20 БЕРЕЗНЯ |  Welttag der Zahngesundheit
20. März |
|  Butunjahon o'giz bo'shlig'i salomatligi kuni
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

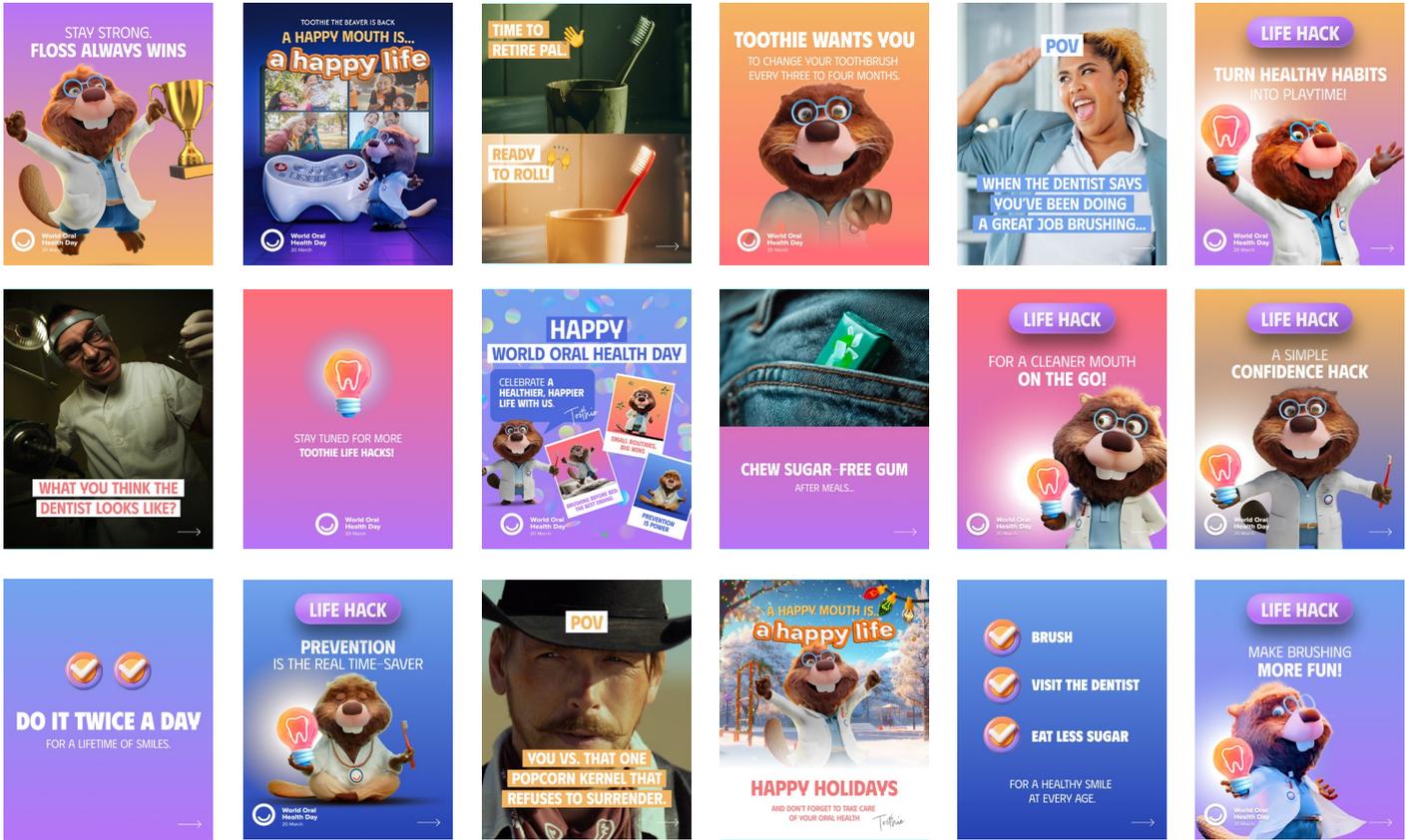
From decorating your office or dental practice to engaging visitors at events, branded merchandise is a simple way to make your World Oral Health Day activities stand out and leave a lasting impression.



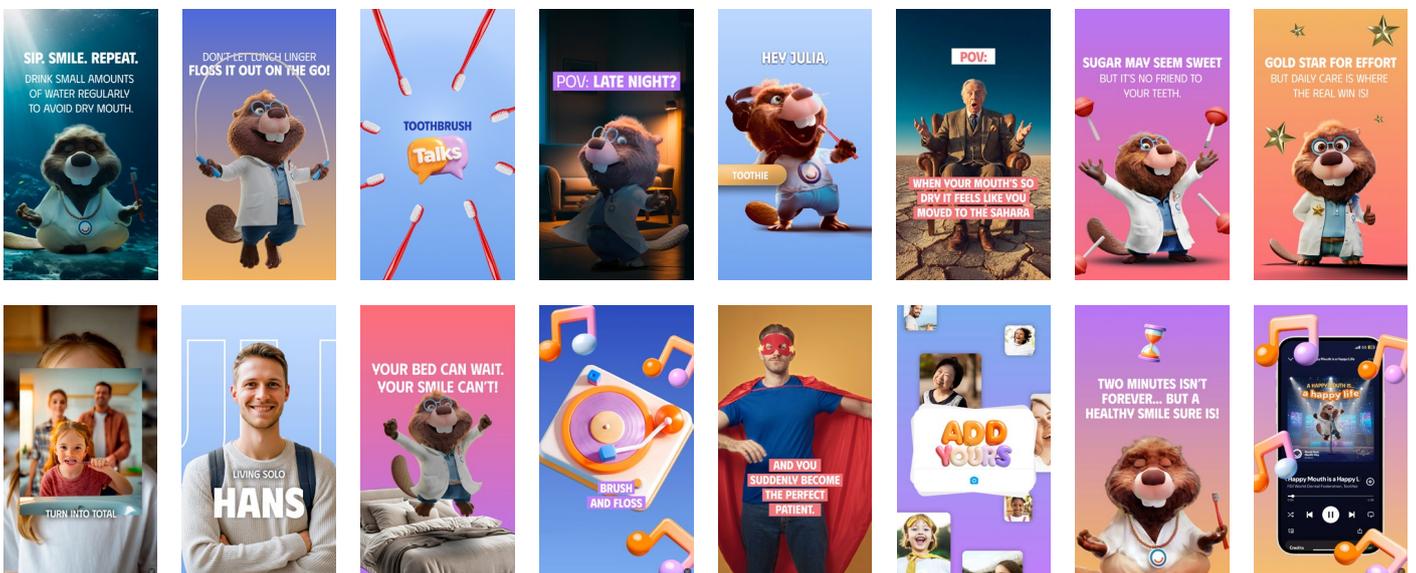
SOCIAL MEDIA TILES AND GIFS

In 2026, Toothie is embracing social media trends with a dynamic toolkit of engaging assets. Connect with your audiences across all channels and spark conversations through Toothie's POV-style videos, life hacks, and more — turning discussions into meaningful action.

SOCIAL MEDIA TILES



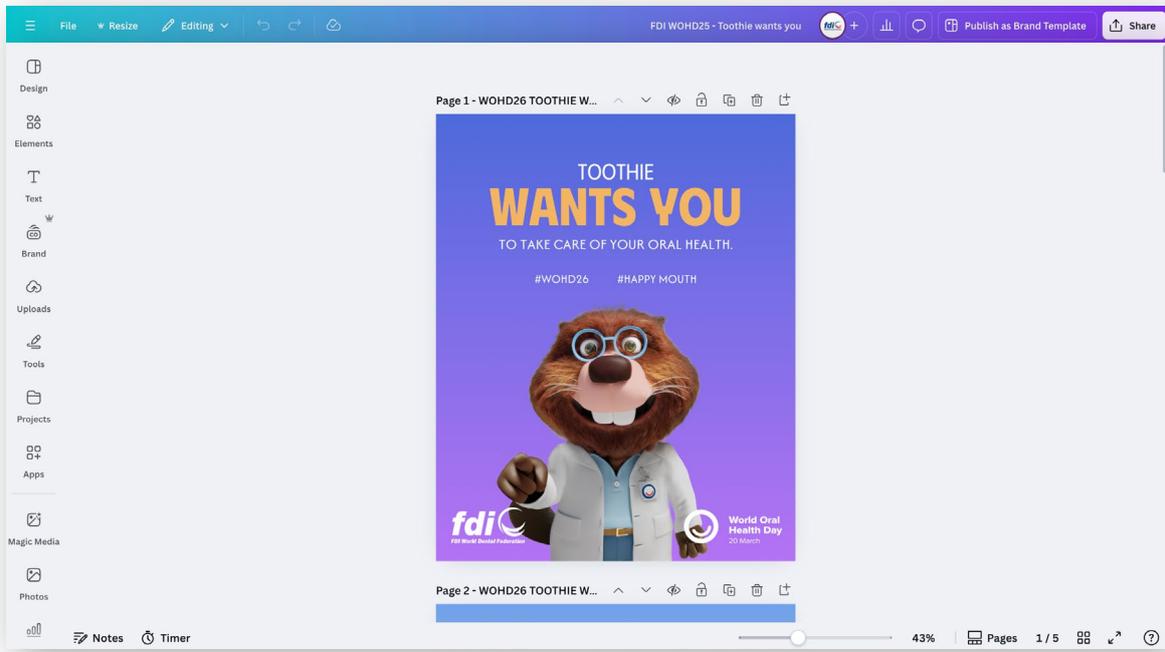
SOCIAL MEDIA REELS



“TOOTHIE WANTS YOU” TILE

After planning your WOHD activities and events, spread the word on social media with the editable Canva tile. What does Toothie want people to do?

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



Share, participate, and join the celebration of happy mouths!



WOHD PROFILE COVERS

Show your support for World Oral Health Day by updating your social profiles with the campaign covers—get noticed, join the movement, and help raise awareness in the lead-up to WOHD.



“ADD YOURS” ON INSTAGRAM

Healthy smiles mean happy moments! Toothie wants you to help build a record-breaking chain of happy moments by sharing one of your own. Let’s spread smiles—and make a difference—everywhere!



HEAD TO @TOOTHIEBEAVER ON INSTAGRAM

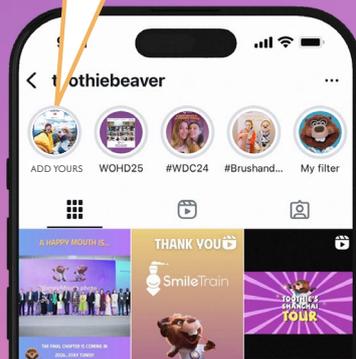
Scan me!



OPEN THE “ADD YOURS” STORY HIGHLIGHT

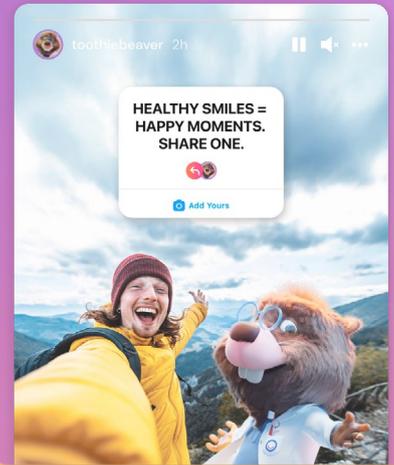
See Toothie and people of all ages sharing their happy moments — all powered by a healthy smile.

 ADD YOURS



TAP THE “ADD YOURS” STICKER

Healthy smiles = happy moments.
Add yours and keep the good
vibes growing.



WANT EXTRA SMILES?

Stream “A Happy Mouth is a Happy Life” on Spotify, Apple Music, or your favourite streaming platform.



   MUSIC  Music

SOCIAL MEDIA POSTS TO GET YOU STARTED

Every day, our mouths do so much more than we realize. 😊
A healthy mouth fuels our whole body, boosts confidence, and makes life's big and little moments even brighter. That's why, this #WorldOralHealthDay, we're celebrating the message: "A #HappyMouth is a Happy Life." ✨

Explore the campaign resources and join the movement.

👉 worldoralhealthday.org
#WOHD26 #HAPPYMOUTH

Are you ready to smile? 😊

🎵 A #HappyMouth is a Happy Life,
No matter your age, day or night.
Brush and floss, and checkups too—
Your smile keeps growing along with you. 🎵

📺 Watch our new #WorldOralHealthDay video!
Set to a catchy new song, it's guaranteed to get you smiling.
So, be sure to share it and help others smile too! ✨

👉 worldoralhealthday.org/resources
#WOHD26 #HAPPYMOUTH

🦫 Toothie NEEDS YOU to help build a record-breaking 🗝️
chain of happy moments, powered by healthy smiles! 😊

Kick off your #WorldOralHealthDay plans by heading to
Toothie's Highlights on Instagram: @toothiebeaver

📱 Check out Toothie's 'Add Yours' Story Highlight → tap
the Add Yours sticker → share a happy moment → together,
let's spread smiles everywhere! 🌍📣

Are you ready for #WorldOralHealthDay? By taking action
together, we can transform lives—because oral health
matters at every age!

👶 A baby's mouth is where first smiles begin.

📖🦷 Children's #PrimaryTeeth help them learn to speak
and grow.

✨ As we grow, our smile becomes a part of who we are and
brightens everyday moments.

💪😊 In older age, a #HappyMouth helps preserve
independence.

👉 worldoralhealthday.org
#WOHD26 #HAPPYMOUTH

🦫 #Toothie is back, this time shining a spotlight on caring
for your mouth at every stage of life—from birth through
later years! 🎯🎵 He's composed a brand-new song, recruited
exciting talent to perform it, and brought together friends
from every generation to help spread his message.

Get the full story on the campaign.

👉 worldoralhealthday.org
#WOHD26 #HAPPYMOUTH

Did you know feeling your best starts with a healthy smile,
every day, at every age? Prevention and good habits keep
you healthy throughout life.

🪥 Brush twice a day with fluoride toothpaste.

🦷 Clean between your teeth.

🥦 Eat a healthy, low-sugar diet.

👩⚕️ Visit the dentist regularly.

Spread the word this #WorldOralHealthDay and celebrate a
healthier, happier life with us!

👉 worldoralhealthday.org
#WOHD26 #HAPPYMOUTH

🦷🌍 #OralHealth is too often overlooked, treated as
separate from overall health. But the mouth is essential:
protecting general health, sustaining well-being, and shaping
quality of life. 😊💪

This #WorldOralHealthDay, let's come together to act and
help make every smile healthier and happier, because a
#HappyMouth is a basic human right.

👉 worldoralhealthday.org
#WOHD26 #HAPPYMOUTH

#ToothDecay (or #DentalCaries) is one of the world's biggest
public health challenges and affects more than 530 million
children worldwide. 🙄🦷

A #HappyMouth from birth sets the stage for a healthy,
happy life. 💪😊 This #WorldOralHealthDay, let's teach
children how to care for their teeth. It's more than hygiene—
it's a step toward a brighter, healthier future! ✨

👉 worldoralhealthday.org
#WOHD26 #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. AFTER ALL, A HAPPY MOUTH IS A HAPPY LIFE.

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

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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! You could host free dental check-ups, hand out toothbrushes and toothpaste, run oral health workshops, visit schools, organize fundraisers, hold open days at dental practices, or plan a mass toothbrushing event.

BUILD COLLABORATIVE PARTNERSHIPS

Oral health and other noncommunicable diseases share common, modifiable risk factors, making a team-based approach essential. **Build partnerships across the health sector and with wider public health advocacy groups** to collaborate, pool resources, and maximize the impact of WOHD while advancing 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**—and don't forget the press! Take part in interviews, distribute press releases, collaborate with influencers, light up buildings, and inspire people to sing and dance to "A Happy Mouth is a Happy Life" in celebration of healthier, happier lives.

PROMOTE WOHD ON YOUR WEBSITE

Leverage your website to **engage as many visitors as possible**. Share campaign videos, showcase happy moments powered by a healthy mouth, 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 — spark conversations, share fun posts and reels, **add your happy moments to Toothie's Instagram chain**, update your profile covers, and show your support by using the hashtags #WOHD26 and #HappyMouth.

FUNDRAISE FOR ORAL HEALTH CAUSES

Decide who your fundraiser will support, then choose an activity—whether it's a proven success or something brand new. You could link it to the campaign song by hosting a karaoke event, organize a **Happy Mouth, Happy Life walk or fun run** along a scenic route, or partner with a local school to host a community fair filled with fun family activities.

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.

ORGANIZE AN ACTIVITY

Every action counts! Inspire others by organizing your own WOHD activity. You could **invite a dentist or dental team member** to your workplace, host a healthy breakfast club, participate in a fundraiser, display campaign posters in your local community, or hold a mass toothbrushing event.

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.

PROMOTE WOHD ON YOUR WEBSITE

Leverage your own or your employer's website to **engage as many visitors as possible**. Share campaign videos, showcase happy moments powered by a healthy mouth, 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.

FUNDRAISE FOR ORAL HEALTH CAUSES

Decide who your fundraiser will support, then choose an activity—whether it's a proven success or something brand new. You could link it to the campaign song by hosting a karaoke event, organize a **Happy Mouth, Happy Life walk or fun run** along a scenic route, or partner with a local school to host a community fair filled with fun family activities.

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.

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 "A Happy Mouth is a Happy Life," and encourage your child's school to incorporate oral health-related teachings.

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 **celebrate healthier, happier lives**.

SPREAD THE WORD ON YOUR SOCIAL PLATFORMS

Make the most of WOHD's social media assets — spark conversations, share fun posts and reels, **add your happy moments to Toothie's Instagram chain**, update your profile covers, and show your support by using the hashtags #WOHD26 and #HappyMouth.

LISTEN HERE



TAKE ACTION

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

Promoting oral health in workplaces and communities not only supports well-being but also enhances confidence and productivity. **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 in the canteen, or planning a mass toothbrushing event 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. Take part in interviews, distribute press releases, collaborate with influencers, light up buildings, and inspire people to sing and dance to "A Happy Mouth is a Happy Life" in **celebration of healthier, happier lives**.

PROMOTE WOHD ON YOUR WEBSITE AND INTRANETS

Leverage your website to **engage as many visitors as possible**. Share campaign videos, showcase happy moments powered by a healthy mouth, create a poster wall, record a personal video message, write a blog post, and drive traffic to the #HappyMouth wall on the WOHD website. Highlight 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 — spark conversations, share fun posts and reels, **add your happy moments to Toothie's Instagram chain**, update your profile covers, and show your support by using the hashtags #WOHD26 and #HappyMouth.

FUNDRAISE FOR ORAL HEALTH CAUSES

Decide who your fundraiser will support, then choose an activity—whether it's a proven success or something brand new. You could link it to the campaign song by hosting a karaoke event, organize a Happy Mouth, **Happy Life walk or fun run** along a scenic route, or partner with a local school to host a community fair filled with fun family activities.

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.

CREATE A HAPPY MOUTH WALL

Encourage children to complete the **“A Happy Mouth is a Happy Life” activity sheets** and showcase their creations on a dedicated display wall. You could also run a competition to reward the best new campaign poster inspired by the activity sheets.

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.

PROMOTE WOHD ON YOUR WEBSITE AND INTRANETS

Leverage your website to **engage as many visitors as possible**. Share campaign videos, showcase happy moments powered by a healthy mouth, 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.

FUNDRAISE FOR ORAL HEALTH CAUSES

Decide who your fundraiser will support, then choose an activity—whether it’s a proven success or something brand new. You could link it to the campaign song by hosting a karaoke event, organize a **Happy Mouth, Happy Life walk or fun run** along a scenic route, or host a school fair filled with fun family activities.

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 life.

ORGANIZE AN ACTIVITY

Invite a dentist to your school to explain how a happy, healthy mouth is essential for living well and to highlight the importance of good oral hygiene. Alternatively, you could **arrange classroom visits to a dental clinic**. Take it a step further by hosting a mass toothbrushing event or a No Sugar Day that engages families and the entire school community!

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 celebration of healthier, happier lives** far and wide!

ENCOURAGE STAFF TO SPREAD THE WORD ON SOCIAL MEDIA

Make the most of WOHD’s social media assets — spark conversations, share fun posts and reels, **add your happy moments to Toothie’s Instagram chain**, update your profile covers, and show your support by using the hashtags #WOHD26 and #HappyMouth.

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. Governments recognized the importance of addressing oral health at the Fourth United Nations High-Level Meeting on the prevention and control of NCDs and the promotion of mental health and wellbeing. Oral health must be prioritized within national NCD and UHC policies rooted in integrated health systems and backed with adequate financial and human resource allocation. Governments should ensure the implementation of the 2023 World Health Organization (WHO) **Global Oral Health Action Plan** to address the associations between oral health, NCDs, and well-being.

PRIORITIZE SURVEILLANCE, MONITORING AND EVALUATION OF ORAL DISEASES

Standardizing and integrating oral health indicators within national health information systems is a crucial step to inform national oral health action plans and ensure evidence-based policy making.

Governments should leverage the WHO **Global Oral Health 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.

WHO has also developed the first set of best-buy interventions specifically addressing oral health, namely: (1) to implement a population-wide mass media campaign to promote the use of toothpaste with a fluoride concentration of 1000-1500 ppm; (2) to apply silver diamine fluoride for arresting dental caries and its progression; and (3) to use glass ionomer cement as a filling material for cavities, after removal of decayed tooth tissue using hand instruments.

Governments have a responsibility to increase oral health literacy as well as access to clean water to reduce consumption of sugary drinks.

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 addressing prevention, early detection, and treatment of oral diseases must be guaranteed for everyone. Additionally, addressing the substantial out-of-pocket expenses associated with oral healthcare and targeting marginalized groups can help 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.

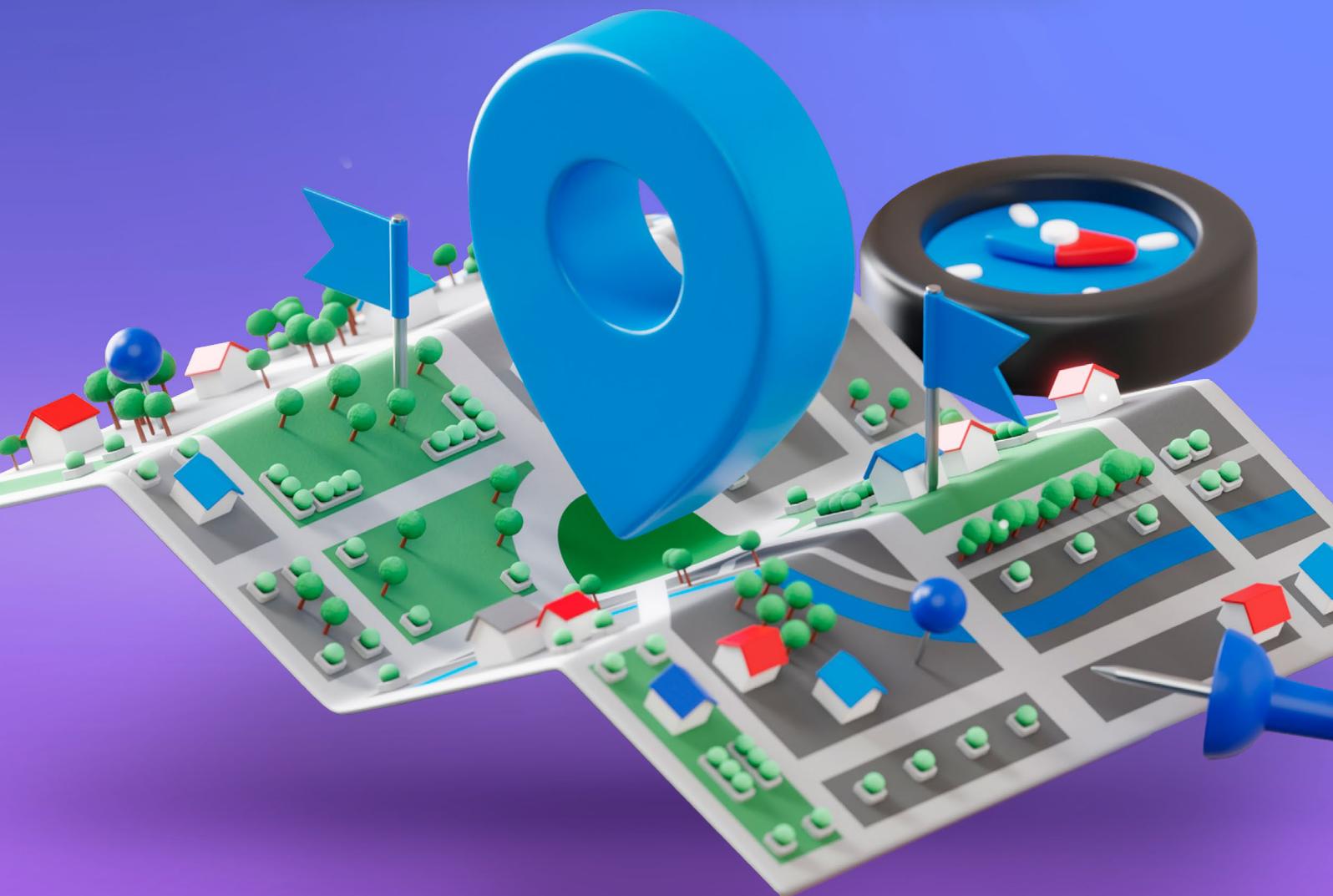
Governments are urged to develop operational or individualized workforce models adapted to national contexts. Governments should also commit to (1) delivering people-centred care that is tailored to the needs of the people and (2) prioritizing intra- and interprofessional collaborations to improve oral 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.**

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

2025'S WORLD ORAL HEALTH DAY AWARDS' WINNERS

On March 20, 2025, the **Chinese Stomatological Association (CSA)** hosted a vibrant World Oral Health Day celebration in Shexian, Zhejiang Province, at the Jing Ning Shezu Ethnic Minority Elementary School. The event featured a series of engaging activities aimed at promoting oral health awareness among students, teachers, and parents. These included painting sessions, a toothbrushing competition, oral health education classes, and traditional paper-cutting workshops—all designed to encourage healthy habits. The celebration attracted 1,300 participants and generated significant media attention, with a total reach of 450,585. Coverage spanned CSA's official website and several social media platforms,



BEST MEDIA CAMPAIGN



including Weibo, WeChat, TikTok, and Bilibili. Major media outlets such as Xinhua Net, China Youth Daily, and Zhejiang Daily also featured the event. Our corporate partner, Solventum China, helped amplify the reach across platforms like Phenix Commercial and Zhonghua Health.

This comprehensive media strategy contributed to the event's success, raising oral health awareness across a broad community and promoting better education on healthy habits.



MOST EDUCATIONAL ACTIVITY

In celebration of World Oral Health Day and to demonstrate its commitment to improving oral health among the elderly and individuals with special needs, the **Hong Kong Dental Association (HKDA)** organized a comprehensive series of lectures and hands-on workshops, which took place throughout March and April 2025.

The programme addressed a wide range of vital topics, including the treatment of periodontal disease and its connection to Alzheimer's prevention, the practice of minimal intervention dentistry, and the challenges of providing outreach dental services.

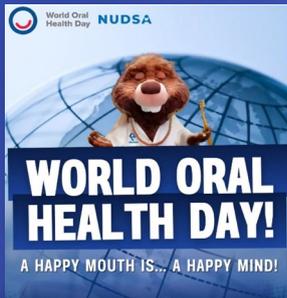
HKDA also focused on developing specialized skills for treating individuals with complex medical conditions and shared insights into managing behavioural challenges in patients with special needs, drawing on strategic principles from the "Art of War."

In addition to these educational events, HKDA spearheaded the highly successful Oral Health Week 2025, mobilizing dentists across the region to provide free dental check-ups and promote preventive care. The campaign reached an impressive total of **101,249 participants**, reflecting the community's strong engagement in efforts to improve oral health for all.



BE INSPIRED BY

2025'S WORLD ORAL HEALTH DAY AWARDS' WINNERS



To mark World Oral Health Day 2025, the **Dental Students Association of Kenya (DSAK)** led the national campaign 'More Than a Smile,' combining clinical outreach, advocacy, education, and digital media to address Kenya's oral health challenges. The campaign began with dental camps in underserved areas, offering free check-ups, fluoride treatments, and oral hygiene education, and culminated in a **Mega Dental Camp** in Nairobi that served over **30,000 people**.



BEST CAMPAIGN BY A DENTAL STUDENTS' ASSOCIATION

DSAK also organized a Petition March to raise awareness of issues such as unlicensed practitioners and the need for increased support for dental education, while empowering youth through **Career Day** and **Mentorship programmes**.

Digital initiatives—including challenges, quizzes, and webinars—were launched to spread oral health messages, and the **Dentistry as an Art Exhibition** showcased student creativity. The campaign concluded with a **Grand Gala**, celebrating contributors and promoting continued outreach through **Oral Health Clubs**.



To mark World Oral Health Day 2025, the **National Oral Health Programme (NOHP) Puducherry** (India) led a large-scale, inclusive campaign across all four regions of the Union Territory—Puducherry, Karaikal, Mahe, and Yanam. More than **100 activities were organized**, reaching people of all ages and backgrounds to promote better oral hygiene, prevention, and awareness. A strong focus was placed on schools, with mobile dental unit visits, fluoride applications, sealant procedures, and mass toothbrushing events. Teachers and Anganwadi workers were trained to carry oral health promotion into classrooms and communities.

MOST ENGAGING COMMUNITY CAMPAIGN



The campaign also harnessed mass communication platforms, including **radio, TV, and live events**, while cultural formats such as street theatre, puppet shows, musical debates, and flash mobs brought oral health messages directly to the public. Special programmes ensured outreach to vulnerable groups, including the elderly, persons with disabilities, pregnant women, female sex workers, and tribal communities. In total, **the campaign directly engaged over 222,000 people**, making it one of the most extensive oral health outreach efforts in the region to date.



THANK YOU TO OUR

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WORLD ORAL HEALTH DAY

KEEP US INFORMED OF ALL YOUR PLANS AND ACTIVITIES.
CONTACT US IF YOU NEED ANY FURTHER SUPPORT
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Chemin de Joinville 26 • 1216 Geneva • Switzerland

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