



World Oral Health Day  
20 March



# BE PROUD OF YOUR MOUTH

## ACTION TOOLKIT FOR SCHOOLS AND YOUTH 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.



# Why teach about oral health?

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Poor oral health can negatively affect how a young mouth develops and leads to more than 50 million school hours lost each year.

Education can help change that.

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.

**In order to empower children to take charge of their oral health, they need to learn the following:**

✓ **A healthy mouth is important for a healthy body**

Oral health has a huge impact on our overall health and well-being. A healthy mouth allows people to speak, smile, taste, touch, chew, swallow and convey a range of emotions with confidence and without pain, discomfort and disease, e.g. tooth decay (dental caries).

✓ **Primary teeth (or milk teeth) are important**

Primary teeth perform many important roles in the mouth, such as eating and speaking. Although it is normal to lose our primary teeth, it is important to look after them properly to avoid losing them too early because of tooth decay.

**FACT:** More than 530 million children suffer from tooth decay in their primary teeth.

**FACT:** A healthy mouth builds self-esteem and gives children confidence when speaking to others.

# Why teach about oral health? (cont.)

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## ✓ It is important to look after our mouth and body

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.
- 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.

Schools and educators should also endeavor to spread important oral health messages to parents and caregivers so that they:

- ✓ can help their children clean and care for their mouths at home.
- ✓ understand why and how to care for their own mouths.

**FACT:** It is estimated that oral diseases affect nearly 3.5 billion people, which makes it the most common health condition globally. Yet maintaining good oral health not only protects the mouth, it can also help in the prevention of other health conditions, such as heart and respiratory diseases, cancer and diabetes.

# 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:

- engage your **students**;
- extend oral health advice to **parents and caregivers**;
- involve the **wider school and teaching community**.

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>● Individuals, workplaces and community groups</li><li>● Oral health professionals and the wider healthcare community</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. The *Learn good oral health habits from Toothie* (our oral health hero) fact sheet has been written specifically for children.

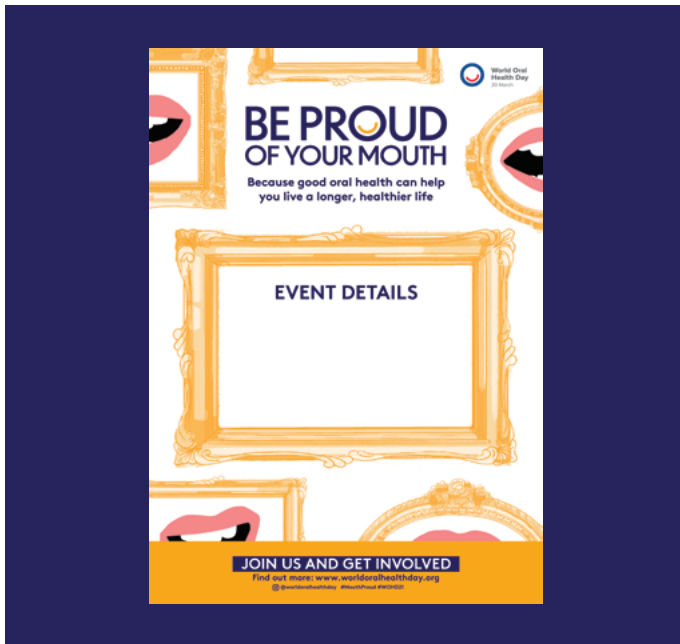


## Key message cards

These event-friendly handouts draw attention to key oral health messages. On one, Toothie provides important advice on how to brush properly as well as other tips to encourage healthy behaviours.



# 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.

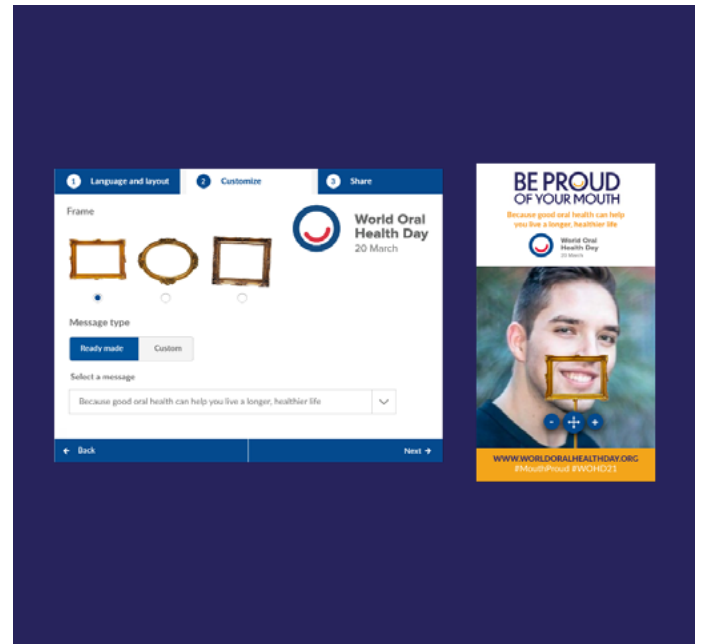
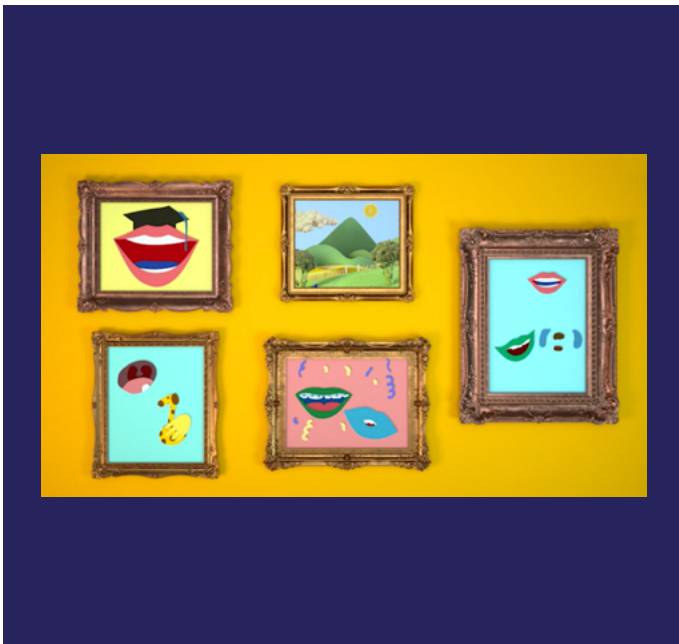


## Make your own campaign frames

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:

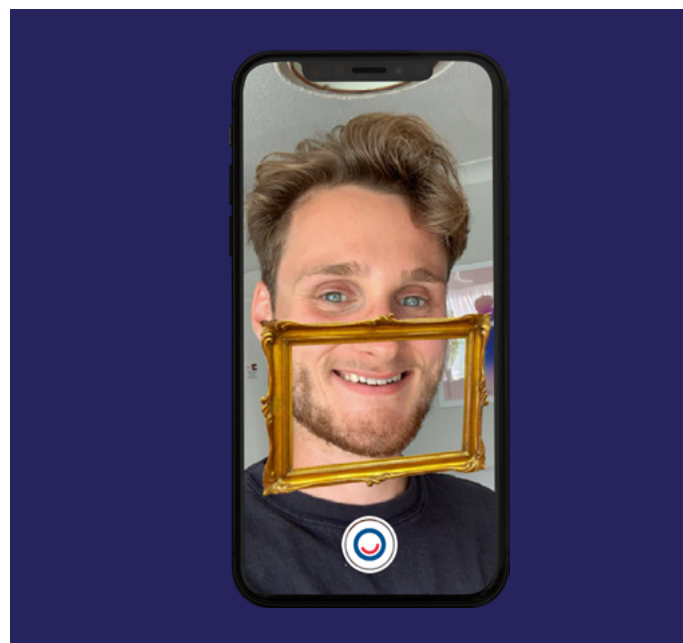
[www.worldoralhealthday.org/custom-poster](http://www.worldoralhealthday.org/custom-poster)



## 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.



Note: please operate within your school or youth group's social media policy.

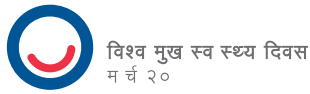
# Action toolkits



## 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)

# Use the toolkit to take action

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Deliver engaging learning activities to promote good oral health and encourage your school or youth group, as well as the wider teaching community, to spread the word.

## Create a 'Be Proud...' poster exhibition

In this activity, children get creative to celebrate WOHD!

- **Display:** kick-start your WOHD activities by displaying the campaign posters.
- **Self-portrait activity:** encourage children to get creative and draw a campaign poster that features them. If you are studying a particular artist in class, they can recreate their poster in the style of that artist.
- **Create your own posters online:** the whole school can get involved. Go to the WOHD website, upload your photos and print your personalized posters at: [www.worldoralhealthday.org/custom-poster](http://www.worldoralhealthday.org/custom-poster)
- **Hold an exhibition:** assemble all your poster work and curate your own 'Be Proud...' exhibition.
- **Invite parents and caregivers:** use the customizable event poster and invites to publicize the exhibition.

## Know how to 'Be Proud of Your Mouth'

In this activity, children are empowered to practice healthy behaviours.

- **Class discussion:** explore children's oral hygiene habits. Do they know how to keep their mouths healthy?
- **WOHD fact sheet:** hand out the *Learn good oral health habits from Toothie* fact sheet. What does Toothie say?
- **Take action:** set one or more tasks that reinforce Toothie's advice. For example, children can:
  - complete some writing work that starts with the sentence, "I will show that I am proud of my mouth by...";
  - turn the fact sheet into a storyboard for a new brushing advertisement;
  - write an information leaflet or presentation;

- research and design a healthy snack menu for a café;
- write a diary entry for a visit to the dentist, or a day in the life of a dentist.
- **Involve parents and caregivers:** encourage children to share their work with their families.

## If I was in charge...

In this activity, children advocate for better oral health.

- **Action toolkit for governments:** in preparation for the lesson, explore some of the most urgent issues for oral health outlined in the toolkit for governments and policymakers. These include:
  - over-consumption of sugar, which is made worse by marketing and unclear labelling;
  - poor oral hygiene and the availability and accessibility of fluoride, such as fluoride toothpaste, which plays a key role in the fight against tooth decay;
  - the disparities that exist around access to, and uptake of, oral health services, which should be available, accessible and affordable for all.
- **Class discussion:** ask children what positive changes they would make if they were in charge to help people lead healthier lives.
- **If I was in charge:** children write an action plan for their country.
- **Write to your health minister:** send children's action plans to the health minister and ask him or her to join your school in taking action this WOHD.

There are more teaching ideas about oral health in *Mouth Heroes for Schools*, FDI's year-round teaching resource for children aged 5-9 years: [fdiworldental.org/mouth-heroes-for-schools](http://fdiworldental.org/mouth-heroes-for-schools)



# Use the toolkit to take action (cont.)

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## Run an event with a local partner

Make your WOHD activities even more of a success by joining forces with a local partner.

- **Dental health expert:** invite a dentist to the school to talk about good oral hygiene and the importance of oral health for overall health. You could also arrange class or group visits to the dentist. Dental practices may be able to get involved in other ways too. Direct them to the 'Action toolkit for oral health professionals...' to work together.
- **Restaurants and cafes:** local chefs could provide healthy eating cooking demonstrations for your students.
- **Local press:** invite them to cover your school event.
- **Promote your event:** use the customizable event poster and invites.
- **Invite parents and caregivers:** a school event is the perfect opportunity to involve families.

## Fundraise

WOHD is a great platform for fundraising. The money raised can be used to support your school, or an organization that delivers 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;
  - colouring competition: use the templates in the toolkit;
  - disco: bring along a prop to showcase your mouth!

## School 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.

## Staff social media

The toolkit includes a variety of content for social platforms. Spread the word to your networks and encourage the teaching community to get involved.

- **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

#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

Children are not getting dental check-ups early enough. #ToothDecay can start as soon as the first tooth appears in your child's mouth. This #WorldOralHealthDay, make a commitment to see the #dentist.

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

#MouthProud #WOHD21

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

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

#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

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

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

# 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. Tell us and others what you are planning to do at:

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

Your plans will help to inspire other schools and educators 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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## Your award category and criteria

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

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



In South Africa, dental screenings were organized in schools, reaching more than 3,000 children.

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

# 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

