By DTI

GENEVA, Switzerland: Every World Oral Health Day (WOHD), which is celebrated annually on 20 March around the world, is held under a new and specific theme. This year’s WOHD will focus on raising awareness of the link between good oral health and overall well-being, with the slogan “It all starts here. Healthy mouth. Healthy body.”

Oral disease affects 3.9 billion people worldwide, with between 60 per cent and 90 per cent of children globally suffering from tooth decay. Yet, poor oral health goes far beyond the initial implications of dental disease and tooth decay; it has been associated with a number of health conditions, such as heart disease, pancreatic cancer, pneumonia and lung disease. In a recent study, 40 per cent of people with serious periodontal disease also reported suffering from an additional chronic condition.

Despite these links, people are unaware of the long-lasting and wide-ranging effects of poor oral health. Therefore, WOHD 2016 will shed light on the importance of good oral health in a simple and engaging way, encouraging understanding that good oral health is fundamentally intertwined with overall well-being.

The WOHD 2016 website, www.worldoralhealthday.org, focuses on communicating that prevention, early detection and treatment are key to ensuring the best outcomes and reducing oral disease and associated health complications.

A series of dynamic and engaging material, including a global video, new smartphone game, media strategy and social media content have been designed to inspire people across the world to participate in the WOHD campaign and improve their oral health regime.

Dental professionals, companies and institutions that would like to be involved in this year’s WOHD activities are invited to e-mail WOHD@fdiworldental.org for a full campaign guide, which is available in English, French and Spanish and includes materials for download, such as poster visuals, social media designs and information on the WOHD video and smartphone game.

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