

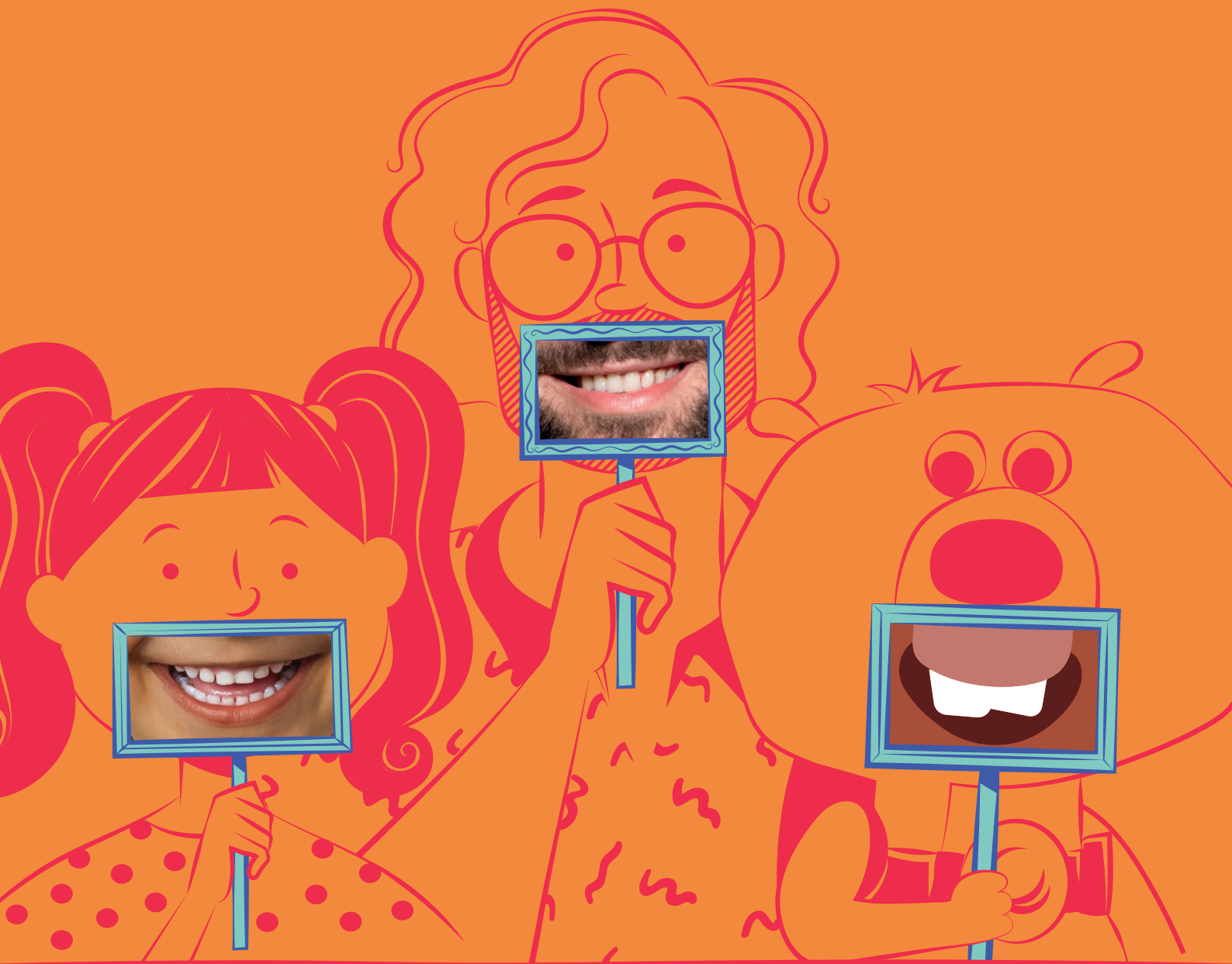


World Oral Health Day  
20 March



# BE PROUD OF YOUR MOUTH

## ACTION TOOLKIT FOR SCHOOLS AND YOUTH GROUPS



GET INVOLVED ON 20 MARCH

Find out more: [worldoralhealthday.org](http://worldoralhealthday.org)

@worldoralhealthday #MouthProud #WOHD22

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LISTERINE

# 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.

A toolkit has been developed to help coordinate global efforts. Please get involved on World Oral Health Day to spread the campaign message: **BE PROUD OF YOUR MOUTH.**

# 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 important for many reasons. A healthy mouth allows you to speak, smile, smell, taste, touch, chew, swallow and convey a range of emotions with confidence and without pain, discomfort and disease, e.g. tooth decay. An unhealthy mouth can restrict your capability to perform these everyday functions, which affects your happiness and well-being.

Teach children *why* a healthy mouth is important and *how* to take care of their own.



**BE PROUD OF YOUR MOUTH  
and your mouth will take  
care of you**

A healthy mouth is important throughout life. Strong, healthy teeth help us chew food so it can be swallowed. We use teeth to speak and smile, and a healthy set can give us confidence when speaking to others. And yes, they also help you look your best.



**BE PROUD OF YOUR MOUTH  
to keep your teeth  
healthy forever**

We only get two sets of teeth in a lifetime: a set of primary or 'baby' teeth followed by our permanent ones. It is very important to take care of our primary teeth. Even though they are going to fall out, we don't want them to fall out too early because of tooth decay. As we grow, our jaws get bigger, and our primary teeth are replaced by permanent teeth – they are called 'permanent' because they need to last our whole lives.



**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.
- 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  
is an important message  
for everyone**

WOHD provides a good opportunity to involve the wider school community, and to spread oral health messages to parents and caregivers so that they:

- can help children clean and care for their mouths at home.
- understand how to look after their own oral health.

# Campaign materials

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Use the campaign materials to support your WOHD activities and events; most are available in English, French and Spanish. All assets are free to download and use, and with a wide range on offer, you can get involved in a way that best suits you.

The campaign materials can be downloaded from:  
[worldoralhealthday.org/resources](http://worldoralhealthday.org/resources)

New resources are added throughout the campaign, so check back regularly to access all the materials listed in the table below.

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

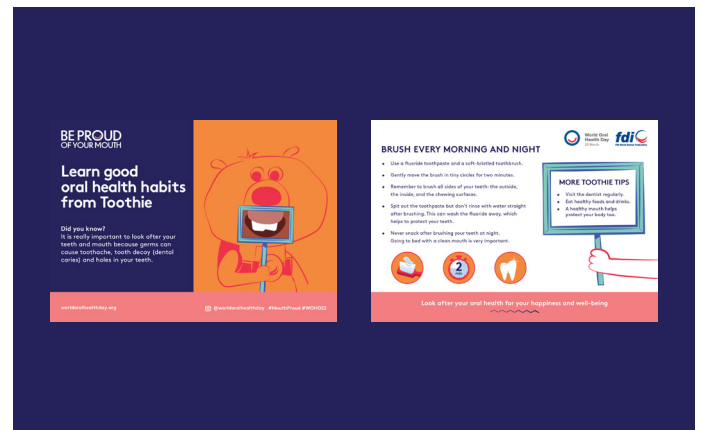


## A wide range is available

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. On one, Toothie provides advice on how to brush properly as well as further tips to encourage healthy behaviours.

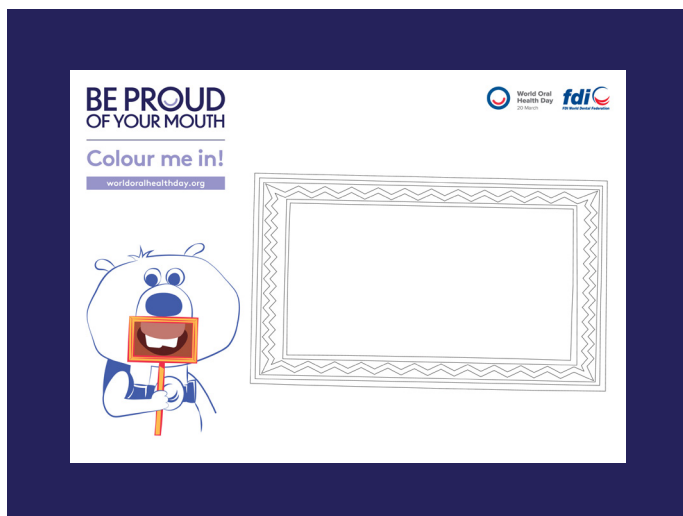
# Event templates



## 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

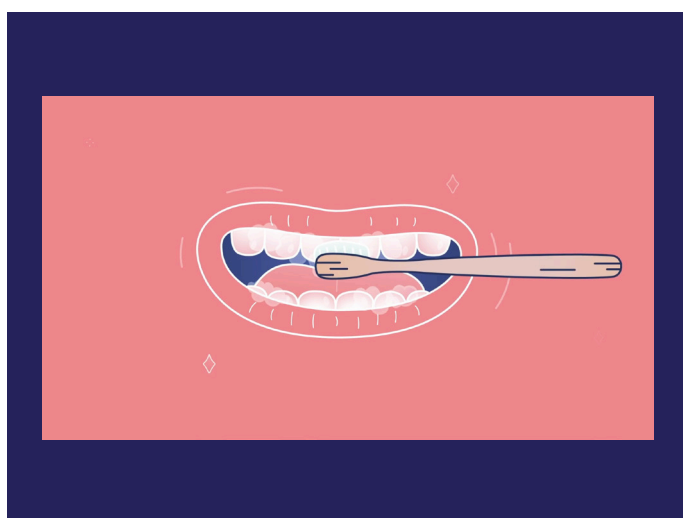
Engage children in creative ways to make oral care fun and to get them to think about their oral health from an early age.



## Make your own campaign frames

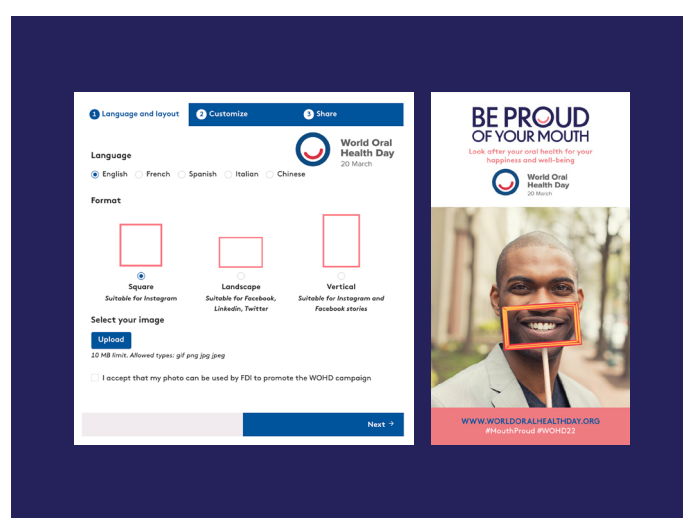
The campaign frames are a symbol to celebrate WOHD and raise awareness of why it is important to Be Proud of Your Mouth. Use them to create standout activities and events.

# Digital and social media



## Campaign video

Launch WOHD in your school by showing the campaign video in class or assembly, and share it on your digital platforms to engage the wider school community. The 60-second video is bright, concise and full of energy. Use it to inspire action.



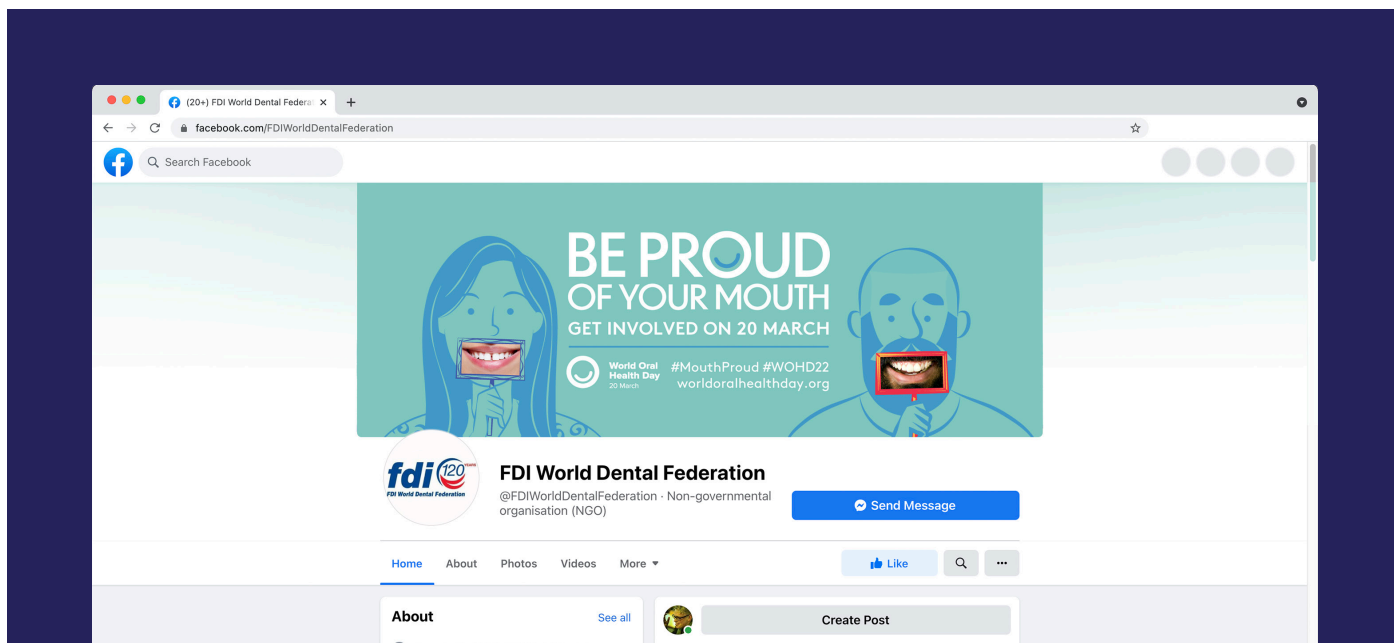
## Custom posters

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.)



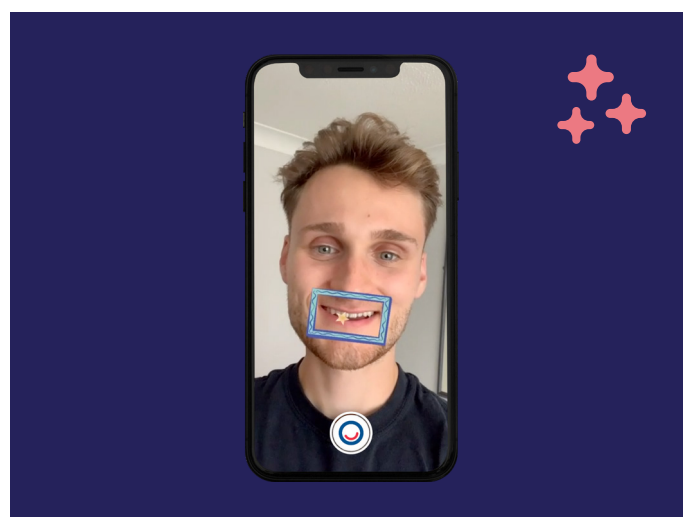
## WOHD profile covers

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)

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

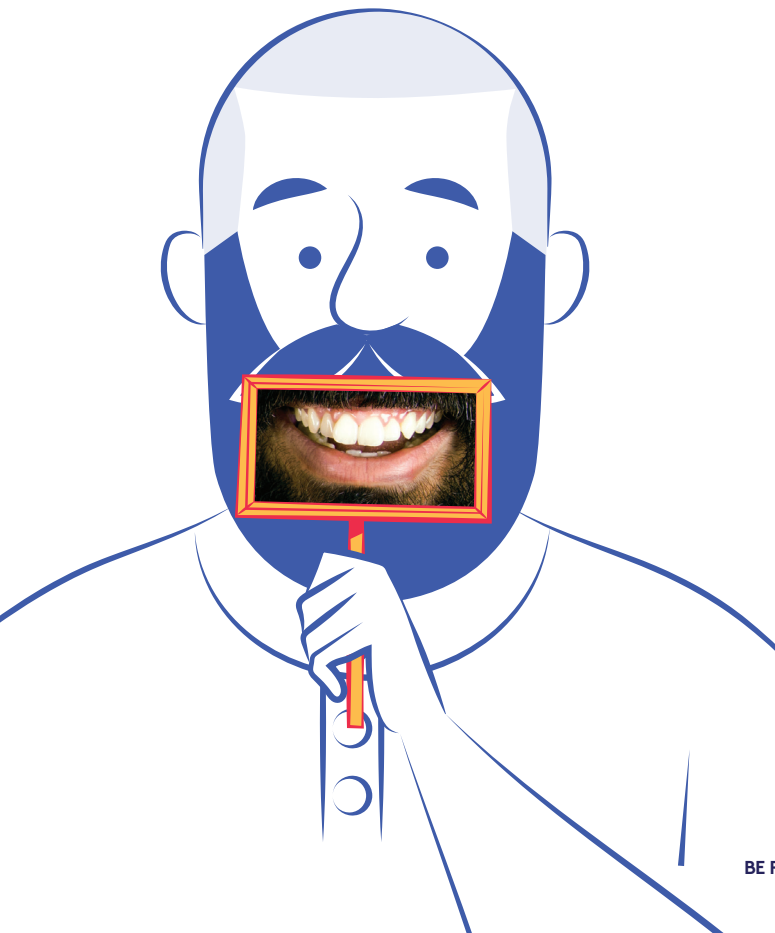
# Action toolkits



## 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.

## Media tools



## Advertisement

The advertisement is another way to promote this year's campaign. Hang it up, hand it out, circulate it online, or distribute it in any other way you can to help spread the campaign message and secure participation.

# WOHD logo



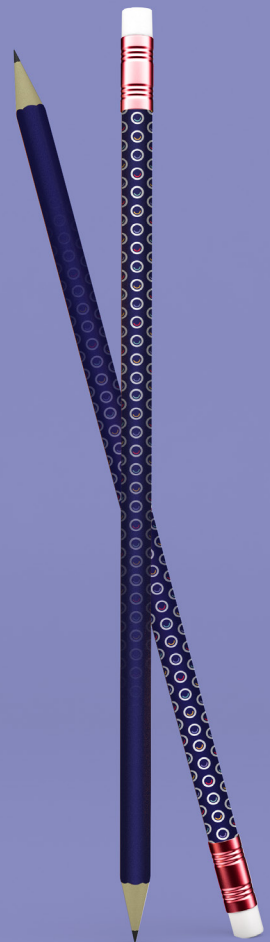
## A multilingual logo

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)

The WOHD logo can only be used to raise oral health awareness and cannot be used in connection with the endorsement or sale of products, and promotion of a company.

# 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.



If you would like to create your own merchandise, contact us at: [wohd@fdiworlddental.org](mailto:wohd@fdiworlddental.org)

# Activities to inspire action

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

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

Children get creative to celebrate WOHD.

Things to do:

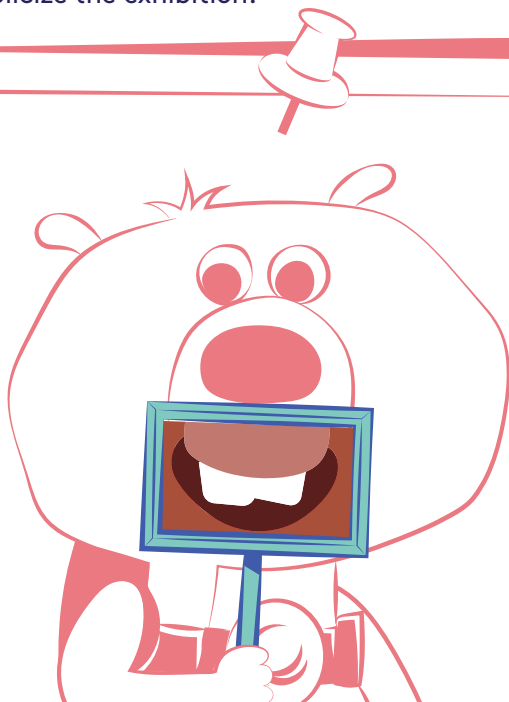
- **Kick-start your WOHD activities:** display the campaign posters.
- **Self-portrait activity:** children create their own campaign posters. If you are studying a particular artist in class, posters could even be designed in the style of that artist.
- **Create your campaign posters online:** go to the WOHD website, upload your photos and print off your personalized posters.
- **Hold an exhibition:** assemble all your poster work and curate your own 'Be Proud...' exhibition.
- **Invite parents and caregivers:** use the customizable event posters and invites to publicize the exhibition.

## Know how to 'Be Proud...' and spread the word

Children are empowered to practice healthy behaviours.

Things to do:

- **Class discussion:** explore children's oral hygiene habits. Do they know how to keep their mouths healthy?
- **Know the facts:** hand out the *Learn good oral health habits from Toothie* fact sheet. What does Toothie say?
- **Take action:** set one or more tasks that reinforce Toothie's advice. For example, children can:
  - complete some writing work that starts with, "I will show that I am proud of my mouth by...";
  - turn the fact sheet into a storyboard for a WOHD brushing advertisement;
  - write an information leaflet or presentation;
  - research and design a healthy snack menu for a café;
  - write a diary entry for a visit to the dentist, or the day in the life of a dentist.
- **Involve parents and caregivers:** encourage children to share their work with their families.



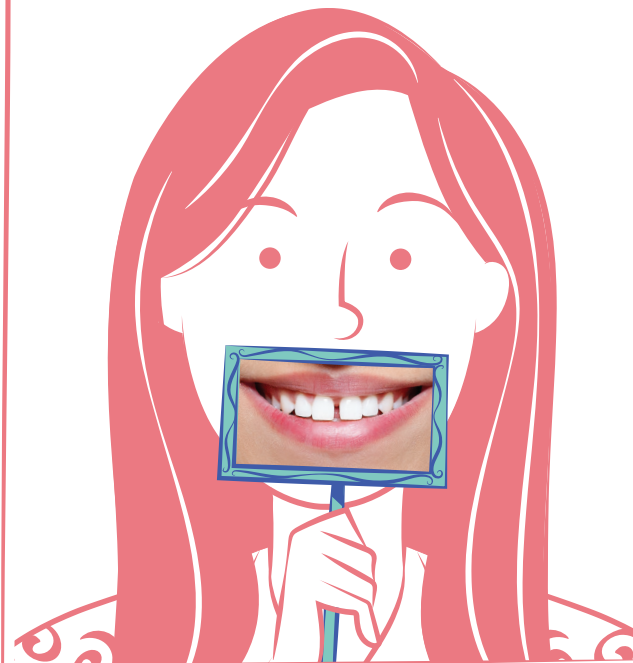
# Activities to inspire action (cont.)

## If I was in charge...

### Children advocate for better oral health.

Things to do:

- **Research the issues:** what are the most urgent ones for oral health? For example:
  - eating too much sugar, made worse by marketing and unclear labelling;
  - poor oral health knowledge and hygiene;
  - inadequate use of fluoride, such as fluoride toothpaste, to minimize tooth decay;
  - tackling inequalities in oral health, to ensure it is accessible and affordable for all.
- **Class discussion:** what positive changes would they make to help people lead healthier lives.
- **If I was in charge:** children write an action plan for their country.
- **Write to your health minister:** send children's action plans to the health minister and ask him or her to get involved on 20 March.

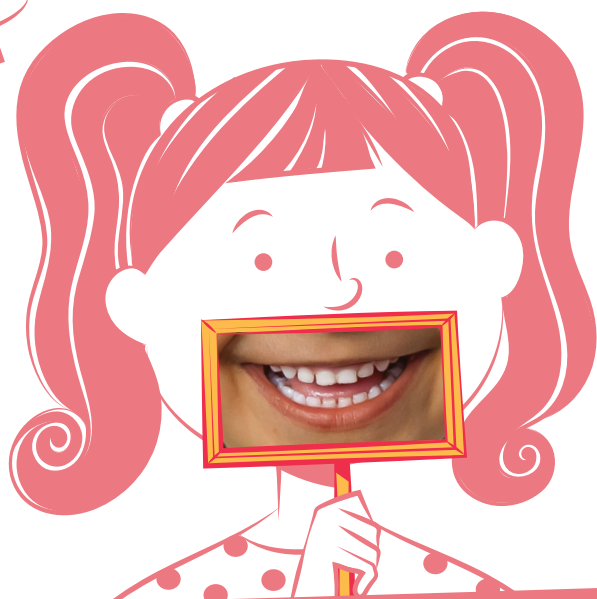


## Run a WOHD-themed school event

### Involve your local community and benefit everyone.

Things to do:

- **Get in touch with a dentist:** invite an oral health professional to give a talk at the school, or arrange class or group visits to the dentist.
- **Involve local restaurants/café's:** local chefs could run live cooking demonstrations to excite children about healthy food choices.
- **Promote your event:** use the customizable event posters and invites.
- **Invite parents and caregivers:** a school event is the perfect opportunity to involve families.
- **Get it talked about:** invite local press to your event to generate media coverage for your school and WOHD.



For more teaching ideas, take a look at Mouth Heroes for Schools, FDI's year-round teaching resource for children aged 5-9 years: [fdiworlddental.org/mouth-heroes-schools](https://fdiworlddental.org/mouth-heroes-schools)

# Activities to inspire action (cont.)

## Help communities by fundraising

Things to do:

- **Decide who the fundraiser is for and why**, e.g. to support your school or to deliver charitable oral healthcare to the underserved.
- **Plan what to do.** Do something that has worked in the past or take the chance to try something new. A few ideas include:
  - a well-being walk or an epic trek;
  - a tea or coffee (with no sugar) morning;
  - dinner and dance or a 24-hour dance challenge;
  - a healthy bake sale or a 30-day no sugar challenge;
  - a virtual well-being activity, e.g. parents join in with a school sports class;
  - a competition using the WOHD colouring sheets.
- **Get the fundraiser noticed:** for example, wear branded T-shirts, drink from branded mugs, and make campaign frames using the templates provided.

## Put WOHD on the website



Things to do:

- **Share the campaign video.** It will make an impact in just 60 seconds.
- **Show the posters.** Display them all, or select the ones that might work best.
- **Drive traffic to the Custom poster tool:** [worldoralhealthday.org/custom-poster](http://worldoralhealthday.org/custom-poster)  
It's a fun and easy way for people to join the campaign, both online and on social media.
- **Blog about WOHD:** share the key campaign messages, the campaign resources and how our actions matter.
- **Direct people to the Action toolkits** and encourage them to get involved on 20 March.

## Staff get social to spread the word

Things to do:

- **Start conversations** by circulating the ready-made social media assets. Use the posts on the next page to accompany them or write your own.
- **Tag posts** using the campaign hashtags so others can find and join the conversation.  
**#WOHD22 #MouthProud**
- **Get people's attention** by posting the campaign video.
- **Update social media covers** with the WOHD campaign covers.
- **Lead the way by:**
  - creating campaign posters at: [worldoralhealthday.org/custom-poster](http://worldoralhealthday.org/custom-poster)
  - taking selfies with the Instagram filter; post, share, and create Stories.



# Social media posts to get you started

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It's [#WorldOralHealthDay](#), which is an important time to remind everyone to Be Proud of Your Mouth. [#OralHealth](#) impacts happiness and well-being, so take action to protect it. Find out how.

[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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Children are not getting dental check-ups early enough. [#ToothDecay](#) can start as soon as the first tooth appears in your child's mouth. This [#WorldOralHealthDay](#), make a commitment to visit the [#dentist](#) to help protect your family's [#OralHealth](#).

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

[#MouthProud](#) [#WOHD22](#)

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This [#WorldOralHealthDay](#), promise to Be Proud of Your Mouth by making the right decisions for your [#OralHealth](#). 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... Download the campaign resources to learn more.

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

[#MouthProud](#) [#WOHD22](#)

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Good oral hygiene habits learned at an early age will help protect a child's mouth as they grow. This [#WorldOralHealthDay](#), teach children how to brush and care for their mouths properly. Use the campaign resources to help.

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

[#MouthProud](#) [#WOHD22](#)

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More than 530 million children suffer from [#ToothDecay](#) in their [#PrimaryTeeth](#), which can lead to pain, infection, [#ToothLoss](#) and missed school days. This [#WorldOralHealthDay](#), take action to protect children's [#OralHealth](#).

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

[#MouthProud](#) [#WOHD22](#)

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Get involved on [#WorldOralHealthDay](#) to spread the campaign message: Be Proud of Your Mouth, look after your [#OralHealth](#) for your happiness and well-being. Download the campaign resources to learn more.

[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](#)

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# 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

Tell us and others what you are planning to do and then, please feedback on how it went. Outstanding efforts will be recognized through the World Oral Health Day Awards.



## Map of activities

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

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

Your plans will help to inspire other schools and educators around the world. You can also search for WOHD activities happening near you and join the action.

## Tell us about your efforts in your activity report

After 20 March, FDI headquarters will send you a link to complete your WOHD report. Your feedback is really important and enables us to:

- tally the global impact of the campaign;
- make improvements in the future;
- celebrate the most impactful campaigns through the WOHD Awards.

## Win a World Oral Health Day Award

All the hard work will have been completed, so don't miss the chance to get recognized for it. This is what happens:

- You submit your activity report after 20 March.
- Campaigns are shortlisted and voted on by the WOHD Task Team, a group of oral health experts guiding and supervising WOHD.
- A winner is selected for each Award category (see the next section).
- Winners are informed, usually sometime in May.

# Enter the World Oral Health Day Awards

## Open to the general public\*

(non-FDI members)

### Best branded photo

#### Award overview

Celebrates the best use of the WOHD brand in a single snapshot, while engaging and inspiring others to look after their oral health.

#### Award criteria

- Use of the WOHD logo and theme
- Visibility of WOHD campaign materials
- Captures a fun and engaging WOHD moment
- Good quality photo (1800 x 1200 pixels minimum)

## The prizes

- A certificate of recognition.
- Widespread promotion of the winning activity.

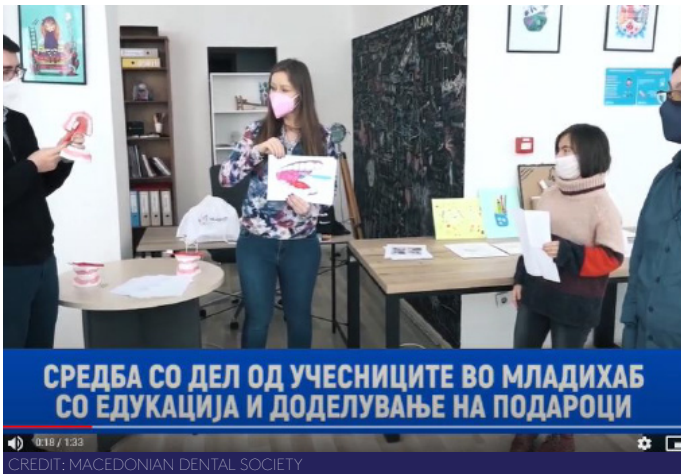
Please remember, to be considered for an award you must submit your activity report once WOHD is over at: [worldoralhealthday.org/activity-report](http://worldoralhealthday.org/activity-report)

\*All groups and individuals who are not associated with FDI, and organized a WOHD event



For more information, contact us at: [wohd@fdiworlddental.org](mailto:wohd@fdiworlddental.org)

# 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.

# Collaborating with Global Partners and Supporters

WOHD would not be possible without the support of our Global Partners and Supporters, as well as our official media partner.

Maximize these partnerships at a local level to make your celebration even more of a success. To approach them, request the details of their local offices by emailing [wohd@fdiworlddental.org](mailto:wohd@fdiworlddental.org)

## Global Partners



Unilever is committed to oral hygiene. It delivers innovative oral health programs around the world and its toothpaste brand Signal, also known as Pepsodent, Mentadent, AIM and P/S, strives to build good toothbrushing habits everywhere. For more information, visit [www.unilever.com](http://www.unilever.com)



Align Technology designs and manufactures the Invisalign system, the most advanced clear aligner system in the world, iTero intraoral scanners, exocad software, to reinvents the way orthodontic and restorative treatments are delivered to millions of people worldwide. For more information, visit [www.aligntech.com](http://www.aligntech.com)



Dentsply Sirona is the world's largest manufacturer of dental products and technologies, with more than a century of company history, dedicated to proudly creating innovative solutions to advance oral care and create healthy smiles. For more information, visit [www.dentsplysirona.com](http://www.dentsplysirona.com)

## Global Supporters



Working in partnership with dental professionals worldwide, Wrigley Oral Healthcare Program aims to improve oral health by adding one simple step to people's daily oral hygiene routine: chewing sugar-free gum after eating and drinking. For more information, visit [www.wrigleyoralcare.com](http://www.wrigleyoralcare.com)



LISTERINE® has been pioneering research for 100+ years on the powerful benefits of mouthwash in preventing oral health disease. LISTERINE® is used by over one billion people in over 85 countries and been awarded by professional organizations worldwide. For more information, visit [www.listerine.com](http://www.listerine.com)

## Media Partner



DTI publishing group is composed of the world's leading dental trade publishers. Its flagship publication, *Dental Tribune*, is the largest global dental newspaper. DTI can help spread messages to decision makers worldwide. For more information, visit [www.dentaltribune.com](http://www.dentaltribune.com)

# 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)

## WOHD Task Team 2021-2022

Prof. Paulo Melo, Portugal (Chair)

Dr Nahawand Abdulrahman Thabet, Egypt

Dr Maria Fernanda Atuesta Mondragon, Colombia

Assoc. Prof. Elham Kateeb, State of Palestine

Prof. Krishna Prasad Lingamaneni, India

Dr Carol G. Summerhays, United States of America

