



ACTIVITY REPORT

WORLD ORAL HEALTH DAY 2026 (THAILAND)

BY THE DENTAL ASSOCIATION OF THAILAND
"A HAPPY MOUTH IS... A HAPPY LIFE"



**World Oral
Health Day**
20 March

A Happy Mouth Is... A Happy Life

"Fun Dee, Yim Dee, Thang Cheewit" (Good Teeth, Good Smiles, Throughout Life)

- Report by DAT International Team -

The Dental Association of Thailand

List of Partners to the Dental Association of Thailand For World Oral Health Day 2026

No.	Organization
1	Dental Student Association of Thailand
2	Haleon Consumer Health (Thailand) Co., Ltd.
3	Siam Health Group Co., Ltd.
4	Earth (Thailand) Co., Ltd.
5	Colgate-Palmolive (Thailand) Co., Lt
6	Dentist Hero Project under the Thai Health Promotion Foundation (ThaiHealth) for their anti-smoking oral health booth.

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Foreword

We are proud to present this comprehensive activity report documenting Thailand's fourth consecutive year of participation in World Oral Health Day, a prestigious global event celebrated annually on March 20th. Since our historic first participation and award-winning campaign in 2023, the Dental Association of Thailand has continually elevated its commitment to promoting oral health awareness among the Thai public, and 2026 marks the most ambitious and far-reaching campaign we have undertaken to date.

Led by the Dental Association of Thailand in collaboration with our extensive network of partners spanning dental schools, professional associations, student organizations, private clinics, corporate sponsors, and government agencies, our 2026 campaign under the theme "A Happy Mouth Is... A Happy Life" has resonated deeply with people of all ages. This year's campaign, branded locally as "Fun Dee, Yim Dee, Thang Cheewit" (Good Teeth, Good Smiles, Throughout Life), emphasized the fundamental role that oral health plays in overall well-being and quality of life from birth through older adulthood.

The 2026 campaign represents the culmination of the FDI World Dental Federation's three-year "A Happy Mouth Is..." cycle, following "A Happy Body" in 2024 and "A Happy Mind" in 2025. As we close this remarkable chapter, we are immensely proud of how Thailand's dental community has come together year after year, demonstrating increasing unity, creativity, and public engagement.

This activity report meticulously chronicles the collaborative efforts, innovative strategies, and remarkable achievements realized through Thailand's participation in World Oral Health Day 2026. It encapsulates significant milestones in raising public awareness about oral health and cultivating a culture of proactive oral care practices within the Thai population. As we share this report, our ultimate goal is to inspire continued excellence and provide a solid foundation for future endeavors, fostering ongoing efforts to advance oral health and well-being throughout Thailand.



Associate Professor Sirivimol Srisawasdi
President of the Dental Association of Thailand

Acknowledgement

The World Oral Health Day 2026 (Thailand) campaign reached its successful conclusion through a remarkable tapestry of collaboration. The DAT International Team wishes to recognize the dedicated individuals and organizations whose contributions formed the backbone of this initiative.

Pillars of Leadership and Vision

The foundation of this year's success was built upon the steadfast guidance of the Dental Association of Thailand (DAT) Executive Board. We owe a debt of gratitude to **Assoc. Prof. Dr. Sirivimol Srisawasdi**, President of DAT, alongside the President-Elect and the Registry, Data, and Public Relations committee. Their commitment to project supervision and strategic financial support provided the necessary momentum to bring the campaign from concept to reality.

Synergistic Partnerships

The vitality of our network was further strengthened by the **Dental Student Association of Thailand (DSAT)**. Over the past four years, their role as organizational focal points has been indispensable, helping us bridge gaps and expand our reach to new heights.

Our corporate partners also played a vital role in the event's interactive landscape. We extend our sincere thanks to **Haleon Consumer Health**, **Siam Health Group**, **Johnson and Johnson Consumer, Earth (Thailand)**, and **Colgate-Palmolive** for their generous product donations and vibrant booth participation. Additionally, the **Dentist Hero Project** under the **Thai Health Promotion Foundation (ThaiHealth)** added significant value with their specialized focus on anti-smoking and oral wellness.

A Distinguished Celebration of Health

The event was graced by the presence of **Dr. Amporn Benjapolpitak**, Director-General of the Department of Health, who officially opened the ceremony. Her keynote address provided a powerful sense of governmental recognition and underscored the public health importance of our mission.

The educational depth of the day was enriched by the expertise of our guest speakers. **Assoc. Prof. Dr. Atthawut Lertpimolchai** provided profound insights into the systemic link between oral and physical health, while **Dr. Thanat Rattanasiriphant** bridged the gap between clinical care and patient expectations. These sessions, complemented by the lively musical performances of **The Dent band**, ensured that the atmosphere remained as festive as it was informative.

Without this collective spirit of selflessness and dedication, the impact of World Oral Health Day 2026 would not have been possible. We move forward with deep gratitude for every partner who championed the cause of oral health awareness in Thailand.

Introduction

World Oral Health Day is an annual global event celebrated every year on March 20th, organized by the FDI World Dental Federation. In 2026, Thailand celebrated its fourth consecutive year of participation, building upon the momentum established since the country's historic first involvement and award-winning campaign in 2023. The event was organized by the Dental Association of Thailand along with an extensive network of official partners, in a concerted effort to raise awareness about oral healthcare among the Thai public.

The year 2026 holds special significance as it marks the culmination of the FDI's three-year "A Happy Mouth Is..." campaign cycle (2024-2026). Following the themes of "A Happy Body" in 2024 and "A Happy Mind" in 2025, the 2026 theme "A Happy Mouth Is... A Happy Life" underscores the essential role that oral health plays in overall well-being throughout every stage of life, from infancy through older adulthood.

Oral diseases such as dental caries, periodontal disease, and tooth loss remain prevalent public health problems in Thai society. However, these conditions are largely preventable through proper knowledge, understanding, and healthy behaviors. The Dental Association of Thailand therefore recognized the importance of organizing World Oral Health Day 2026 activities as a platform for public education, disease prevention & promotion, and inspiring the public to value good oral health throughout their lives.

Activity Objectives

Our campaign was initiated in accordance with the growing global movement on oral health, and was further strengthened by the recognition of oral health in the 2025 United Nations Political Declaration on Noncommunicable Diseases (NCDs) and Mental Health. The primary objectives of our 2026 campaign were as follows:

1. Raise Awareness and Importance of Oral Health Across the Lifespan:

Our main objective was to increase public awareness about the significance of oral health at every stage of life and its importance in contributing to good health in general. By educating the general public, we aimed to emphasize the importance of maintaining good oral hygiene practices from birth through older adulthood, and the profound impact of oral health on overall well-being and quality of life.

2. Educate About Oral Diseases, Prevention, and Proper Care:

We aimed to provide knowledge about common oral diseases, prevention strategies, and correct oral care practices appropriate for each age group, empowering the public with actionable health information.

3. Promote Appropriate Oral Health Behaviors from Childhood to Old Age:

We sought to encourage the adoption of proper oral health behaviors starting from childhood through old age, fostering lifelong habits that contribute to good oral health.

4. Celebrate and Showcase Role Models of Good Oral Health:

Through the dental health beauty contest in both children, whole family and elderly categories, we aimed to honor and showcase individuals who maintain excellent oral health, serving as positive role models for the public.

5. Foster Collaboration Among Professionals, Private Sector, and the Public:

Building upon the strong collaborative bonds established since 2023, we aimed to strengthen partnerships among the dental profession, private sector companies, and the general public in promoting oral health.

Target Groups

The campaign targeted the following groups: general public visiting CentralWorld shopping center; children and youth; elderly individuals; parents and families; and media organizations and partner organizations. Along with the physical attendance, online activities like poster competition and social media posts were also welcomed.

DAT's Plan

The Dental Association of Thailand developed a comprehensive plan for WOHD 2026, incorporating lessons learned from three successful years of campaign execution (2023-2025) and embracing the spirit of the final chapter of the "A Happy Mouth Is..." campaign:

Organize a flagship public event at EDEN Plaza, CentralWorld to maximize public visibility and engagement, featuring dental health exhibitions, panel discussions, interactive booths, musical entertainment, and a dental health beauty contest.

Expand and deepen collaboration with official partners including dental schools, specialist societies (Thai Association of Pediatric Dentistry), student organizations

(through the DSAT), oral care product companies, private clinics, public hospitals, and government agencies.

Adapt the global FDI theme "A Happy Mouth Is... A Happy Life" into a culturally resonant Thai campaign branded as "Fun Dee, Yim Dee, Thang Cheewit" (Good Teeth, Good Smiles, Throughout Life).

Leverage social media platforms (Facebook, Instagram, TikTok, LINE, and X) to run interactive campaigns including hashtag #WOHDTH2026, educational content series, and influencer collaborations.

Maintain and enrich the dedicated WOHD Thailand website (wohd2026.thaidental.or.th) as a central hub for campaign information and public participation.



Campaign promotional materials, posters, and social media graphics for WOHD 2026 Thailand

Details of Activity Plan

Activity Sponsors

The Dental Association of Thailand (DAT) and its partners took full responsibility for funding all activities within this campaign. Corporate partners provided significant support through booth participation, product donations, and in-kind contributions.

Activity Dates

The main public event was held on March 20, 2026 (World Oral Health Day) at CentralWorld, Bangkok, from 11:00 AM to 6:30 PM.

Activity Locations

The flagship event was held at EDEN Plaza, Level 3, CentralWorld shopping center, Bangkok. Partner activities were conducted both online and at various locations across Thailand.

Activity Participants

The event attracted a total of 167 activity participants at the DSAT interactive booths alone, in addition to the general foot traffic at CentralWorld. The event was attended by 22 DAT board members, 20 honored guests, representatives from partner organizations, 12 media outlets, and 9 social media influencers.

Project Output

Official Partners

The activity report presents an overview of the participation in World Oral Health Day 2026 in Thailand, with a total of 6 partners involved.

Activity Highlights



Main event photo from WOHD 2026 CentralWorld event

Activities Held by the Dental Association of Thailand

The Dental Association of Thailand organized a comprehensive and vibrant celebration for World Oral Health Day 2026 at EDEN Plaza, Level 3, CentralWorld on March 20, 2026, from 11:00 AM to 6:30 PM. Here are the highlights:

1. Opening Ceremony and Press Conference:

The event was officially opened by Dr. Amporn Benjapolpitak, Director-General of the Department of Health, Ministry of Public Health, who presided over the opening ceremony. The press statement on the event's objectives was delivered by Assoc. Prof. Dr. Sirivimol Srisawasdi, President of the Dental Association of Thailand. The presence

of a senior government health official underscored the national importance of oral health promotion and lent significant prestige to the event.



The opening ceremony with Dr. Amporn Benjapolpitak and Assoc. Prof. Dr. Sirivimol Srisawasdi

2. Expert Panel Discussions:

Two expert-led panel discussions provided in-depth knowledge to attendees:

The first session, "The Connection Between Oral Health and Physical Health" ("Karn Cheam Yong Sukkhaphap Chong Pak Lae Sukkhaphap Kai"), was presented by Assoc. Prof. Dr. Atthawut Lertpimolchai. This session educated the public about the systemic impact of oral health on overall physical health, explaining how oral diseases can affect cardiovascular health, diabetes management, and other systemic conditions.

The second session, "What Patients Want to Know, What Dentists Want to Tell", was presented by Dr. Thanat Rattanasiriphant. This engaging session addressed common dental questions and concerns from the public's perspective, bridging the communication gap between patients and dental practitioners and fostering better understanding.



Panel discussions with Assoc. Prof. Dr. Atthawut Lertpimolchai and Dr. Thanat Rattanasiriphant

3. Interactive Activity Booths by DSAT:

The Dental Student Association of Thailand (DSAT) organized four interactive activity booths that attracted a total of 167 participants. The booths were designed with a passport-stamp system where participants who completed all four stations could enter a lucky draw for Starbucks gift cards (18 prizes). The four stations were:

Snap Your Smile: Participants took selfies with a mirror and posted them on social media with the hashtag #WOHD2026, encouraging public engagement and spreading awareness through personal networks.

From Me to Dentist: Participants wrote personal messages to their dentists on Post-it notes, sharing gratitude, feelings, or any thoughts. This activity generated remarkable qualitative feedback, with messages ranging from appreciation and gratitude to candid expressions of dental anxiety and suggestions for improvement.

Smile Tools: This educational station explained the use of various dental instruments and demonstrated different tooth brushing techniques, helping the public understand what happens during dental visits and how to maintain proper oral hygiene at home.

Life Long Oral Care: This station provided age-specific oral care knowledge and tips for each stage of life, offering practical advice that participants could apply in their daily routines.



Four DSAT activity booths and the passport-stamp system

4. Dental Health Beauty Contest:

A major highlight of the event was the dental health beauty contest, organized to celebrate and honor individuals with excellent oral health. The contest featured four categories with total prize money of 28,000 baht:

Category	Award	Results
Healthy Teeth, Happy Kids	6 Awards: Winner 1st Runner-up 2nd Runner-up Consolation Prizes (3)	Natthaphat Ingkaphairot Tharittawan Thongngamkham Thanida Chaimongkhon Suwanna Meemanyat Ranpakorn Somsri Daran Khajornklinmalaa
Healthy Teeth, Happy Family (3 Generations)	1 Award: Winner	Phayatwiphu Family
Infographic Media Contest	5 Awards: Most Creative Poster Most Educational Poster Consolation Prizes (3)	Pimpmada Junjareonwongsa Karan Sitthisajjatham Sunithi Thiarawibun Rujapa Phetsukum

		Suwimol Sumetheewit
Best Activity Award	3 Awards:	On going competition



The dental health beauty contest winners and participants

5. Exhibition and Demonstrations:

A comprehensive knowledge exhibition on dental health was set up at the venue, featuring informative displays about common oral diseases, prevention methods, and proper oral care techniques. The DSAT organized demonstrations of correct brushing techniques tailored for different age groups (children, adults, and elderly), providing practical, hands-on learning opportunities.



Dental health exhibition and brushing demonstrations

6. Musical Performances and Stage Entertainment:

Musical performances by The Dent band created a festive atmosphere throughout the day. The DSAT organized dynamic stage activities including interactive games and oral health quizzes that kept the audience entertained while reinforcing key oral health messages.



7. Corporate Partner Booths:

Five major oral care companies set up booths at the event, distributing free oral health products and providing expert advice on product selection and usage:

Haleon Consumer Health (Thailand) Co., Ltd.; Siam Health Group Co., Ltd.; Johnson and Johnson Consumer (Thailand) Co., Ltd.; Earth (Thailand) Co., Ltd.; and Colgate-Palmolive (Thailand) Co., Ltd.

Additionally, the Dentist Hero Project under the Thai Health Promotion Foundation (ThaiHealth/SSS.) operated a proactive booth promoting smoking cessation linked with oral health care, emphasizing the critical connection between tobacco use and oral disease.



Photos of corporate partner booths and the Dentist Hero booth

8. Dedicated Website:

The dedicated WOHD 2026 Thailand website (wohd2026.thaidental.or.th) served as the central hub for all campaign information, resources, event details, partner engagement opportunities, and post-event content.

9. Campaign Materials and Giveaways:

Campaign materials included 200 branded T-shirts, 35 certificates of appreciation, 13 trophies for outstanding partners, and an “AirPods 4” prize for the lucky draw. The total giveaway and material budget contributed to creating tangible engagement and lasting impressions among attendees.



Trophies, and giveaways

Result & Impact

Event Attendance

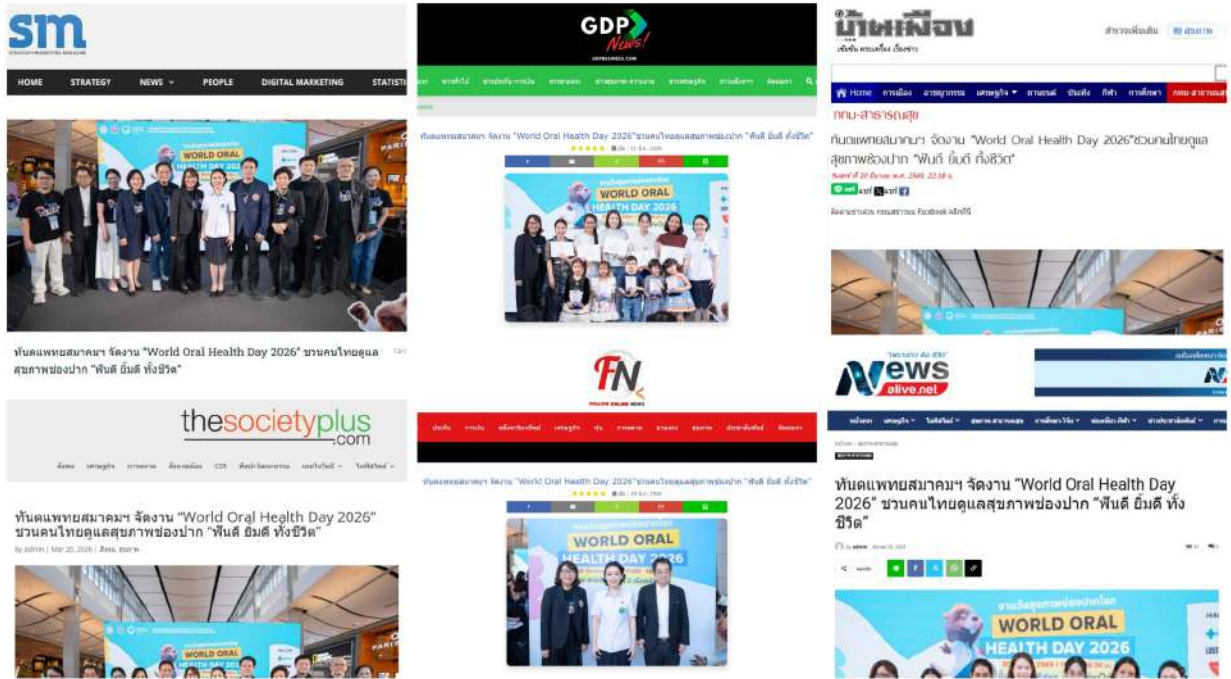
The World Oral Health Day 2026 (Thailand) main event at CentralWorld achieved the following attendance:

Category	Number
DAT Board Members	22 persons
Honored Guests	20 persons
Partner Organization Representatives	Multiple organizations
Registered Participants (DSAT booths)	167 persons
Media Outlets	12 outlets
Social Media Influencers	9 channels

Press Coverage

The event received coverage from 12 online media outlets:

No.	Source	URL
1	Khaosod Online	https://www.khaosod.co.th/pr-news/news_10181001
2	Siamrath	https://siamrath.co.th/press-release/136328
3	Thai MLM News	http://www.thaimlmnews.com
4	Follow Online News	https://followonlinenews.com/v/7762
5	Splendor-Biz	https://splendor-biz.com/140196/
6	The Society Plus	https://www.thesocietyplus.com/social/55635/
7	News Alive	https://www.newsalive.net/health-public-health/news-708/
8	SM Mag Online	https://www.smmagonline.com/2026/03/20/world-oral-health-day-2026-2/
9	MBA Magazine	https://mbamagazine.net/index.php/business/new-news/item/15686-world-oral-health-day-2026
10	Banmuang	https://www.banmuang.co.th/mobile/news/bangkok/469943
11	GDP News	https://gdpbusiness.com/v/9369
12	Bizmatchingnews	https://bizmatchingnews.com/archives/72604

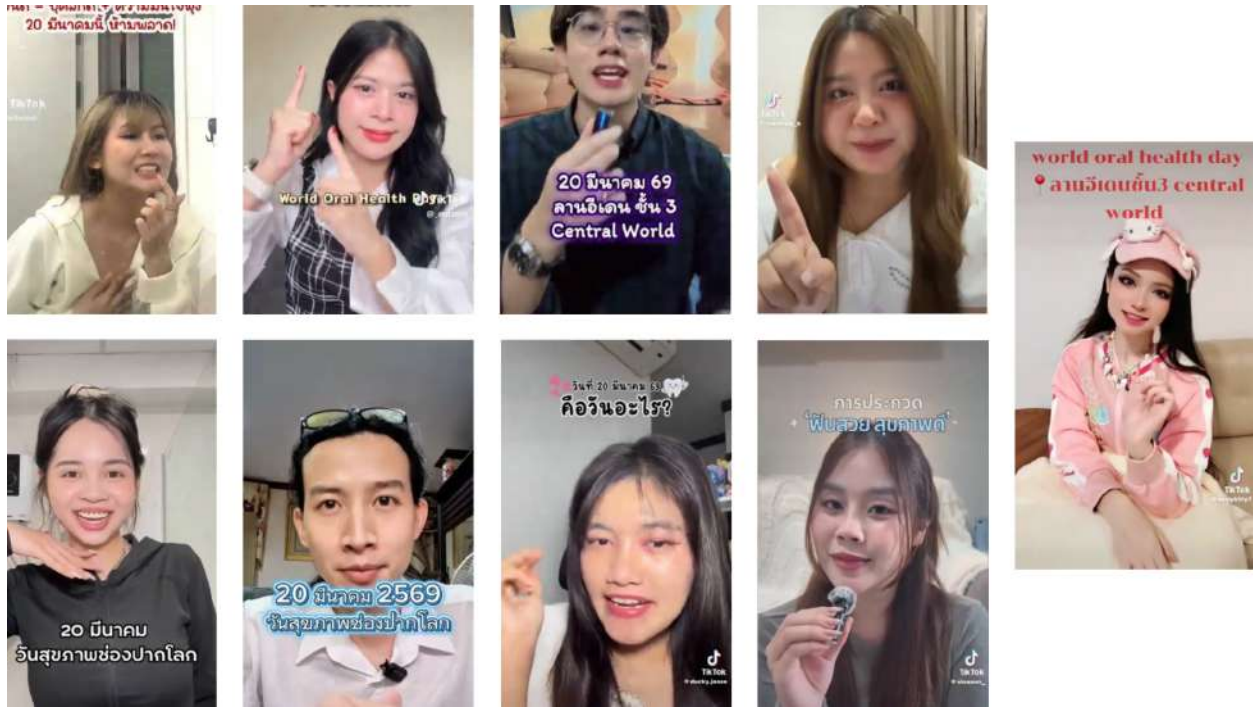


Screenshots of press coverage

Influencer Coverage

Nine TikTok influencers promoted the event with over 25,000 views:

No.	TikTok Handle	Followers	Link	Views
1	@mistykitty7	2.2M	https://vt.tiktok.com/ZSuWDydPM/	1684
2	@imyourgunnn	161.5K	https://vt.tiktok.com/ZSunrTd8N/	3180
3	@sinasun_	81.6K	https://vt.tiktok.com/ZSunabGTP/	364
4	@kruarty	73.5K	https://vt.tiktok.com/ZSuguUako/	361
5	@reanhipp_o	48.7K	https://vt.tiktok.com/ZSunhafms/	370
6	@kameboss311	41.2K	https://vt.tiktok.com/ZSunLxXa8/	6698 + 5985
7	@ducky.jesse	36.6K	https://vt.tiktok.com/ZSupVvmwh/	3518
8	@_forfonnn	35.4K	https://vt.tiktok.com/ZSuctNBpg/	1576
9	@_enfante	13.3K	https://vt.tiktok.com/ZSuveU9aB/	1408



Screenshots of influencer TikTok posts

"From Me to Dentist" - Public Feedback Analysis

The "From Me to Dentist" activity generated qualitative insights into Thai public perceptions of dental services, categorized into ten themes:

Category	Description	Example Messages
1. Praise & Gratitude	Compliments on dentists' skills and personality	"The doctor has such gentle hands, no pain at all"; "Thank you for taking care of my teeth so well"
2. Treatment Experiences	Direct experiences with dental procedures	"Please extract gently"; "Scaling really hurts"
3. Fear & Anxiety	Fear of dentists, equipment sounds, lack of confidence	"I'm scared of the drilling sound"; "I don't want to visit the dentist because I'm afraid of pain"
4. Suggestions for Dentists	Wishes for improved service delivery	"I wish the doctor would explain before treating"; "Please don't chat while my mouth is open"
5. Communication & Relationships	Feelings arising from dentist communication	"The doctor speaks so reassuringly"; "The doctor explains things clearly"
6. Self-Care Behaviors	Self-reflection on personal habits	"I'll brush more diligently"; "I can't stop eating sweets"; "I regret not caring for my teeth before"
7. Desired Outcomes	What patients hope for from treatment	"I want white teeth"; "I want strong teeth"; "I want to smile with confidence"

8. Personal Attachment	Positive or humorous feelings toward dentists	"I have a secret crush on my dentist"; "Dentists are so handsome/beautiful"
9. Clinic Experiences	Environment and peripheral experiences	"The doctor gives stickers"; "It would be nice to have prizes"
10. Knowledge & Learning	Receiving knowledge from dentists	"The doctor teaches really well"; "I don't understand the medical terms"

This data reveals that while many Thais appreciate their dentists, dental anxiety remains a significant barrier. The messages show a strong desire for better communication and genuine motivation to improve personal oral health.



Photos of the "From Me to Dentist" Post-it note wall

Social Impact

Public Engagement: 167 registered participants visiting DSAT booths, plus substantial walk-in traffic. 22 DAT board members, 20 honored guests, and multiple partner representatives attended.

Media Amplification: 12 media outlets and 9 influencers (2.7M+ combined followers) amplified the campaign's reach.

Youth Engagement: DSAT and student unions brought creative content and peer-to-peer engagement and empowered youth's participation in professional development.

Institutional and Organization Strengthening: Four consecutive years of collaboration has established WOHD as an annual tradition, scaling this social campaigning to many organizations in Thailand.

Appendices

Appendix 1: Event Program

EDEN Plaza, Level 3, CentralWorld - March 20, 2026 (11:00 AM - 6:30 PM)

Time	Activity
11:00	Event opening; exhibition booths open to public <ul style="list-style-type: none"> ● Interactive activities ● DSAT booths ● Corporate partner booths ● Stage activities
14:00 - 15:00	Opening ceremony by Dr. Amporn Benjapolpitak (Director-General, Department of Health) and press statement by Assoc. Prof. Dr. Sirivimol Srisawasdi (DAT President)
15:00 - 16:00	Awarding ceremony for “Healthy Teeth, Happy Kids” and “Healthy Teeth, Happy Family”
16:00 - 16:30	Panel Discussion: "The Connection Between Oral Health and Physical Health" by Assoc. Prof. Dr. Atthawut Lertpimolchai
16:30 - 17:30	Oral health care in all age groups (Demonstration and Discussion)
17:30 - 18:00	Panel Discussion: "What Patients Want to Know, What Dentists Want to Tell" by Dr. Thanat Rattanasiriphant
18:00 - 18:30	Musical performances by The Dent band
18:30	Closing ceremony

Appendix 2: Activity Photos

Full photo collection: <https://bit.ly/4vGmSrm>



Appendix 3: Historical Comparison (2023-2026)

Year	Theme	Key Activities
2023	Be Proud of Your Mouth	<ul style="list-style-type: none"> • Press conference • Social campaigns
2024	A Happy Mouth Is... A Happy Body	<ul style="list-style-type: none"> • Press conference • Social campaigns
2025	A Happy Mouth Is... A Happy Mind	<ul style="list-style-type: none"> • Press conference • Social campaigns
2026	A Happy Mouth Is... A Happy Life	<ul style="list-style-type: none"> • Press conference • Social campaigns • Public activity at CentralWorld, Bangkok