



World Oral Health Day  
20 March



# BE PROUD OF YOUR MOUTH

## ACTION TOOLKIT FOR GOVERNMENTS AND POLICYMAKERS



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# World Oral Health Day: 20 March

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World Oral Health Day (WOHD) provides a platform to make a difference to the lives of people everywhere. Poor oral health affects nearly 3.5 billion people worldwide and has far-reaching consequences, yet people tend not to realize the severe impact an unhealthy mouth can have on their life. It can cause significant pain and suffering, affecting what you eat, how you speak and how you feel about yourself, leading to an impaired quality of life.

On WOHD 2022, we are asking everyone to take meaningful action to help end the neglect of global oral health.

## People

We want people to make the best decisions for their mouths and encourage them to:

- practice a good oral hygiene routine;
- visit the dentist regularly;
- eat a balanced, low-sugar diet;
- avoid tobacco;
- limit alcohol consumption.

## Health professionals

We want oral health professionals and the wider healthcare community to use WOHD to amplify what they are doing already: engage and educate the populations they serve.

## Schools and youth groups

We want teachers to integrate oral health into lessons and help empower children to practice healthy behaviours, now and in the future.

## Governments and policymakers

We want decision makers to champion better oral health for all, and to drive sustainable change and progress.

FDI World Dental Federation drives WOHD to bring together the world of dentistry and achieve optimal oral health for everyone.

Governments and policymakers play a crucial role in raising awareness about the importance of good oral health for their citizen's happiness and well-being, and your commitment is key to driving action and policy to achieve **Vision 2030: Delivering Optimal Oral Health for All**. Use this toolkit to understand the latest development to advance oral health and what strategies can be promoted during WOHD, to access all the campaign materials, and for ideas on how you can get involved.

# Government strategies to strengthen oral health

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In 2021, governments approved through the World Health Organization (WHO) a landmark resolution on oral health (**WHA74.5**), tasking WHO with the development of a 2022 global strategy on oral health, a 2023 action plan for oral health with 2030 targets, technical guidance, and NCD “best buys” on oral health management, together with the recommendation to consider noma as a neglected tropical disease.

The resolution recognized the burden of oral diseases – the most prevalent diseases worldwide, their associations with general health, and the need to integrate oral health promotion and care as part of the noncommunicable Disease (NCD) and universal health coverage (UHC) responses. It also highlighted the social and economic burden of poor oral health on societies, given the impact it has on people’s well-being and quality of life, leading for instance to absenteeism at school and the workplace. Governments therefore have a responsibility to safeguard the oral health of their citizens by implementing effective prevention and care policies.

Through individual action combined with government-driven population-wide strategies, good oral health and general health can be secured.

**Oral health is a key indicator of general health, well-being, and quality of life, which is why oral diseases should be prioritized as part of NCD programmes and UHC benefit packages, including for their surveillance and integration within health information systems**

On WOHD, governments should reiterate their commitment and political will to promote good oral health, by considering and treating oral health services as essential, and by integrating them within health systems with adequate financial and human resource allocation.

In 2022, governments must ensure that the upcoming WHO global strategy and action plan on oral health recognize oral health as an integral element of the NCD response and seek to address the associations between oral diseases, other NCDs, and well-being. To implement this at the national level, you must support the development or renewal of a national oral health action plan to be integrated into your national NCD strategies.

Moreover, standardization and integration of oral health indicators within national health information systems is a crucial step to inform your national oral health action plan. That’s why WHO is in the process of developing a monitoring framework, with indicators and targets on oral health. WOHD is an occasion for you to raise awareness about the importance of systematically collecting and analysing data on your country’s oral disease burden, risk factors, and determinants. Such national monitoring and surveillance are essential to identify population groups at risk, support research, ensure policy and workforce planning is needs-based, and raise the profile of devastating conditions such as orofacial clefts and noma.

# Government strategies to strengthen oral health (cont.)

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**Oral diseases and other NCDs share modifiable risk factors, namely tobacco use, alcohol use and sugar intake, and joint prevention is possible through a multisectoral response and existing cost-effective solutions**

WHO's 16 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 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.

On WOHD, governments should reiterate their commitment and political will to implement existing cost-effective measures (including WHO's NCD "best buys" and other recommended interventions) to reduce tobacco use, alcohol use, and unhealthy diets, in particular sugar intake. Excessive amounts of sugar from snacks, processed foods, and drinks not only cause tooth decay, the most prevalent disease worldwide, but free sugars are also a major contributor to obesity and increases the risk of diabetes. Public regulations and population-wide interventions to reduce exposure to these risk factors is vital, such measures can include tax and price increases, advertising restrictions, clear nutrition labelling, improving food environments in public institutions, and increasing awareness and access to clean water in order to reduce consumption of sugary drinks.

**Poor oral health is a risk factor for NCDs, and thus health systems can be optimized and strengthened by integrating oral health promotion and oral healthcare services for all**

Governments have a responsibility to implement population-wide measures for oral health promotion that aim to increase oral health literacy and access to fluorides where appropriate, promoting good oral hygiene habits as a way of also protecting general health and overall well-being. For instance, fluoride toothpaste is a highly desirable public health measure and WHO recommends the removal of taxes and tariffs on fluoride toothpaste. In fact, in 2021, fluoride toothpaste has been recommended as a formulation for fluoride application in **WHO's Model List of Essential Medicines for both adults and children.**

On WOHD, governments should commit and support the development and implementation of the upcoming NCD "best buys" on oral health management tasked to WHO in the resolution on oral health, which will identify cost-effective prevention and treatment interventions that can be made available at primary health care level as part of your country-specific basic package of oral care. Moreover, because the oral health of all is key for happier, and healthier populations, access to 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. For instance, oral health services should be available within UHC benefit packages across people's life-course and special oral health support should be provided to people who may have limited access or difficulties to perform self-care interventions, such as people living with disabilities and older people.

# Government strategies to strengthen oral health (cont.)

## Good oral health can positively impact NCD treatment outcomes so there is a need to invest in more multidisciplinary research and interprofessional collaboration across care teams

There is strong evidence that for people living with diabetes, good oral health, and in particular good periodontal health, leads to improved blood glucose control and better care outcomes. Oral health is also key for patients undergoing cancer treatment (radiotherapy and/or chemotherapy), as it is estimated that 30–35% of these patients will suffer from oral manifestations such as dry mouth, bleeding, and mucositis, requiring oral healthcare. Interprofessional collaboration between oral health and other health professionals to improve prevention and management of co-morbidities between oral diseases and other conditions is an urgent gap that needs to be bridged in order to strengthen health systems.

On WOHD, governments should commit to include oral health in the curricula of all health professions, and to ensure oral health professionals' education addresses diseases associated with oral health and the practicalities of multidisciplinary care, providing guidelines on NCD risk factors, and protocols for screening and risk assessment. You must also support and promote research into the scale, nature, and patterns of co-morbidities of oral diseases and their impact and interactions with NCD treatments.

The draft 2022 WHO global strategy on oral health currently includes a strategic objective on the Health Workforce for oral health, bringing in a strong focus on competency-based education, innovative planning models, and both intra- and interprofessional collaboration. For this, the scope of practice of the different health professions involved in oral health promotion and oral healthcare needs to be defined in the context of a wider team approach, and the referral

mechanisms must be reinforced. Moreover, governments must address how current payment system models for oral health providers can be reformed to encourage a shift towards prevention in oral healthcare.

## Engaging people living with oral diseases, communities, and health professionals is crucial to successfully integrate oral health into the NCD and UHC responses

WOHD is also an occasion for governments to consult and meaningfully involve people living with oral diseases and other NCDs in the planning, development, and implementation of your national oral health action plan, and as part of broader efforts on NCDs and UHC. The experience of people living with oral diseases and their expertise in terms of identifying real gaps in meeting people's needs is a powerful asset in ensuring that oral health services and social policies are effective and relevant to the beneficiaries they are intended to serve.

Collaborating with civil society, including through health professional bodies, helps policymakers ensure that public health strategies address the current gaps in services and access for the most excluded. Engaging health professionals will also encourage peer support, raise awareness about the importance of interprofessional collaboration, and help respond to the challenges that health professionals face to ensure patient safety, quality care, and sustainability in their practice.

*These call to actions for governments and policymakers are based on the briefing note **WHY and HOW to integrate oral health into the NCD and UHC responses**, developed jointly by FDI World Dental Federation and the NCD Alliance, in the context of the resolution on oral health.*

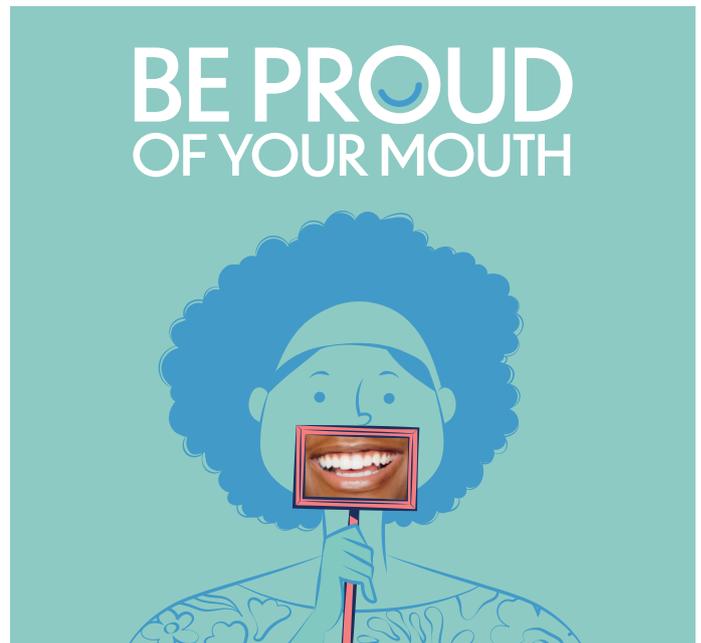
# Campaign theme

Last year, we launched our three-year campaign theme: **BE PROUD OF YOUR MOUTH.**

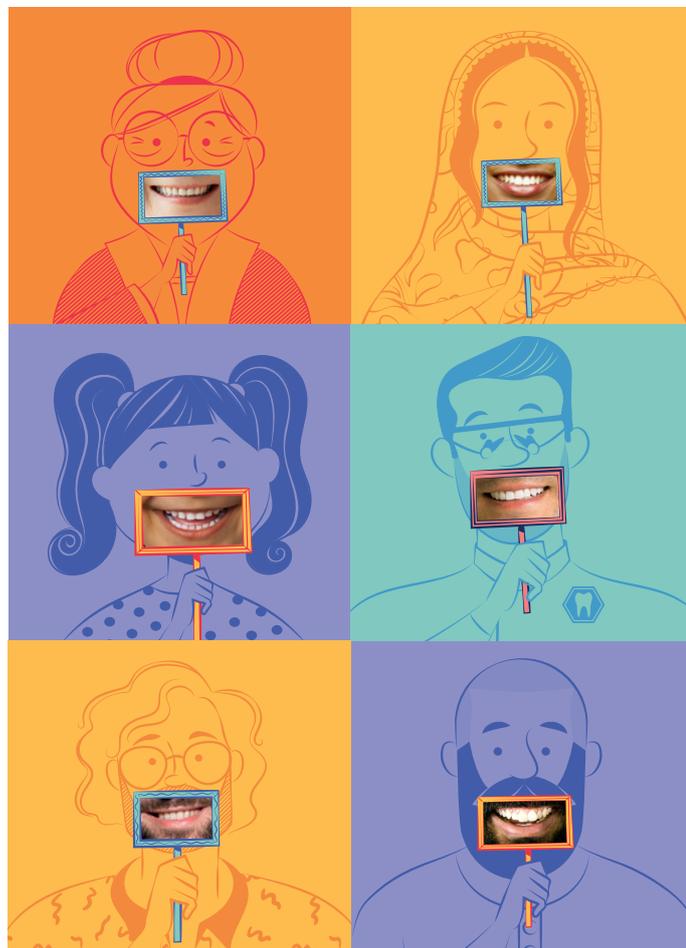
Be Proud of Your Mouth is not about having a perfect mouth; it is about having a healthy one.

We want people to value and take care of their oral health and to make the right decisions to protect it. It is action-orientated: Be Proud of Your Mouth by *doing* this. For example, Be Proud of Your Mouth by visiting the dentist regularly; Be Proud of Your Mouth by brushing your teeth twice a day; Be Proud of Your Mouth by cutting down on sugary treats.

To inspire action, we need to explain 'why', and this is where the campaign strapline fits in.



# Campaign strapline



In 2021, we encouraged action by focusing on the importance of oral health for overall health.

In 2022, we are highlighting the fact that an unhealthy mouth can severely impact every aspect of life. That's why, we are calling upon people to: **LOOK AFTER YOUR ORAL HEALTH FOR YOUR HAPPINESS AND WELL-BEING.**

Because the goal of a happy life unites us all.

# Campaign key messages

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Oral health is multi-faceted. It allows you to speak, smile, smell, taste, touch, chew, swallow and convey a range of emotions with confidence and without pain, discomfort and disease. An unhealthy mouth can restrict your capability to perform these everyday functions, which can have a severe impact on your quality of life by affecting your emotional, social, mental, and overall physical well-being.

## **BE PROUD OF YOUR MOUTH** for emotional well-being

When you have healthy self-esteem, you feel good about yourself. However, poor oral health can negatively impact personal value and self-image, which is harmful to emotional well-being, whereas good oral health can help us keep a positive state of mind.

There are also emotional advantages of smiling, and a healthy mouth can give you the confidence to smile more often, further improving general feelings of wellness.

## **BE PROUD OF YOUR MOUTH** for social well-being

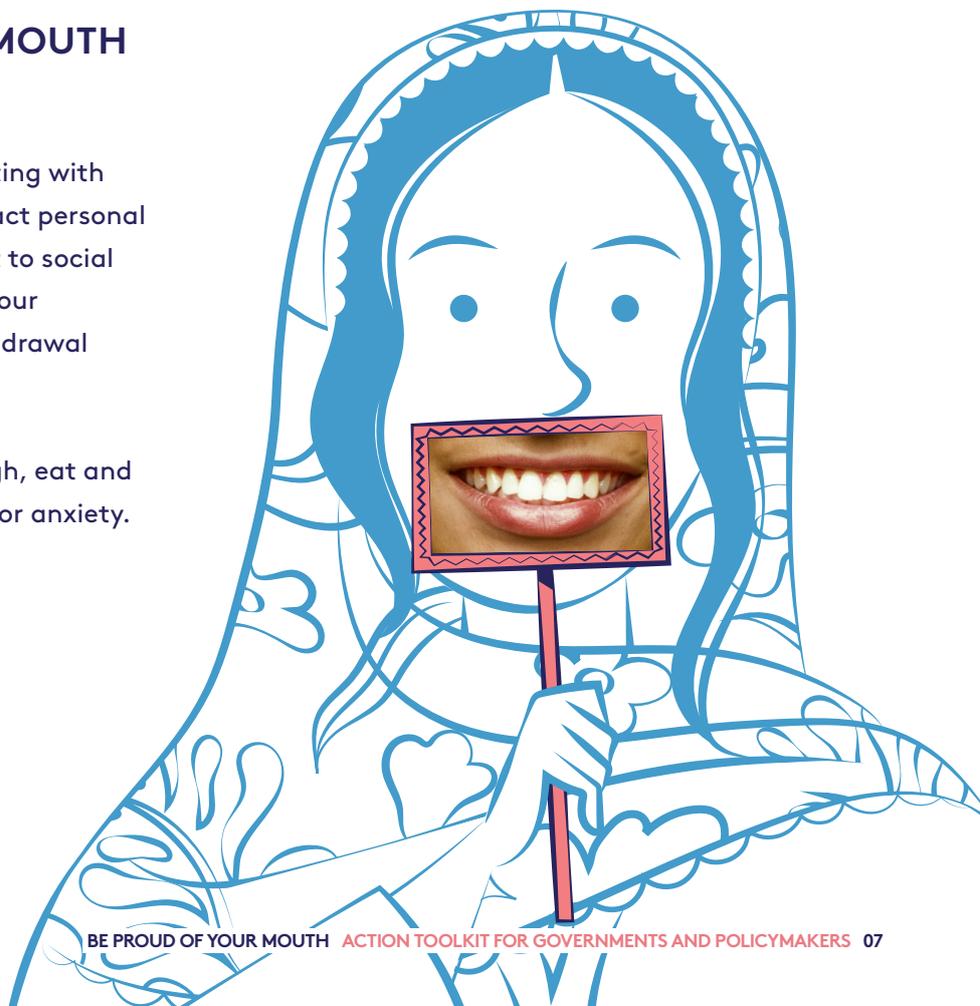
We build our social well-being by interacting with people around us. Oral diseases can impact personal relationships and make us more resistant to social interactions. Feeling embarrassed about our teeth and mouth can result in social withdrawal and isolation.

Good oral health offers the ability to laugh, eat and communicate with others without worry or anxiety.

## **BE PROUD OF YOUR MOUTH** for mental well-being

Mental health includes our emotional, social, and psychological well-being. It affects how we think, feel and act, and is important at every stage of life. Oral diseases have far-reaching consequences from missing work and school, to your self-confidence and how you socialize, or even your ability to enjoy a simple meal.

The good news is that most oral health conditions are largely preventable and can be treated in their early stages.



# Campaign key messages (cont.)

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## BE PROUD OF YOUR MOUTH for physical well-being

The problems that arise in our mouth can affect the rest of our body. Good oral health is vital for general health and well-being and can be maintained by being aware of your risk factors and taking action to prevent disease. A healthy mouth can also lead to better sporting performance and help prevent sports injuries.

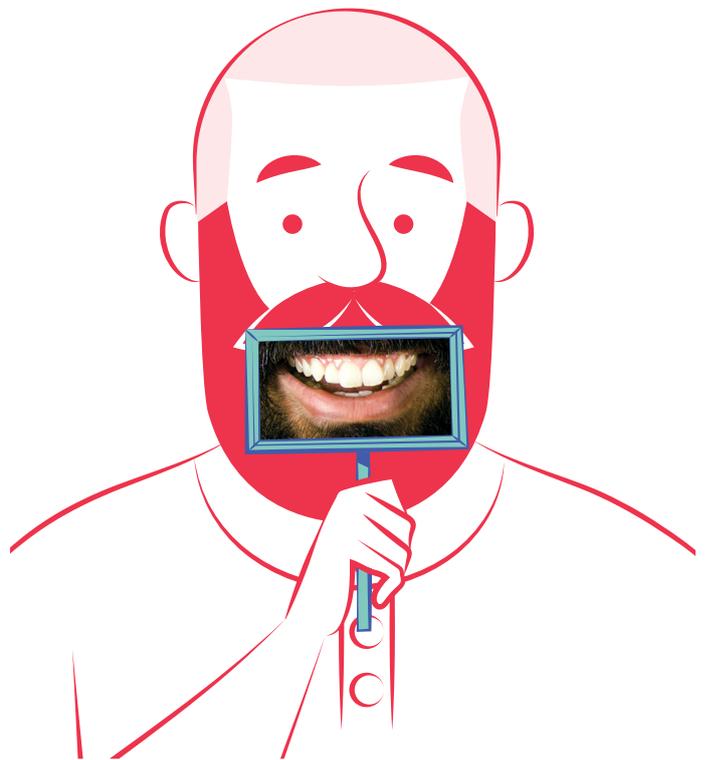
## BE PROUD OF YOUR MOUTH by making the right decisions for your oral health

You can protect your oral health by taking the following actions:

- Practice a good oral hygiene routine, which includes brushing for two minutes, twice a day, with a fluoride toothpaste.
- Visit the dentist for regular check-ups and dental cleanings.
- Eat a well-balanced diet that is low in sugar and high in fruit and vegetables.
- Avoid all forms of tobacco, including chewing of areca nuts.
- Limit alcohol consumption.
- Use protective equipment, such as a mouthguard, when doing contact sports and travelling on bicycles to reduce the risk of injuries.

## BE PROUD OF YOUR MOUTH should be possible for everyone

Widespread disparities exist around access to, and uptake of, oral health services. Universal Health Coverage (UHC) cannot be achieved overnight. However, WOHD is an opportunity to persuade our governments to do more. Countries at all income levels can take steps towards achieving UHC by developing their own basic packages that integrate oral healthcare.



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## Explanatory note

The concepts of emotional, social and mental well-being can sometimes be explained in different ways because of their overlap. For the purposes of this campaign, the following definitions apply:

- **Emotional well-being:** how we think, feel and relate to ourselves. It is about having healthy self-esteem.
- **Social well-being:** how we interact with others. It is about being positively engaged with the world.
- **Mental well-being:** it is more than just the absence of mental disorders. It is about our ability to cope with day-to-day life, work productively and make a contribution to the community.

# Campaign materials

Driving public awareness on oral health issues goes hand-in-hand with initiatives aimed at changing policy. 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. 16). They aim to educate and engage your communities, as well as encourage colleagues and other government departments to get behind WOHD.

Below is a snapshot of what is available. 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.

Campaign posters	<ul style="list-style-type: none"><li>• Posters to suit different audiences and settings</li></ul>
Oral health information	<ul style="list-style-type: none"><li>• Fact sheets</li><li>• Key message cards</li></ul>
Event templates	<ul style="list-style-type: none"><li>• Customizable event posters</li><li>• Customizable invites</li></ul>
Frame fun	<ul style="list-style-type: none"><li>• Children's colouring sheets</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>• To get everyone involved on 20 March<ul style="list-style-type: none"><li>◦ Individuals, workplaces and community groups</li><li>◦ Schools and youth groups</li><li>◦ Oral health professionals and the wider healthcare community</li><li>◦ Governments and policymakers</li></ul></li></ul>
Media tools	<ul style="list-style-type: none"><li>• Advertisement</li></ul>
WOHD logo	<ul style="list-style-type: none"><li>• A multilingual logo</li></ul>

# Campaign posters



## A wide range is available

Display and distribute the campaign posters. There are 12 to choose from and include:

- people of different ages because oral health is important throughout life;
- **Toothie**, our popular mascot, to help engage children;
- a patient in the dental setting to promote the importance of regular check-ups;
- a dentist because oral health professionals help to maintain health, well-being and quality of life;
- a business-person to promote WOHD in the workplace.

# Oral health information



## Fact sheets

Oral health doesn't just affect the mouth. Share the facts on how to prevent oral diseases with proper oral care, both at home and by going to the dentist regularly, and how to avoid the problems they can lead to.

## Key message cards

The key message cards make good event handouts. Use them to communicate all the main points in a bite-size way.

# Event templates



## Customizable event posters and invites

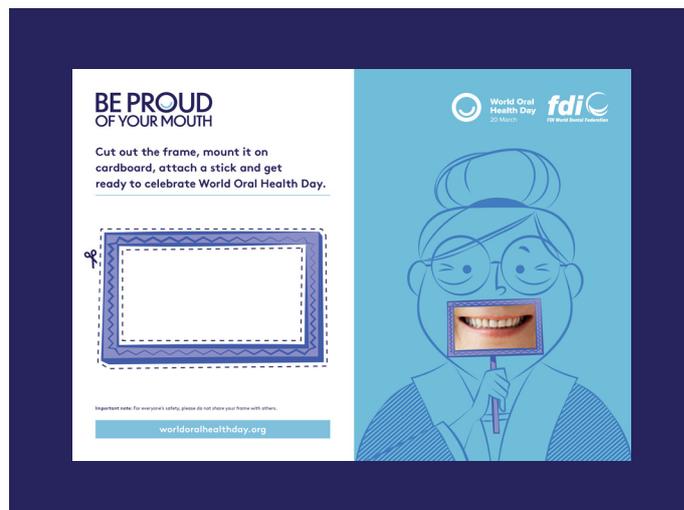
Once you have planned your WOHD activities and events, use the customizable event posters and invites to tell everyone what you are doing and to encourage them to get involved. As well as publicizing your activities, you could use the posters as signage on the day.

# Fun frames



## Children's colouring sheets

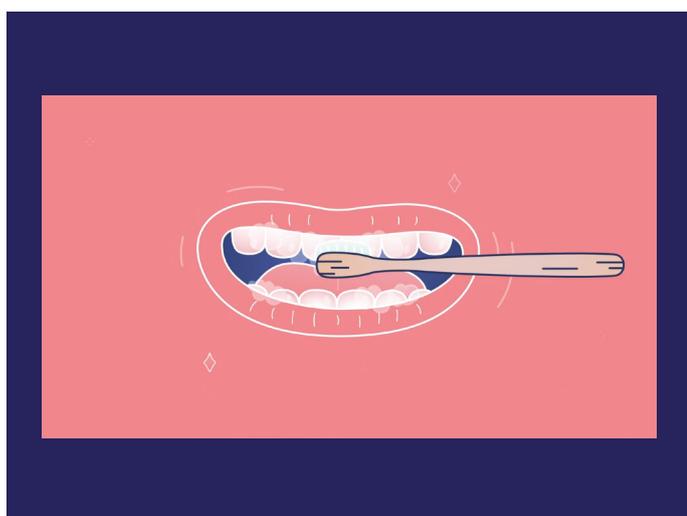
Engage children in creative ways to make oral care fun and to get them to think about their oral health from an early age.



## Make your own campaign frames

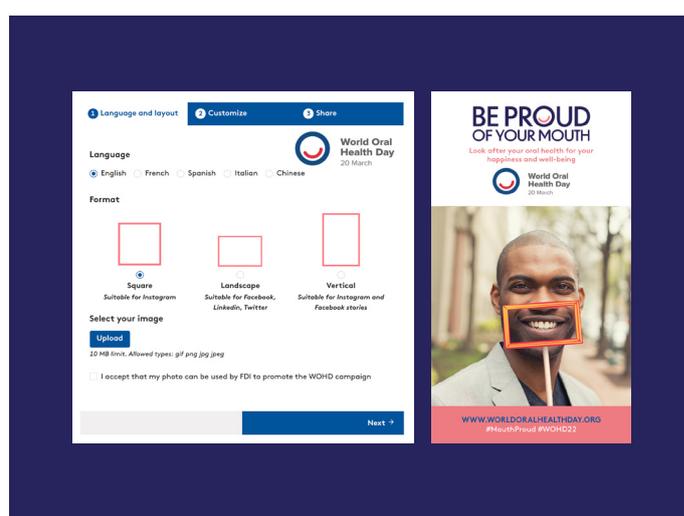
The campaign frames are a symbol to celebrate WOHD and raise awareness of why it is important to Be Proud of Your Mouth. Use them to create standout activities and events.

# Digital and social media



## Campaign video

Video is a really effective way to get people's attention and is hugely important on social media. The 60-second video is bright, concise and full of energy. Inspire action by showing and sharing it.

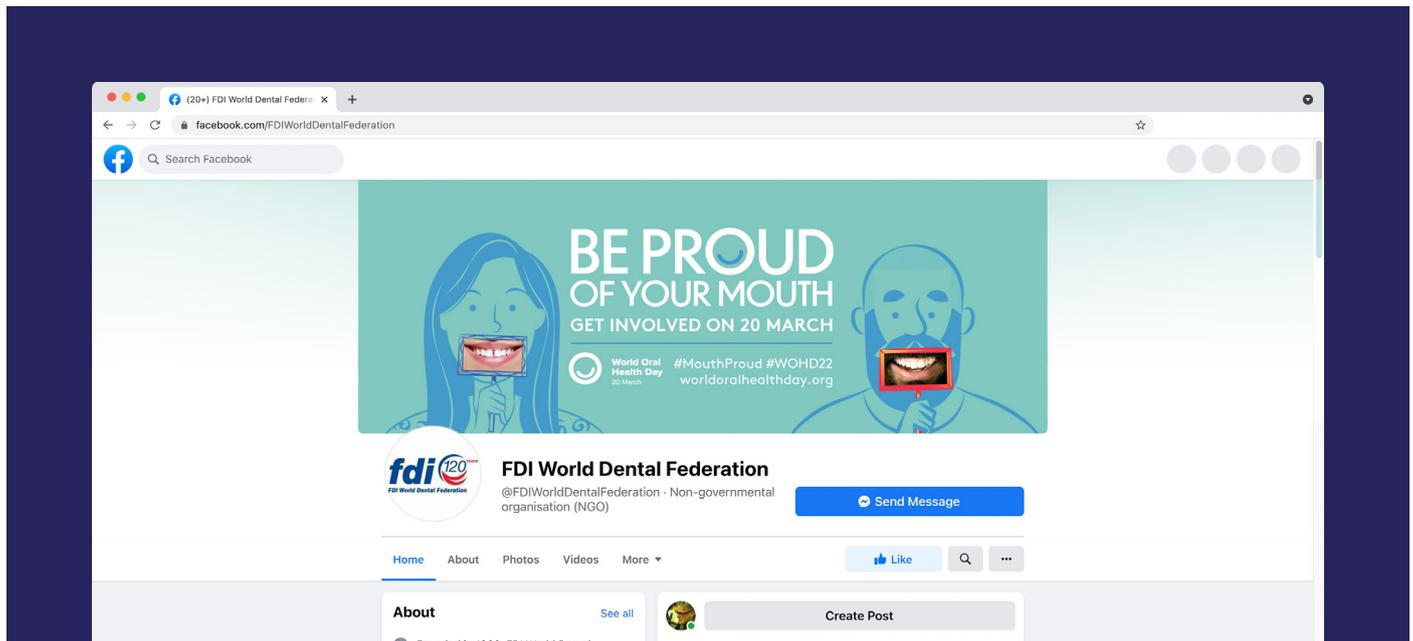


## Custom posters

Create personalized posters quickly and easily online and transform pictures into campaign posters by sharing them on our #MouthProud wall and directly to social media at:

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

# Digital and social media (cont.)



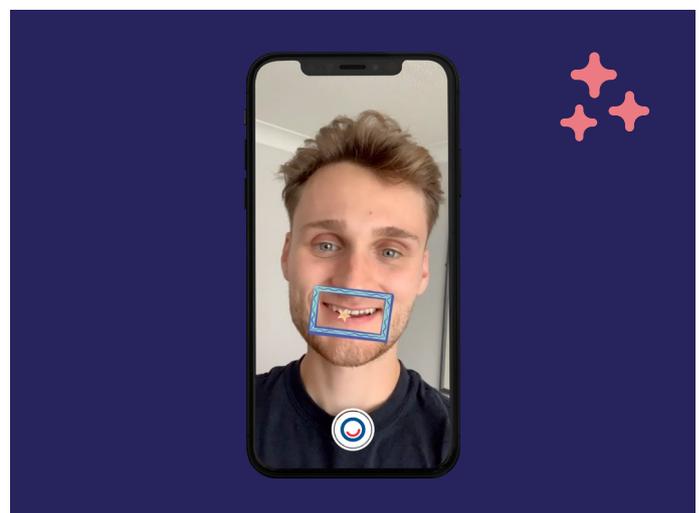
## WOHD profile covers

One of the easiest ways to promote WOHD on social media is through your cover photos, which occupy a huge amount of valuable space. Update yours with the campaign covers in the build-up to WOHD.



## Social media tiles and gifs

The toolkit includes an assortment of content to engage your social networks from facts and figures around oral health, to posts about how and why you need to look after it. Use them to engage in conversations, and turn those conversations into action.



## Instagram filter

Instagram filters are fun and shareable, and the campaign frames offer a perfect selfie moment. Visit the WOHD Instagram page and click the three stars icon to find and use the filter. Alternatively, the effect link is: [instagram.com/ar/1993796857437562](https://www.instagram.com/ar/1993796857437562)

# Action toolkits



## Get involved on 20 March

WOHD is the largest global awareness campaign on oral health. It aims to drive awareness everywhere on how to prevent and manage oral diseases, and it relies on getting as many people involved as possible. This is one in a series of Action toolkits; we are asking everyone to take action.

## WOHD logo



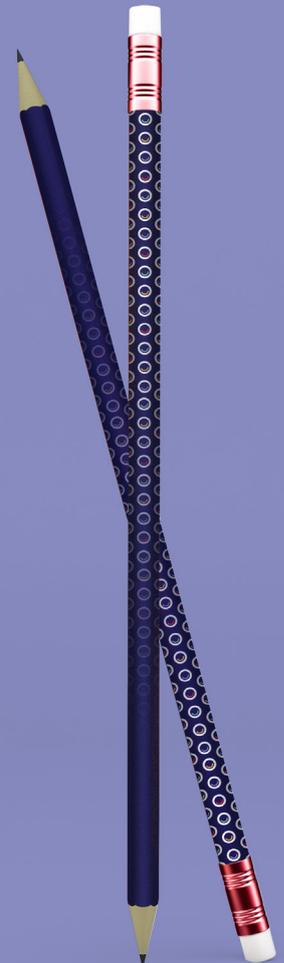
## A multilingual logo

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

If you don't see your local language, send a translation of the text to [wohd@fdiworlddental.org](mailto:wohd@fdiworlddental.org) and we will adapt and forward you the translated text.

# Campaign merchandise

Branded merchandise and event giveaways can be a memorable way to promote messages, capture attention and leave a lasting impression. Whether you want to decorate your office or dental practices, engage people at events or catch the attention of passers-by, consider incorporating some branded merchandise to ensure your WOHD events and activities are noticed. Below are some ideas.



# To-do lists to inspire action

Your actions will help to keep us moving towards our collective goal: better oral and overall health for all.

WOHD also provides the ideal platform for governments and policymakers to collaborate with their National Dental Association. Reach out to yours and map out WOHD activities and oral health solutions together.

## Show your personal support for the campaign

Make a statement by creating your own campaign poster and encourage colleagues and other departments to take part.

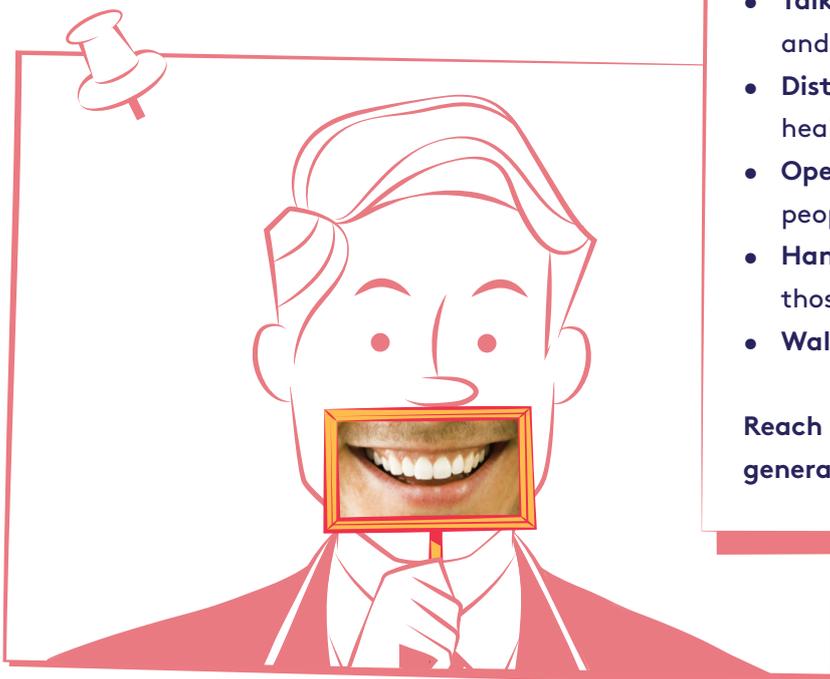
- **Create your own posters online:** go to the WOHD website, upload your photos, and share them on our #MouthProud wall at: [www.worldoralhealthday/custom-poster](http://www.worldoralhealthday/custom-poster)
- **Send us a photo:** print your personalized poster, then hold it up or display it in your workspace and take a photo. Send it to us by email, so we can publish it on our social media channels. Email us at: [wohd@fdiworlddental.org](mailto:wohd@fdiworlddental.org)

## Run events

Leverage WOHD to launch your country's oral health action plan or to make noise around the commitments your government is making to address the oral disease burden. Previous country-led WOHD initiatives have galvanized communities in a variety of ways (not an exhaustive list):

- **Free dental check-ups** in familiar environments, like shopping malls.
- **Oral hygiene workshops** to demonstrate how to brush and floss properly.
- **Talks** about the importance of good oral health and its connection to overall health.
- **Distributing** oral health information to encourage healthy habits.
- **Open days** at dental practices to help ease people's fears around visiting the dentist.
- **Handing out** free toothbrushes and toothpaste to those from low-income backgrounds.
- **Walks** to raise awareness of WOHD and its aims.

Reach out to your network of journalists to generate media coverage for your events.

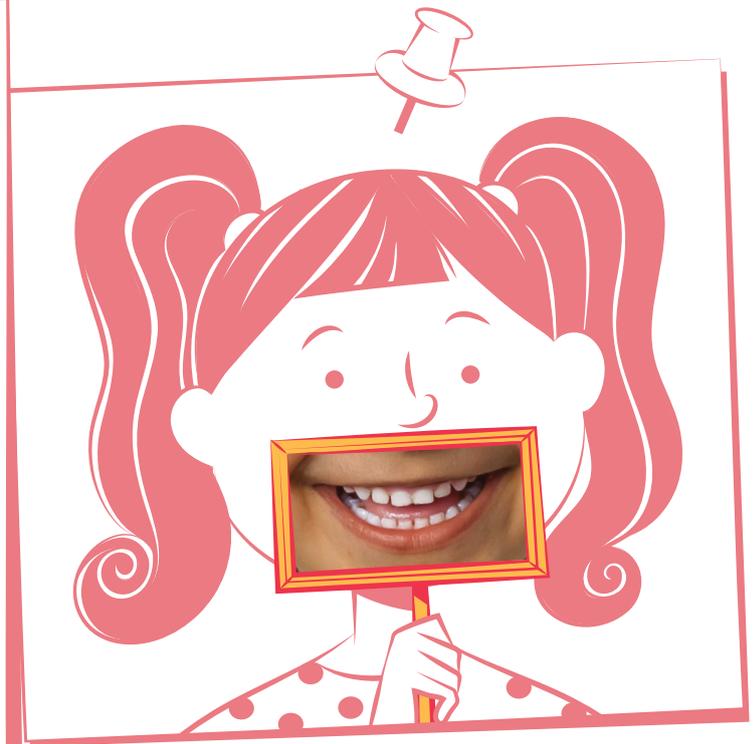


# To-do lists to inspire action (cont.)

## Reach out to different audiences and groups

Good oral health is important for everyone. Distribute the campaign materials and spread WOHD messages as far and wide as you can. For example, target:

- teachers and schoolchildren;
- parent and children groups;
- childbirth and pregnancy classes;
- old people's homes or community groups for the elderly;
- families at shopping malls and libraries;
- hard-to-reach groups through community centres;
- ethnic groups through places of worship;
- local hospitals, primary care clinics and doctor's surgeries.



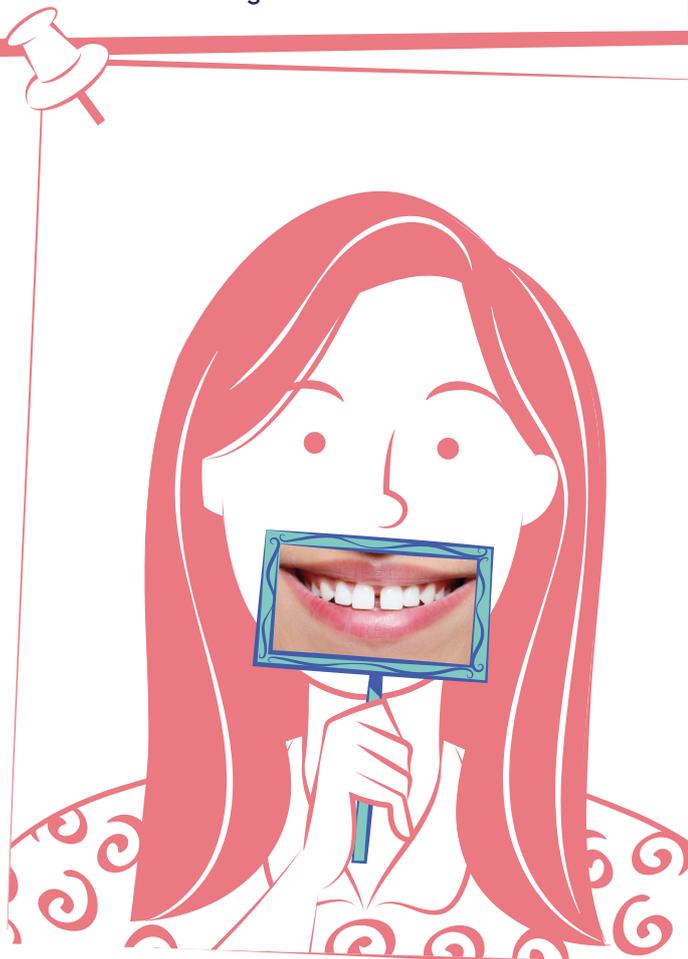
## Engage children and schools

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.

- **School events:** organize talks, demonstrations and free dental check-ups for children.
- **Teaching resources:** send out, or direct schools and educators to the Action toolkit for schools and youth groups. It offers learning activities linked to the WOHD campaign and ideas on how to spread important oral health messages to parents and caregivers. It also signposts Mouth Heroes for Schools, FDI's year-round teaching resource for children aged 5–9 years:

[www.fdiworlddental.org/mouth-heroes-for-schools](http://www.fdiworlddental.org/mouth-heroes-for-schools)

- **Run a national competition:** in keeping with the campaign's key visual, use the colouring templates to encourage children to design and colour frames of their own.



# To-do lists to inspire action (cont.)



## Illuminate your building

Work with your communications team to impart important oral health messages in newsworthy ways. For example, light up your government building with photos of people framing their mouths proudly to show their commitment to oral health.

## Spread the word on your website

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

- Write an official statement about WOHD.
- Share the campaign video.
- Show the campaign posters.
- Share your personalized posters.
- Direct people to the Action toolkits.

## Get social

Social media is an undeniable force in today's world. Leverage its power for WOHD and to educate and connect with people and communities. The toolkit includes a variety of content for social platforms.

- **Campaign hashtags:** tag your posts with the official hashtags so that others can find and join the conversation. **#WOHD22 #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.

# Social media posts to get you started

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Celebrate the Be Proud of Your Mouth #WorldOralHealthDay campaign. Be Proud of Your Mouth is not about having a perfect mouth; it is about having a healthy one. Get involved on 20 March to inspire people to look after their #OralHealth.

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

#MouthProud #WOHD22

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#ToothDecay is preventable, yet it is the most common health condition in the world, needlessly causing pain and suffering to millions. It is so important to Be Proud of Your Mouth; in other words, to value and take care of it. What will you do this #WorldOralHealthDay!

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

#MouthProud #WOHD22

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Fact: #OralDiseases affect nearly 3.5 billion people worldwide, impacting everyday functions: chewing, swallowing, talking, smiling. Poor #OralHealth doesn't just affect the mouth; it influences how we think, feel and act. Take action this #WorldOralHealthDay.

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

#MouthProud #WOHD22

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#OralHealth is multi-faceted and can impact every aspect of life; that's because the health of your mouth is connected to your emotional, social, mental and overall physical well-being. Spread the word this #WorldOralHealthDay to encourage as many people as possible to look after their #OralHealth.

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

#MouthProud #WOHD22

We are committed to strengthening oral health in our country. This #WorldOralHealthDay, we will begin to take the necessary steps to establish a national #OralHealth plan to improve the lives of the populations we serve.

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

#MouthProud #WOHD22

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A healthy world means one that includes less #sugar. Together, we need to find ways to reduce the excessive amounts of sugar consumed from snacks, processed foods, and drinks. Start by cutting down on sugary snacks and treats in-between meals. Having sugar throughout the day increases the risk of #ToothDecay.

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

#MouthProud #WOHD22

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Essential #OralHealth services should be available, accessible and affordable for all. We are taking action to integrate these services into our national #UniversalHealthCoverage package. What action will you take this #WorldOralHealthDay?

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

#MouthProud #WOHD22

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Do you know the consequences of poor #OralHealth on your happiness and well-being? Access the #WorldOralHealthDay resources to learn how you can optimize your quality of life.

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

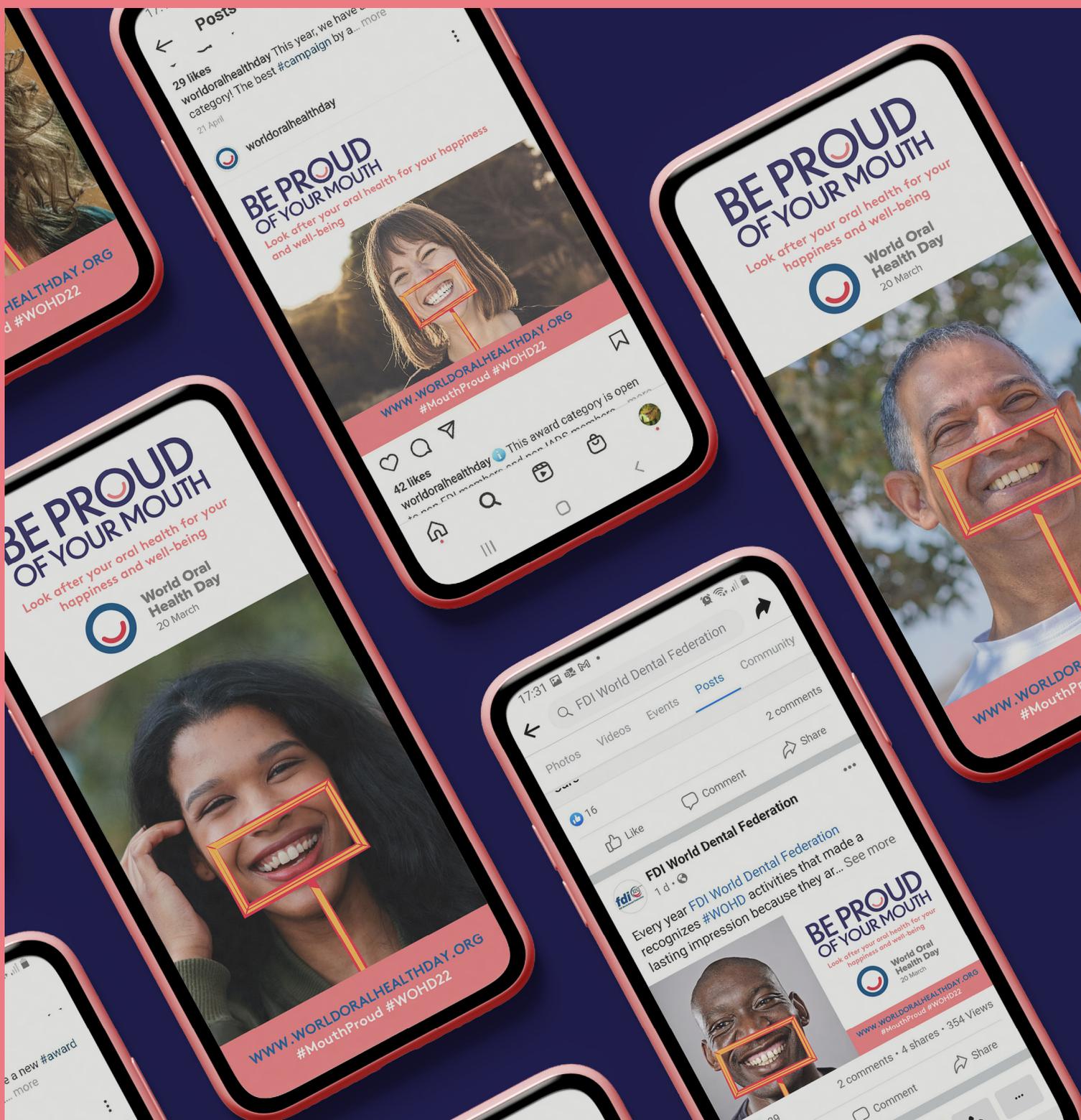
#MouthProud #WOHD22

# Be part of the #MouthProud challenge

Online selfie campaigns have helped organizations raise awareness of their causes and spurred on fundraising too.

Let's start our own campaign. Post pictures of yourselves using the online poster tool or Instagram filter and nominate four friends to do the same.

Help start a new trend for the sake of happiness and well-being.



## Put yourself on the map

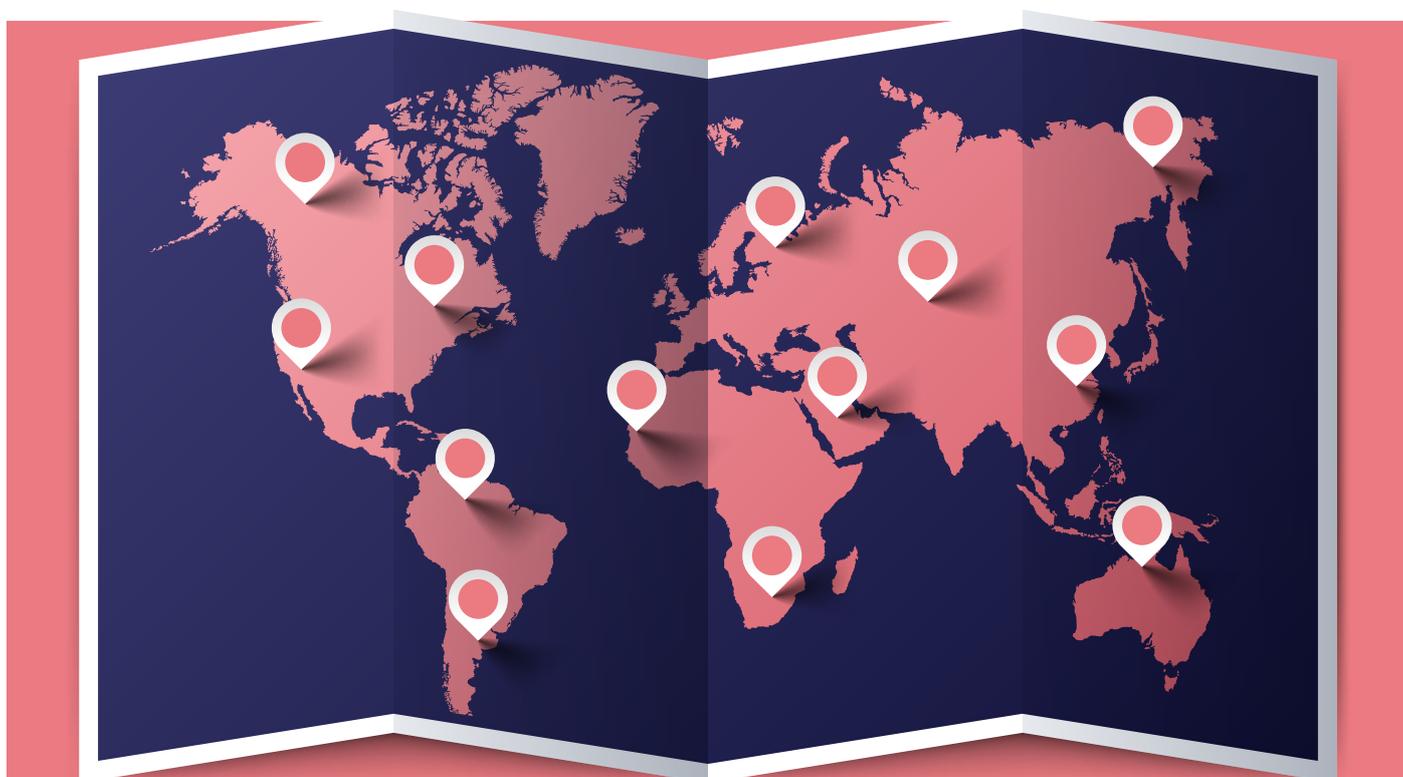
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The global map of activities captures everything taking place around the world. Submit your activity or event on the map at:

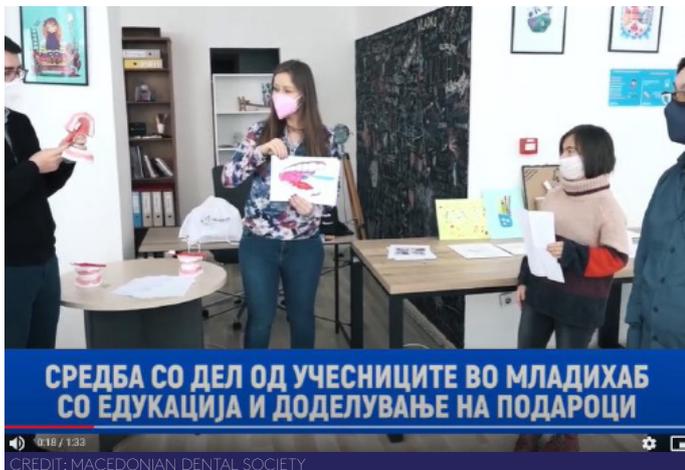
[www.worldoralhealthday.org/map-activities](http://www.worldoralhealthday.org/map-activities)

Be as detailed as you can; hopefully people in your country will be looking to get involved.

Your plans will help to inspire other governments and policymakers around the world. You can also search for all the WOHD campaigns happening near you and support them by joining the action.



# Be inspired by previous campaigns



The Macedonian Dental Society (MDS) organized a variety of activities including an online oral health workshop, a Be Proud of Your Mouth competition, and a WOHD exhibition showing children’s drawings and poetry.



In Costa Rica, six influencers, including a TV presenter, national journalist and Olympic athlete, recorded videos about oral health and reached out to their sizable fan bases on their social networks.



In Karnataka, India, school visits were organized to raise awareness about oral health and to demonstrate the proper toothbrushing technique. Children made their own campaign frames to celebrate WOHD.



In Sudan, dental students organized educational activities at primary schools. They reached out to their wider networks by sharing photos of their WOHD activities on Facebook and Instagram.



In Pakistan, WOHD was picked up widely by the media, which helped to reach thousands of people. Activities included: a discussion on TV about WOHD, radio spots covering oral health and dental disease, and Facebook Live sessions.



In Portugal, a video was produced and shared online to teach people how to be proud of your mouth. It covered good oral hygiene habits and the importance of visiting the dentist regularly.

# 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)

[worldoralhealthday.org](http://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)

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