

TOOLKIT

WORLD ORAL HEALTH DAY 2015

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WOHD 2015: OBJECTIVES AND CALL TO ACTION

OBJECTIVES

We have five key global objectives for World Oral Health Day 2015, which we can only achieve with your support:

SPREAD THE WORD amongst your network: individuals, partners, media, members and supporters. Our target is to impact over 24 million people around the world.

ACHIEVE MORE PARTICIPATION: 110 countries (106 countries confirmed participation in 2014), 90 NDAs (79 in 2014), 35 Student Dental Associations (29 in 2014). Celebrate an activity in your country so we can ensure maximum exposure around the world.

DOUBLE THE TRAFFIC TO THE WEBSITE: 16,000 visits and 9,000 unique visitors. Make sure you reference the WOHD website throughout your campaign: <http://www.worldoralhealthday.org>

INCREASE ACTIVITY ON SOCIAL MEDIA: reach 10 million people through FDI's Twitter campaign, reach 15,000 likes on FDI's Facebook, increase/maintain Klout score (63 in 2014). Be sure to like and share WOHD messages on the different social media platforms that you believe can be helpful to your community.

HAVE FUN celebrating World Oral Health Day. Make sure everyone involved enjoys the experience and has something positive to say about the 20th of March!

CALL TO ACTION

In addition to these quantifiable objectives that focus on awareness, for the 2015 campaign we want to **work with a proactive call to action**, which is adaptable for the different audiences that will take part in World Oral Health Day:

It's time to...

We want to urge everyone, from dentists to students, governments, and the media, to **dedicate some of their time to oral health.**

You can use this call to action and adapt it to the needs of your individual campaign. For example, if you are doing a general campaign promoting oral health, your personal call to action could be 'It's time to smile for life'. If you want to create an activity to specifically address the importance of protecting teeth and gums, you can use the phrase, 'It's time to protect your teeth by wearing a mouth guard'.

For those interested in promoting good oral healthcare routines, an adapted call to action like 'It's time to rinse after brushing your teeth' or 'It's time to chew sugar free gum after every meal' can help you increase awareness. On the other hand, if you want to focus on the importance of visiting the dentists you can use, 'It's time to visit your local dentist for a check-up'.

The call to action can also be adapted if you are seeking support from your local or national government: tell them 'It's time to create / invest in an adequate oral healthcare programme to reduce the economic /social burden of oral disease' or 'It's time to introduce oral health in the educational calendar'.

'It's time to...' can be adapted in whichever way suits your association best.

This year we want to be sure **everyone is dedicating time to promote oral health** in their communities and reach as large an audience as possible.



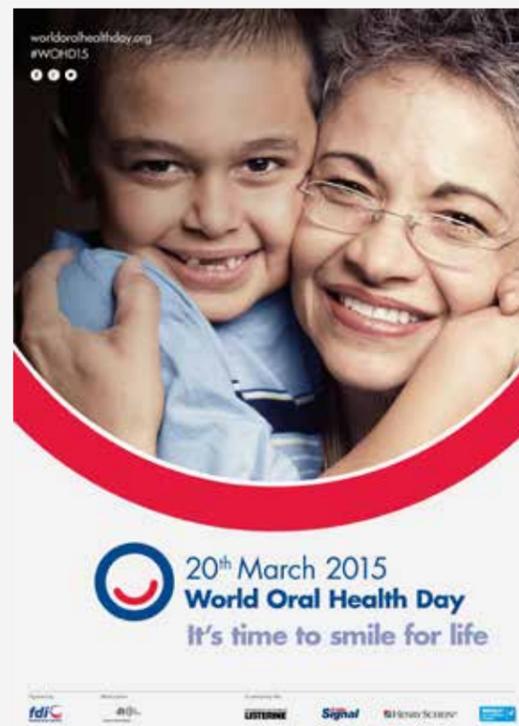
WOHD 2015: CAMPAIGN

“WORLD ORAL HEALTH DAY 2015, SMILE FOR LIFE”

This is the global tagline that will be used throughout the campaign because we wish everybody a lifelong and healthy smile at all ages. “World Oral Health Day 2015, Smile for life” has a double meaning: ‘lifelong smile’ and ‘celebrating life’. In addition, it implies ‘positivity’ and ‘having fun’ as people only smile if they are happy and have a healthy life.

You can download these posters as well as other supporting material on the World Oral Health Day website: www.worldoralhealthday.org. Should you need any help customizing the campaign materials don’t hesitate to contact WOHD2015@fdiworldental.org.

The global campaign has been designed to be easily adapted by different countries and NDAs



WOHD 2015: PARTNERS / SPONSORS

World Oral Health Day is supported by four key partners on a global level:

SPONSORED BY THE MAKERS OF
LISTERINE

Signal

HENRY SCHEIN®



HOW CAN MEMBERS ENGAGE WITH THE GLOBAL PARTNERS?

When planning your local activity or WOHD campaign please contact the local office of the global partners to ask them if they would be happy to collaborate / support you with the activity.

You can request a local office contact by emailing us at WOHD2015@fdiworldental.org

You should always try to collaborate with a global partner in the first instance. However in the case that there are no global partners in your region or they are not responding or have declined to participate please let us know by emailing us at WOHD2015@fdiworldental.org

SUGAR FREE OR LOW SUGAR CONTENT FOOD COMPANIES · who may want to associate their product with the healthy eating messages of the WOHD campaign

When contacting a local sponsor:

- Please verify if there are any conflicts with existing sponsors and contact us if you have any doubts.
- Send a letter to sponsors together with the background document for sponsors including information on World Oral Health Day and the FDI World Dental Federation, planned activities and ideas for engagement with the sponsor, and tailor for local dissemination.

CAN MEMBERS ENGAGE WITH OTHER SPONSORS / COMPANIES?

In addition to the global partners, NDAs can engage with other local sponsors (Please see FAQ on next page for specific rules). It is important to consider a wide range of possible collaborators who could help make your activity a success:

SUPERMARKET CHAINS · who sell oral healthcare products and could be interested in supporting WOHD

BOTTLED WATER COMPANIES · as a sugar free / healthy drink they will share many of the WOHD messages and goals

SPORTS WEAR MANUFACTURERS · who may wish to promote the importance of protective headgear and gum shields

WHAT TO DO IF A COMPANY CONTACTS YOU WANTING TO SPONSOR WOHD?

- Respond to the potential sponsor with background information on FDI World Dental Federation and World Oral Health Day. Please contact us if you need further information.
- Share a timeline of scheduled events and deadlines, as well as timings for sponsorship discussions/negotiations.
- Prepare a sponsorship package outlining specific sponsorship options.
- Provide a brief update to the FDI World Dental Federation with details of the sponsorship request.

FREQUENTLY ASKED QUESTIONS (FAQ)

Sponsors

Q1 • What is the first step I should take in order to get sponsorship support for my WOHD activity?

A1 • WOHD 2015 has four global partners: LISTERINE®, Unilever, Henry Schein, and Wrigley Oral Healthcare Program. Therefore, should you want support for any activities you might be planning, please contact their local offices first. If you do not know where the local offices of the global partners are, you can get in touch with the WOHD team at WOHD2015@fdiworldental.org who will provide you with the contacts of the office closest to you. Once you have contacted the sponsors, it is between them and you to reach an agreement.

Q2 • What if the global partners don't want to support my activity?

A2 • If at any point you find that the four listed global partners are not willing to help support your local activity, please get in contact with the WOHD team at WOHD2015@fdiworldental.org explaining your situation in detail. They will try to help resolve the problem.

Q3 • Can I work with a different sponsor other than the official Global Partners?

A3 • If you are thinking about contacting a different sponsor please first seek permission at WOHD2015@fdiworldental.org. It is important that any additional sponsor is approved for use alongside our global partners who invest considerably in supporting WOHD.

If the sponsor selected is a direct competitor to one of our four global sponsors, it is possible that we approve your collaboration with them. Nevertheless, in such a partnership, you would not be allowed to use any official materials created specifically for the 2015 campaign (such as posters), but you could



use the generic WOHD logo. Should this be the case, we strongly suggest you contact the WOHD 2015 team at WOHD2015@fdiworldental.org for more information.

Q4 • Can global partners coexist with local or other sponsorships? How?

A4 • Global and local partners can both sponsor and support your activities as long as the WOHD team has signed off on any local sponsorship. Therefore, if you are able to achieve local sponsorship, please send the information to WOHD2015@fdiworldental.org who will advise on whether they are compatible with the global sponsors.

Only approved local sponsors can be featured on official World Oral Health Day materials

Q5 • Can I seek sponsorship if I am not a National Dental Association?

A5 • Even if you are not a National Dental Association we still want to help you celebrate WOHD on the 20th of March. Therefore you can get in contact with both global partners and local sponsors to try to achieve sponsorship for any activities you have in mind. However, remember that the same rules apply to you as the NDAs in regard to mixing global and local sponsors.

Q6 • Can I change or modify the WOHD posters?

A6 • Of course! Feel free to adapt any of the materials to make them more specific to your campaign and activities. Should you need any help don't hesitate to contact WOHD2015@fdiworldental.org.

National Oral Health Days versus World Oral Health Day

Q1 • Can I celebrate World Oral Health Day if my national oral health day is on a different date?

A1 • For FDI, it is important to spread awareness of the importance of oral health to all communities on any given day, so please celebrate your national oral health day as well as the World Oral Health Day. Ideally we would hope that the days could coincide but we appreciate it is not necessarily possible to move your dates.

Q2 • Can I use World Oral Health Day sponsorships for a national oral health day?

A2 • Before contacting any WOHD global partner seeking support for your national activity please first consult the WOHD team. Whilst you are free to contact any sponsor you wish for your national oral health day we would ask that you respect and adhere to any agreements reached with any sponsors for activities dedicated to World Oral Health Day.

Q3 • Can the WOHD team help me spread the word about my National Day activities?

A3 • We are happy to use the WOHD communication channels to support your national activities and we would hope you would also do the same, using your channels and national day activities to raise awareness of oral healthcare issues and World Oral Health Day on the 20th March.

Approval processes

Q1 • Do I need to have FDI approval for my local WOHD activities?

A1 • We ask that you keep the WOHD team informed of all activities you are planning. This is not necessarily because you need our approval, but we will advise you if you are planning activities that FDI does not consider appropriate, and we will offer you advice on generating maximum impact, potential synergies on a global level, support on materials you can use, advice on contacting the media or sponsors, etc.

Q2 • Do I need approval to contact local sponsors?

A2 • Yes – please see above

Q3 • Do I need approval to use and adapt World Oral Health Day materials (posters, adverts, banners...)?

A3 • Please let us know how you plan to use materials and share with us any local adaptations you make, such as including additional sponsor logos or adding extra text so we can help you maximize impact and approve the use of the WOHD logo.

For any further questions, please contact the World Oral Health Day Team at WOHD2015@fdiworldental.org



WOHD 2015: COMMUNICATION TIPS

ASPECTS TO TAKE INTO CONSIDERATION...

The emergence of internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about different issues providing an amazing opportunity to spread the word about oral health.

Talking to your local and national media is also vital if you want your activities to be known around your country and to achieve greater awareness about the importance of oral health and WOHD.

We have included advice and tips to help you maximize the impact of your WOHD activities.

SOCIAL MEDIA TIPS

Why are social media channels useful?

During World Oral Health Day 2015, in addition to our traditional outreach methods, we ask you to leverage your social media resources to help spread the word.

The best way to engage the public is through a personalized message that they can view and share. Social media allows you to enhance your offline activities and should be integrated into the other work you do.

Facebook

Why do we use Facebook?

Because it is a social-networking website that connects people with others who work, study and live around them.

How can you use it?

1. Make sure to post information about your activities on your Facebook page wall and update your page, as we get closer to the 20th March 2015
2. Create a Facebook event page that allows you to invite others to attend your activities. This page can include detailed information about your event, photos and relevant websites as well as allow people to see who is also attending
3. Consider allowing your attendees to invite other people, this will expand your reach of potential participants
4. Stay up to date on what FDI does to support World Oral Health Day by liking FDI's Facebook page: www.facebook.com/FDIWorldDentalFederation
5. Share World Oral Health Day content from FDI or other Facebook pages that are relevant to you and your community
6. Use the series of official FDI Facebook posts that will be created and distributed to all NDAs



Twitter

Why do we use Twitter?

1. Because this is a real-time, short-messaging service that allows you to spread the word about your activities.
2. Because your messages can be easily retweeted.
3. Because you can provide quick responses to keep your followers informed and excited
4. To quote your association's spokesperson
5. To share essential information about your issue or event
6. To provide your contact information (email, telephone number and address)

How can you use it?

1. Use your organization's Twitter handle (easy and free to create if you don't already have one)
2. Send information about your activities in short messages (no more than 140 characters) that can be easily "retweeted" by other users who would like to share your information
3. Remember to answer any questions about your activities that you receive through Twitter. Providing responses is another way to keep your followers informed and excited about your work
4. Stay up to date on what FDI does to support World Oral Health Day please follow us on Twitter. Our official Twitter page is: <https://twitter.com/worlddentalfed>

5. Retweet messages from FDI or any other dentists or associations which are relevant to your community

6. For organizations who are proactively using Twitter, we will be using #WOHD15

#WOHD15

MEDIA RELATIONS

There are few better times to draw attention and spread the word about FDI and your NDA than WOHD. You can reach out to the local media to increase awareness of what you are doing and why supporting your prevention efforts is important.

The following tips will help you focus your efforts and engage all audiences with WOHD 2015 using your local media.

Media relations efforts need to begin with clearly articulated statements and answer the following five "w's" to define the story.

- Who is central to the story?
- What is the news you want to report? When answering this question think carefully about what you want this story to accomplish.
- Why has it happened?
- When did it happen?
- What will the consequences be?

A story must be new, or offer a new angle, in order to be considered news.

WHY ARE MEDIA RELATIONS USEFUL?

We highly recommend our member organizations try to build relationships with influential/relevant journalists to help generate coverage and visibility of their activities as an integral part of the global awareness programme.

We also encourage you to develop your own media outreach programmes at national and local levels.

Developing press materials

It is important that you have press materials to provide to reporters as a resource to help them write their articles.

A press release is a short (usually one or two pages) description of your news or event designed to inform media. This should include these key elements:

- An attractive headline
- A quote from your association's spokesperson
- Essential information about your issue or activity
- Your contact information

A press kit provides more detailed background information on FDI, WOHD, your NDA, local and global statistics, local and global programmes, etc.

A global press release and press kit will be provided and can be adapted to include local information that is useful and interesting for the media.

You can find press release and Power Point templates at:
www.worldoralhealthday.com/resources



How to develop a press release

- Find an interesting news angle e.g. new data, activities, important event etc.
- Define your target group e.g. trade or consumer media
- Develop contact list
- Develop / write your press release and consider the advice above
- Obtain approval of press release by relevant decision maker within your organization
- Distribute press release to the media contacts
- Track media coverage

How to adapt or localize a press release

- Review press release and decide if there is any interest in your local market
- Define your media target group e.g. trade or consumer journalist and develop a media list (see identifying media contacts)
- Adapt the press release with local information e.g. statements from local experts/ celebrities or local data
- Obtain approval of your press release from the relevant decision maker within your organization.
- Distribute press release to the selected media
- Track media coverage

Press release boilerplates

At the end of a press release, it is important to also add the following boilerplates of the different sponsors. These provide important background information on our four global partners.

LISTERINE® brand Mouthwash, part of the Johnson & Johnson Family of Consumer Companies

LISTERINE® Mouthwash is the world's number one daily mouthwash with antibacterial properties to clean the mouth, freshen breath and fight plaque. Over 50 clinical studies support the plaque reduction efficacy of LISTERINE® Mouthwash when used routinely as an adjunct to mechanical plaque removal. LISTERINE® Mouthwash has been used by more than one billion people in more than 85 countries. Professional dental organizations around the world have awarded LISTERINE® Mouthwash with their seals of acceptance.

LISTERINE® is distributed by Johnson & Johnson Healthcare Products Division of McNEIL-PPC, Inc., a part of the Johnson & Johnson Family of Consumer Companies, which is the world's sixth-largest consumer health company and is a segment of Johnson & Johnson, the world's most comprehensive and broadly based manufacturer of health care products.

Unilever

Unilever Oral Care is a leading global manufacturer of oral care products, including toothpaste, toothbrushes and mouthwash, represented by brands including Signal, Pepsodent, Close Up, Mentadent, Aim, P/S and Zhong Hua. Unilever recognizes that good oral health and the sense of well-being and confidence it brings, is a vital element to making people look good, feel good and get more out of life and that small every day actions, such as twice daily brushing with a fluoride toothpaste, add up to make a big difference for the world. Through its science,

products, partnerships and international network, Unilever Oral Care is privileged with the power to make a sustainable and measurable improvement to oral health around the world.

Henry Schein

Henry Schein, Inc. is the world's largest provider of health care products and services to office-based dental, animal health and medical practitioners. The Company also serves dental laboratories, government and institutional health care clinics, and other alternate care sites. A Fortune 500® Company and a member of the NASDAQ 100® Index (NASDAQ Ticker: HSIC), Henry Schein employs more than 16,000 Team Schein Members and serves more than 800,000 customers.

The Company offers a comprehensive selection of products and services, including value-added solutions for operating efficient practices and delivering high-quality care. Henry Schein operates through a centralized and automated distribution network, with a selection of more than 96,000 branded products and Henry Schein private-brand products in stock, as well as more than 110,000 additional products available as special-order items. The Company also offers its customers exclusive, innovative technology solutions, including practice management software and e-commerce solutions, as well as a broad range of financial services.

1 / The Fortune 500 is an annual list compiled and published by Fortune magazine that ranks the top 500 U.S. closely held and public corporations as ranked by their gross revenue after adjustments made by Fortune to exclude the impact of excise taxes companies incur. The list includes publicly and privately held companies for which revenues are publicly available. The first Fortune 500 list was published in 1955.

2 / The NASDAQ Stock Market, commonly known as the NASDAQ, is an American stock exchange. NASDAQ originally stood for National Association of Securities Dealers Automated Quotations. It is the second-largest stock exchange in the world by market capitalization, after the New York Stock Exchange. The exchange platform is owned by NASDAQ OMX Group, which also owns the OMX stock market network.



EXAMPLES OF GREAT MEDIA RELATIONS...

Benin

The Association des Chirurgiens Dentistes du Benin organized a media tour, which included 8 local and national television stations, as well as 14 radio stations, that significantly helped in spreading the message of optimal oral health throughout the country.

Mexico

The WOHD campaign organized by the Asociación Dental Mexicana was characterized by strong media activity and coverage.

Different dentists visited radio stations, newspapers and television shows on the days prior to 20th March, and a press conference was held on World Oral Health Day itself.

The result was great media coverage (78 clippings) focusing on the main oral health issues faced by the Mexican society.

Slovakia

The Slovak Dental Chamber started promoting World Oral Health Day through advertisements in its newsletter. This was followed by a press conference which was attended by different media and produced 20 articles and 2 pieces of national television coverage.

United Kingdom

A press conference with nearly 20 journalists from the main dental and health publications took place in London with FDI leadership, the British Dental Association and Prof David M Williams who presented the Oral Health Worldwide White Paper. 'The Tooth Thief', an illustrated children's book that includes good oral habits for children, was also presented.

More great examples from WOHD 2014 can be found at: <http://www.worldoralhealthday.com/world-oral-health-day-celebrations-around-the-globe/>

Headquartered in Melville, N.Y., Henry Schein has operations or affiliates in 25 countries. The Company's sales reached a record \$9.6 billion in 2013, and have grown at a compound annual rate of nearly 17% since Henry Schein became a public company in 1995.

For more information, visit the Henry Schein Web site at www.henryschein.com

Wrigley Oral Healthcare Program

The Wrigley Oral Healthcare Program (WOHP) partners with dental professionals worldwide, helping them improve their patients' oral health through one extra simple and enjoyable step in their daily routine: chewing sugarfree gum after eating and drinking on-the-go. For more than 25 years, WOHP has supported independent clinical research into the benefits of chewing gum, including saliva stimulation, plaque acid neutralization and tooth strengthening to help dental professionals and their patients understand the role of sugarfree gum as a convenient tool for everyday oral care. Today, Wrigley operates oral healthcare programs in

47 countries worldwide. WOHP is one example of how we make a difference to people and the planet through performance, and how we incorporate our principles based approach to business into all that we do.

For more information, visit: www.wrigleyoralcare.com

Media partners / agreements

We encourage associations to look for opportunities to sign media partnerships and agreements in order to help communicate the key messages of WOHD.

Normally a media partner will offer a certain amount of free advertising or editorial space in exchange for presence of their logo on communication materials (similar to a sponsor). These media agreements are a great way to 'guarantee' media coverage and FDI would be happy to provide you with further advice.



WOHD 2015: SUGGESTED ACTIVITIES

ASPECTS TO TAKE INTO CONSIDERATION...

You can bring World Oral Health Day 2015 to life in your community by organizing special events or activities to raise awareness and encourage individuals, families, health associations, communities and institutions to take action to reduce all forms of oral diseases.

These activities could be a live event targeting the general public, a public rally, an educational activity in collaboration with local schools, a competition to be the face of the campaign in your country or a World Record attempt (tooth brushing, kissathon etc.)

This year's theme, "World Oral Health Day 2015, Smile for Life" emphasizes the importance of protecting the teeth and mouth of the population throughout life in order to enjoy a whole range of activities and life to the full. It has a double meaning: 'lifelong smile' and 'celebrating life'. In addition, it implies 'positivity' and 'having fun'.

Why are special activities useful?

Special activities and local events are really helpful since individual participants, organizations, institutions, etc., are encouraged to take action in response to oral diseases. They also provide a great opportunity to engage on-line communities and achieve media coverage.

Tips for organizing a successful activity

This section provides tips to help you plan a successful event or activity:

- **Focus on the theme** · Keep in mind the audience and theme for WOHD 2015. Organize events that are appropriate for the audience you plan to target and that also highlight the key 2015 campaign call to action, we want to ensure people to **dedicate some of their time** to oral health.
- **Plan** · create a detailed workplan to organize your activity allowing enough time for decision-making, changes, production and communication.
- **Be relevant** · When hosting events where there will be speakers, remember to invite speakers / personalities who are interesting and relevant to your audience. Then ensure their participation is carefully planned.
- **Be timely** · Coordinate your event with the activities of other organizations. Consider partnering with other organizations, joining forces to create greater impact.
- **Be accessible** · Choose a location that can easily accommodate members of the media, the general public if this is a target group and those with special needs.
- **Make some noise** · if you don't effectively communicate your activity / event it is likely it won't be a success – this step is critical.

SOME IDEAS FOR WOHD 2015

Institutional Activities:

- Get in touch with your local dental health authorities and seek support from them, tell them 'It's time to' meet with you.
- Create an institutional reception with your Health Minister in order to raise awareness of WOHD 2015 and ask them 'It's time to' invest in oral healthcare.
- Prepare a press conference or press breakfast with local and national journalists in order to ensure media coverage of your event and this year's WOHD message.
- Organize dental congresses around the 20th of March to coincide with WOHD.

Advertising Opportunities:

- Contact local media and advertisers and tell them 'It's time to' promote following a good health routine. Many different newspapers, televisions and corporations often provide free advertising space to different causes throughout the year.

Celebrity Opportunities:

- Tell a national or local celebrity that 'It's time to' support the initiative. They can simply send a message on their social media pages, have a picture taken with a WOHD 2015 poster, record a short video message that we can use on the website or even take part in an activity as a WOHD ambassador.

Educational Materials:

- Inform schools in your area that 'It's time to' learn about oral healthcare.
- Create flyers with tips on correct brushing techniques and other important information.
- Print WOHD 2015 posters from the official World Oral Health Day website and make sure to post them where people can see them.

Street Actions:

- Create bags of goodies filled with flyers, samples, posters, and other information.
- Get in touch with WOHD global sponsors and ask for different goodies that you can give away.
- Distribute the goodie bags around the community.
- Set up stands in high visibility areas to promote WOHD 2015.
- Use mouth casts and toothbrushes to highlight the correct way to brush ones teeth.



Free Checkups:

- Set up temporary dental check-up clinics in cities and universities - free check-ups are a great way to spread awareness and refer patients with oral health problems to dentists.
- Set up clinics in rural areas and places with little access to dentists and professional medical care - free check-ups are a great way to provide urgent medical care to many and spread awareness about the importance of good oral health.

Academic Activities:

- Set up academic conferences using WOHD 2015 as the backdrop.
- Collaborate with schools and universities on 20th of March in order to present a special lesson, adapting it to the audience (kids, youth, adults).

Children's Activities:

- Get in contact with a children's museum in your country to see if you can set up a special information booth about WOHD, as well as plan special activities geared towards children.
- Plaque Pill – Use this pill to show children how they have plaque in their mouths, and where they need to spend some extra time brushing.
- Create a drawing or poster contest.
- Use animation films to teach children about an optimal oral routine.
- Award children with a “Brave Child Certificate” after they submit to a free dental checkup.

- Let kids “become dentists”. Using dental tools, let them play with mouth casts removing caries and making fillings.
- Organize storytelling sessions with the ‘Tooth Thief’ book or create theatre performances using the book’s characters.

Mass Activities:

- Break local or even global records. Examples include: most people brushing at once, most people brushing their teeth in total, or even most people getting a free checkup in a certain time frame.
- Promote oral health through “challenges”. The Listerine challenge, for example, consists of rinsing one’s mouth for a whole 30-45 seconds.
- Create oral health essay competitions in your country.
- Create a giant mural with photos of healthy smiles you collect at an event or through a Facebook competition
- Use events or activities that target mass audiences to gain more information on the oral habits of the people in your community, or to clarify common misconceptions people might have about oral health.

It's time to support WOHD



EXAMPLES OF GREAT SPECIAL ACTIVITIES FROM WOHD 2014...

Costa Rica

The Colegio de Cirujanos Dentistas de Costa Rica celebrated World Oral Health Day by visiting a local school where, through an educational puppet show, they increased oral health awareness.

They also organized a ‘lavatón’ (tooth brushing challenge), where 6,000 students around the country brushed their teeth at the same time. This was done thanks to the involvement of more than 40 dentists throughout Costa Rica.

Both of these actions had wide reaching media impact, and were covered by national news networks.

Jamaica

Over 50 dental students from the University of Technology in Kingston Jamaica celebrated WOHD by creating a music video with students, employees and citizens singing along to Pharell Williams’ song ‘Happy’.

Kenya

The Kenya Dental Association, in partnership with the Ministry of Health, organized a walk from the University of Nairobi School of Dental Sciences to a local primary school.

Local students recited oral health poems and, together with their teachers, received free dental screenings.

In total, over 1,100 children and 100 adults were present at the event which was covered by all the major media outlets in the country and included the presence of the Director of Clinical Services at the Ministry of Health as well as the Dean of the School of Dental Sciences.

Portugal

The activities organized by the Ordem dos Medicos Dentistas from Portugal included a play that was performed for 200 children which highlighted the importance of brushing their teeth daily and having a good oral routine in order to keep healthy teeth throughout their life.

An institutional session to discuss the situation of oral health in Portugal and worldwide was attended by dentists from around the country as well as the Minister of Health, the Secretary of State for Education, and other parliamentarians.

More great examples from WOHD 2014 can be found at: <http://www.worldoralhealthday.com/world-oral-health-day-celebrations-around-the-globe/>

WOHD 2014: RESULTS AND CASE STUDIES

2014 RESULTS

Thanks to the effort made by every single National Dental Association, dentist, student, and citizen who participated on the 20th of March, we ensured that WOHD 2014 was a huge success. Our achievements included:

- Reaching a total audience of over 16 million people
- Confirming the participation of 106 countries
- 8,253 followers on Twitter (tripled in 9 months) and 8,659 Facebook fans (an increase of almost 50% in 9 months)
- Ensuring almost 20,000 people saw at least one of our posts related to WOHD on the 20th March and impacting 6,920,669 people on Twitter
- Increasing our Klout influence from 43 to 63 (UN World Water Day = 66, World Diabetes Day = 57.9)
- 8,157 visits in just 8 weeks to the new WOHD website
- Creating the 'The Tooth Thief' available in English and Spanish for Apple and Amazon (Total downloads from WOHD Website: 1,411 and requests to translate the book into Chinese, Hebrew and Catalan)

2014 CASE STUDIES

In order to inspire you to organize activities for WOHD 2015, we have selected a few case studies from countries around the world highlighting some of the creative and successful activities that were organized for WOHD 2014.

Belgium

The Belgian National Dental Association, the Chambre Syndicales Dentaires, made an effort to reach out to the dentists, students and the government in their community. They wrote an article highlighting the importance of oral health in the national newspaper 'Le Soir', and as a result managed to meet the Belgian Minister of Health to present their important issues and concerns.

In addition, dental students in three Belgian Universities prepared local flashmobs using the campaign posters and celebrated healthy smiles with fellow dentists and patients. You can view the videos on the following links:
<http://vimeo.com/89671271>
<http://vimeo.com/89654749>

Brazil

The Brazilian Association of Dental Surgeons (ABCD) teamed up with global World Oral Health Day partner, Listerine, and organized a mobile clinic offering free dental screenings in different cities around the country on the 20th of March.

This activity was underpinned by an active media strategy, which consisted of a press conference and oral health information on their different social media channels.

Hong Kong

The activities in Hong Kong were organized by the Hong Kong Dental Association and the Hong Kong University Faculty of Dentistry. On the days prior to the 20th of March, the students organized an oral health art competition with children from several schools, under the theme 'Celebrating Healthy Smiles'. All the entries were then posted on a wall as part of the oral health exhibition and people, both young and old, were given information about oral health such as correct brushing techniques, and the importance of an optimal oral healthcare routine.

These actions were further supported with flyers as well as social media activity, including posting pictures from the oral health exhibition and art contest.

Sri Lanka

The Sri Lanka Dental Association organized an oral health awareness walk which managed to attract 1,000 participants, including marching bands, students, dentists and government officials. The walk finished with a gathering which included oral health inspired songs and dances, as well as an exhibition of an oral health poster contest which had taken place.

As you can see from these examples, everyone can participate and join in World Oral Health Day by organizing activities that they believe will work best within their communities. We hope these examples will inspire you to work hand in hand with other groups and associations in your country to celebrate WOHD 2015.

More great examples from WOHD 2014 can be found at: <http://www.worldoralhealthday.com/world-oral-health-day-celebrations-around-the-globe/>



CONTACT

We hope that you find this toolkit useful.

If you need more information or you want to contact us, please email us at:

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Thank you very much for your help and support for WOHD 2015.

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