

# REPORT ON CELEBRATION OF **World Oral Health Day**



DEPARTMENT OF  
PUBLIC HEALTH DENTISTRY

GOVERNMENT DENTAL COLLEGE & HOSPITAL,  
NAGPUR



## Content

s.no	Activity
	Introduction
	<b>Activities Targeting Oral Health Promotion</b>
	Inauguration
	Display of IEC material and banners
	Health talks
	Public events: Walkathon Rallies Street plays
	Pledge Ceremony
	"A Happy Mouth is a Happy Mind" Selfie Booth
	Competitions on the theme
	Social media coverage
	Community leader interactions: <b>Leaders for Smile</b>
	<b>TechSmile:</b> Use of Technology for oral health promotion:
	<b>Activities to Promote Early Diagnosis and Treatment</b>
	<b>Urban Glean:</b> Elevating Oral Health in Urban Slums
	<b>Shelter Smiles:</b> Promoting Oral Health in Children Living in Shelter Homes
	<b>Oral Care Shield:</b> School-Based Preventive Programs
	<b>Special Grins:</b> Oral Health Outreach for Mentally Challenged Individuals
	<b>Grin and Thrive:</b> Nurturing Oral Health in Rural Communities
	<b>Family Smiles:</b> Promoting Oral Health from Pregnancy to Parenthood

	<b>Smile Tribe:</b> Tribal Children Outreach
	<b>Oral health an human right:</b> for prisoners
	<b>Clean Smiles:</b> Reaching the Children of Sanitation Workers
	<b>Capacity Building Activities</b>
	Webinar
	<b>Oral Health 360:</b> Empowering Health Care Workers for Comprehensive Oral Health Promotion
	<b>Activities to improve access and utilization of oral health care services</b>
	Denture fabrication drive for BPL patients and old age home residents, including caregiver training.
	Pit and fissure sealant and fluoride varnish application drive in healthcare facilities and the community.



DEPARTMENT OF PUBLIC HEALTH DENTISTRY  
GOVERNMENT DENTAL COLLEGE & HOSPITAL, NAGPUR

*Celebrates.....*

**WORLD  
ORAL HEALTH MONTH**  
**BY LAUNCHING VARIOUS CAMPAIGN**

- 1. Techsmile: Use of VR**
- 2. Urban Glean**
- 3. Shelter Smiles**
- 4. Oral Care Shield**
- 5. Special Grins**
- 6. Grin And Thrive**
- 7. Family Smiles**
- 8. Smile Tribe**
- 9. Oral Health a Human Right**
- 10. Clean Smiles**
- 11. Oral Health 360**
- 12. Leaders For Smile**



*Theme.....*

*"A Happy Mouth is.....*

*A Happy Mind."*

## Introduction

World Oral Health Day, celebrated annually on March 20, aims to raise global awareness of oral health and its critical role in overall well-being. The 2025 celebration was observed under the WHO theme, "**A Happy Mouth is a Happy Mind,**" highlighting the psychological, cognitive, and emotional benefits of good oral hygiene. Embracing this theme, the Department of Public Health Dentistry at Government Dental College & Hospital, Nagpur, led a month-long series of diverse and impactful initiatives designed to reach every stratum of society—from schoolchildren and pregnant women to shelter home residents, prisoners, and tribal populations.

This year's campaign was built on four key pillars: **community engagement, clinical outreach, capacity building, and digital innovation.** A wide range of activities—including health talks, rallies, interactive street plays, school-based education, VR-led modules, podcasts, and preventive treatment camps—were meticulously planned and executed to integrate oral health education into everyday life. Strategic partnerships with NGOs, school administrations, health departments, and local leaders ensured deeper community involvement and wider geographical reach.

In a unique blend of modern technology and grassroots mobilization, tools such as **virtual reality headsets, QR code registrations, social media campaigns, and a dedicated podcast series** were employed to make oral health promotion more engaging, inclusive, and far-reaching. Additionally, student-driven competitions and leadership-based pledges encouraged long-term behavioral change.

With an unwavering commitment to inclusivity, creativity, and evidence-based interventions, the department's World Oral Health Day 2025 campaign not only delivered immediate impact but also laid the foundation for a healthier, more mindful society where oral health is recognized as a cornerstone of mental and general health. of outreach, clinical, and educational activities aimed at fostering oral health awareness across diverse population groups. The campaign strategically targeted schools, shelter homes, slum communities, rural populations, and vulnerable groups while also involving healthcare professionals, caregivers, and community leaders. Leveraging technology, creativity, and a strong public health framework, the department set a new benchmark for community-based oral health promotion.

The Department of Public Health Dentistry at the Government Dental College and Hospital Nagpur organized a series of events aimed at raising awareness about oral health among the community. These events, spanning various mediums, were inaugurated on 20th March by the esteemed Dean of the institution, and continued till 20<sup>th</sup> April.

### Various events were

1. Activities Targeting Oral Health Promotion
2. Activities to Promote Early Diagnosis and Treatment
3. Capacity Building Activities

4. Activities to improve access and utilization of oral health care services.

## Key Achievements

- **Total Individuals Reached (Awareness): 11090**
- **Total Screened/Treated (Clinical Services): 6,330**
- **Number of Thematic Campaigns Conducted: 12**
- **Total Outreach Events Held: 25+** events in urban, rural, and tribal areas
- **New Technologies Introduced:** Virtual Reality education modules, QR code-based event registration, oral health podcast series
- **Community Leader Engagement:** 40+ leaders pledged through "Leaders for Smiles"
- **Special Population Coverage:** Targeted outreach for shelter homes, mentally challenged individuals, prisoners, and tribal children
- **Student Innovation Launches:** Educational comic book, oral health game, VR-based brushing module
- **Mass Participation Campaigns:** Online walkathon, street plays, school competitions, and rallies
- **Media Recognition:** Reel liked by FDI Toothsi; featured on All India Radio and in local newspapers
- **Sustainability Focus:** Training of healthcare providers and teachers for continued advocacy beyond campaign duration.

s.no	Name of Campaign	Awareness	Total OPD
1.	Urban Glean: Oral Health in Slums	886	480
2.	Shelter Smiles: Children in Shelter Homes	133	133
3.	Oral Care Shield: School-Based Programs	7000	4745
4.	Special Grins: Mentally Challenged Individuals	104	84
5.	Grin and Thrive: Rural Campaign	500	300
6.	Smile Tribe: Tribal Children Outreach	713	350
7.	Oral health a human right	175	120
8.	Clean smile: oral health outreach program for children of safai kamgar	145	118
9.	Family Smiles: Pregnant Women & Mothers	280	-
10	TechSmile: VR and Digital Awareness	886	-
11	Leaders for smile	42	-
12	Oral Health 360: Empowering Primary Health Care Workers for Comprehensive Oral Health Promotion	226	-

13	<b>TOTAL</b>	<b>11090</b>	<b>6330</b>
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## I. Activities Targeting Oral Health Promotion

### 1. Inauguration Ceremony:

The inauguration ceremony organised by the department of Public Health Dentistry was graced by the Dean of the Government Dental College and Hospital, who underscored the importance of oral health awareness in the community. All heads of the departments, faculty and students were also present. Emphasizing the significance of preventive dental care, the Dean officially inaugurated the events, marking the beginning of a concerted effort to educate and engage the public.

Events Overview:

#### Oral Health Awareness Exhibition:

An exhibition was set up within the hospital premises to educate patients about oral health practices, common dental issues, and preventive measures. Various interactive displays and informational materials were showcased to enhance public understanding of oral hygiene and dental care.

#### Oral health Education Game for tribal students was launched:

An interactive Oral Health Education Game was launched to engage tribal students in learning about oral hygiene through fun and play. The game simplifies key oral health concepts, helping students understand the importance of brushing, healthy eating, and regular check-ups. This initiative aims to promote lifelong oral hygiene habits among tribal communities.

#### Comic Book Launch:

A creative approach to raising awareness, the launch of the AI powered comic book aimed to engage both children and adults in learning about oral health. The comic book, filled with colorful illustrations and easy-to-understand content, served as an innovative tool for educating the community on dental care practices and the importance of regular check-ups. The comic book is made by undergraduate student guided by staff of Public Health Dentistry.

#### Thematic Campaigns Launched

On March 20th, 2025, coinciding with World Oral Health Day, the Department of Public Health Dentistry officially launched a series of **thematically designed outreach campaigns** aimed at addressing oral health needs across various vulnerable and underserved populations. Each campaign targeted a specific demographic with tailored interventions, ensuring inclusivity and focused impact. During the launch, a **pledge was taken to sustain these campaigns throughout the month and also continue it throughout the year**, integrating them into

routine outreach and preventive services to achieve long-term community oral health improvement.

1. **Techsmile:** Use of Technology for Oral Health Promotion
2. **Urban Glean:** Elevating Oral Health in Urban Slums
3. **Shelter Smiles:** Promoting Oral Health in Children Living in Shelter Homes
4. **Oral Care Shield:** School-Based Preventive Programs
5. **Special Grins:** Oral Health Outreach for Mentally Challenged Individuals
6. **Grin And Thrive:** Nurturing Oral Health in Rural Communities
7. **Family Smiles:** Promoting Oral Health from Pregnancy to Parenthood
8. **Smile Tribe:** Tribal Children Outreach
9. **Oral Health a Human Right:** For Prisoners
10. **Clean Smiles:** Reaching The Children of Sanitation Workers
11. **Oral Health 360:** Empowering Health Care Workers for Comprehensive Oral Health Promotion
12. **Leaders For Smile:** Community Leader Interactions:

### Photos of Inauguration Day





Launch of game and comic



Cover page of comic book

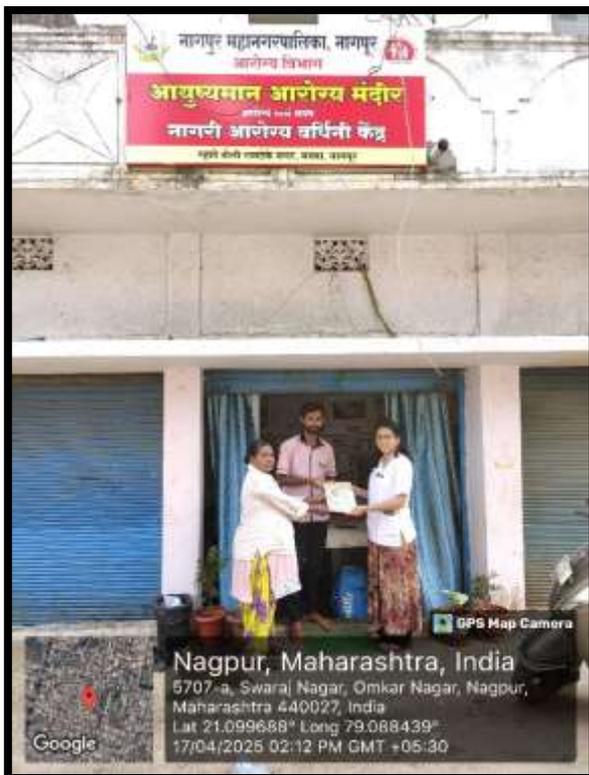


## 2. Display of IEC material and banners (20th March – 20th April):

As part of the campaign's public education drive, informative IEC (Information, Education, and Communication) materials and banners were developed, distributed and strategically displayed across multiple locations at

- Government dental college and hospital OPD,
- Five Primary Health Centres (PHCs),
- Government Medical College, and
- Ayushman Arogya Mandir.

These materials featured vibrant illustrations and key messages, prominently incorporating the campaign mascot "Toothsi"—a friendly animated tooth character designed to engage all age groups. The banners carried slogans and infographics that reinforced the 2025 WHO theme, “A Happy Mouth is a Happy Mind,” effectively emphasizing the integral link between oral health and mental well-being. This visual presence served as a continuous reminder to patients, visitors, and healthcare staff about the role of oral hygiene in overall health and happiness. The colourful, accessible design helped break down complex health messages into relatable insights, making oral health promotion both visible and memorable across diverse public settings.



### 3. Health Talks (20th March – 20th April):

Health Talks (Government Dental College and Hospital & Government Medical College, Nagpur):

As a key component of the awareness-driven initiatives for World Oral Health Day 2025, structured and interactive health talks were conducted at two major healthcare institutions in Nagpur: The Outpatient Department (OPD) of Government Dental College and Hospital (GDC) and the OPD of Government Medical College (GMC). At GDC, a dedicated **Oral Health Awareness Desk** was established in the OPD waiting area, where trained interns from the Department of Public Health Dentistry delivered **daily micro-sessions** from March 20 to April 20. These sessions served to educate and engage a wide patient population, including those awaiting treatment, caregivers, and accompanying relatives. The setup created a dynamic health promotion environment, transforming a passive waiting area into an active educational platform.

In parallel, focused health talks were organized at GMC, specifically targeting **antenatal women attending the Obstetrics and Gynaecology OPD**. Recognizing the crucial interplay between maternal oral health and foetal development, the sessions addressed key issues such as the increased risk of gingivitis during pregnancy, the association between periodontitis and preterm low birth weight, and the importance of postpartum oral care to prevent early childhood caries. These evidence-based talks emphasized preventive practices and the importance of routine dental checkups during pregnancy, helping to dispel common myths and reduce fear of dental treatments during gestation.



## 4. Public Events:

### Online Walkathon: Walk for Oral and Mental Well-being

As part of the public engagement initiatives for World Oral Health Day 2025, the Department of Public Health Dentistry at Government Dental College and Hospital, Nagpur, organized a widely inclusive **Online Walkathon** that creatively merged physical fitness with digital participation. The initiative aimed to promote the WHO campaign theme, “**A Happy Mouth is a Happy Mind,**” by encouraging the community to adopt small, sustainable habits that contribute to both oral and mental well-being.

Participants from across regions were invited to walk **anywhere, anytime** between **April 13 and April 20**, making the event highly accessible and inclusive. Registration was facilitated through a **QR code-enabled Google Form**, and participants were instructed to track their step count using fitness apps. At the end of the walkathon, they submitted screenshots of their step count, which served as proof of participation.

The event garnered enthusiastic responses from students, faculty, healthcare professionals, and members of the public. Top performers with the highest step counts were recognized for their exceptional commitment to health promotion. **E-certificates** were awarded to all registered participants, adding value and motivation to the activity.

In addition to the health benefits, the Walkathon served as a powerful **visual campaign** on social media. Participants shared selfies and progress, amplifying awareness and encouraging peer participation. The initiative not only fostered physical movement but also helped instill the message that regular activity, like walking, when paired with good oral hygiene, contributes to a healthier and happier life.

Media coverage for walkathon



Screen shot of the participant





**GOVT. DENTAL COLLEGE & HOSPITAL  
NAGPUR**

*LET'S STEP.....  
TOWARDS A HEALTHIER SMILE & A HEALTHIER MIND!*



# Walkathon

*On the Occasion of  
World Oral Health Day*

## Walk Anywhere, Track Your Steps!

### **Why Join**

**Promote Oral & Mental Well-being.**

**Raise Awareness About the Link Between  
Oral & Mental Health.**

**Be Part of a Global Movement for a Healthier Future.**

### **How to Participate.**

**1. Register for the Walkathon [ <https://forms.gle/yMVbp6idZAC5tzio6> ]**

**2. Walk at Your Convenience on the Event Day**

**3. Track Your Steps & Share Your Journey on Social Media with  
#WalkForOralMentalHealth**

**E-certificates for All Participants!**

**13<sup>th</sup> April  
to  
20<sup>th</sup> April**



**Organized by**

**DEPARTMENT OF  
PUBLIC HEALTH DENTISTRY.**

**Contact Us: 9623783225, 7666962806**



## Lectures for School Teachers and Caregivers:

Lectures and orientation sessions for **school teachers and caregivers** formed a cornerstone of the World Oral Health Day 2025 campaign, with a focus on fostering a sustainable, school-based oral health education model. Recognizing the influential role of educators in shaping children’s behavior, these sessions were designed to empower teachers as oral health ambassadors within their respective institutions.

School teachers were sensitized to core oral health messages, including the **importance of twice-daily toothbrushing, moderation of sugary foods, and timely identification of dental caries**. Additionally, they were educated about the **interconnectedness between oral health, cognitive development, and academic performance**, equipping them with scientific insights to advocate for holistic student health. Participants received **customized IEC kits** and were trained in using **interactive educational tools** like dental models, posters, and storytelling techniques to seamlessly integrate oral health into their routine teaching curriculum.

Parallel to this, dedicated training sessions were conducted for **caregivers of mentally challenged individuals and caretakers in student hostels**, emphasizing the importance of **assisted oral hygiene, daily monitoring, and supportive environments for oral care compliance**. These sessions addressed practical challenges such as behavioral resistance to brushing, managing oral hygiene in children with limited motor skills, and the role of diet and routine in maintaining oral health among special populations.

By strengthening the knowledge and capacity of both educators and caregivers, this initiative extended the reach of oral health promotion beyond clinical settings into daily living environments—fostering consistency, early prevention, and a strong culture of oral health awareness among vulnerable and dependent populations.



### Street Plays (Nukkad Nataks):

As part of the community engagement initiatives, **street plays (Nukkad Nataks)** were conducted at four diverse locations, each tailored to the specific needs and sensitivities of the target audience. At the **Government Medical College OPD (Antenatal Care Section)**, a play on “**Maternal Oral Health and Its Impact on the Foetus**” educated pregnant women about hormonal changes during pregnancy, the risks of periodontitis, and its association with adverse birth outcomes like low birth weight and preterm labour. In the **urban slum community**, the play emphasized daily oral hygiene, sugar consumption, and the consequences of neglect, while addressing common barriers to care and promoting the use of local PHCs. At the **tribal student hostel**, a culturally adapted performance used local dialects and traditional storytelling to highlight the importance of brushing, avoiding tobacco, and seeking early dental care. Finally, at a **residential centre for mentally challenged individuals**, the play was simplified and made sensory-friendly, focusing on basic hygiene routines and the critical role of caregivers, with active involvement from special educators to ensure inclusive learning. These performances effectively combined entertainment with education, making oral health accessible and engaging for all.

S.no	Theme	Place
1.	Impact of maternal oral health on foetus.	Government Medical College OPD (Antenatal Care Section)
2.	Importance of daily oral hygiene in underserved communities	Urban Slum Community
3.	Brushing habits, tobacco avoidance, and early care	Tribal Student Hostel
4.	Oral hygiene for individuals with intellectual disabilities	Residential Centre for Mentally Challenged Individuals



### Rallies:

Rallies were organized as a dynamic form of public engagement to raise oral health awareness across various communities. Conducted in collaboration with students, faculty, NGOs, and local leaders, the rallies took place in high-footfall areas including urban slums, schools, and marketplaces. Participants carried placards with impactful messages aligned with the theme “**A Happy Mouth is a Happy Mind**” and distributed IEC materials to bystanders. Slogans were chanted to attract attention and initiate conversations around preventive oral care. These rallies served as mobile awareness campaigns, effectively reaching populations that might otherwise have limited exposure to oral health education.



Through these public events, the campaign effectively translated clinical knowledge into community-friendly messaging and built grassroots momentum for sustainable oral health practices.

## 5. Pledge Ceremonies:

As a symbolic and motivational highlight of the World Oral Health Day 2025 celebrations, **two dedicated pledge ceremonies** were organized to reinforce the collective commitment towards oral health promotion and self-care. The first ceremony was conducted for **oral health professionals**, including undergraduate dental students, interns, and faculty members. Participants took a solemn pledge to serve as lifelong advocates for oral health, not only in clinical practice but also through community engagement, education, and preventive outreach. This act emphasized their responsibility to lead by example and uphold ethical, evidence-based oral health practices.

In parallel, a **second pledge ceremony** was held for the **general public and OPD patients**, encouraging them to take ownership of their own oral hygiene practices. The pledge highlighted key behaviours such as brushing twice daily, reducing sugar intake, seeking regular dental check-ups, and avoiding tobacco use. By involving both providers and recipients of care in a unified act of commitment, the ceremonies created a powerful, shared sense of accountability and empowerment. These initiatives not only reinforced the WHO campaign theme, **“A Happy Mouth is a Happy Mind,”** but also fostered a culture of oral health consciousness across all levels of society.



## 6. A Happy Mouth is a Happy Mind” Selfie Booth:

To creatively engage visitors and reinforce the campaign theme, a vibrant and interactive **selfie booth** was set up at the OPD of Government Dental College and Hospital. The booth was designed around the WHO theme “A Happy Mouth is a Happy Mind”, with colorful backdrops and impactful oral health messages prominently displayed. A variety of **thematic props** were made available—including oversized toothbrushes, speech bubbles with catchy slogans, “Toothsi” the mascot cut-outs, and smile frames—which encouraged people of all ages to participate and share their photos. This light-hearted yet educational activity successfully captured attention, especially among children and youth, turning oral health awareness into a fun, photo-worthy experience. Participants were encouraged to share their selfies on social media using campaign hashtags, thereby extending the visibility and reach of the initiative beyond the hospital setting and into the digital community.

### SELFIE BOOTH



### SELFIE PROPS

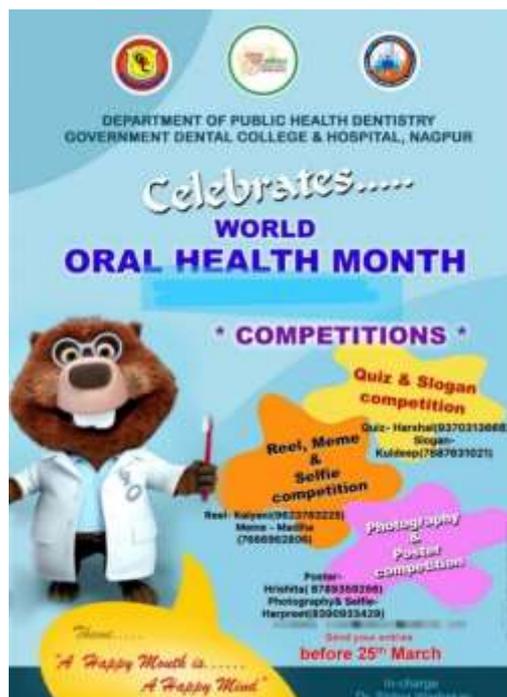


## 7. Theme-Based Competitions:

To foster creativity, participation, and deeper community engagement around the WHO theme “A Happy Mouth is a Happy Mind,” a series of competitions were organized throughout the campaign period. These activities were designed to cater to different age groups and interests while reinforcing key oral health messages in innovative formats.

1. **Online Walkathon Competition:** Participants were encouraged to register, track their steps digitally, and submit screenshots as proof. The top performers were recognized for their commitment to health and received e-certificates.
2. **IEC Material Design Challenge:** Students and interns created original, informative posters and digital materials that conveyed oral health messages using visually engaging layouts. Winning entries were displayed across OPDs and PHCs.
3. **Poster Competition:** Participants submitted hand-drawn or digital posters that depicted the link between oral health and overall well-being. Entries were evaluated based on creativity, scientific accuracy, and thematic alignment.
4. **Selfie Competition:** Visitors at the OPD selfie booth clicked creative photos using campaign props and shared them on social media using official hashtags. Winners were selected based on creativity, captioning, and reach.
5. **Reel-Making Contest:** Short, engaging video reels (under 30 seconds) were submitted by students showcasing oral hygiene routines, myth-busting facts, or motivational messages about dental care.

These competitions not only served as a medium for awareness but also provided a platform for expression and digital advocacy. They significantly increased campaign visibility and contributed to a culture of proactive oral health promotion.



## 8. Media Coverage for World Oral Health Month

To amplify the reach and impact of the oral health awareness campaign organized by the Department of Public Health Dentistry, a comprehensive media coverage strategy was implemented. This strategy encompassed various traditional and digital media channels to ensure widespread dissemination of key messages and engagement with the target audience.

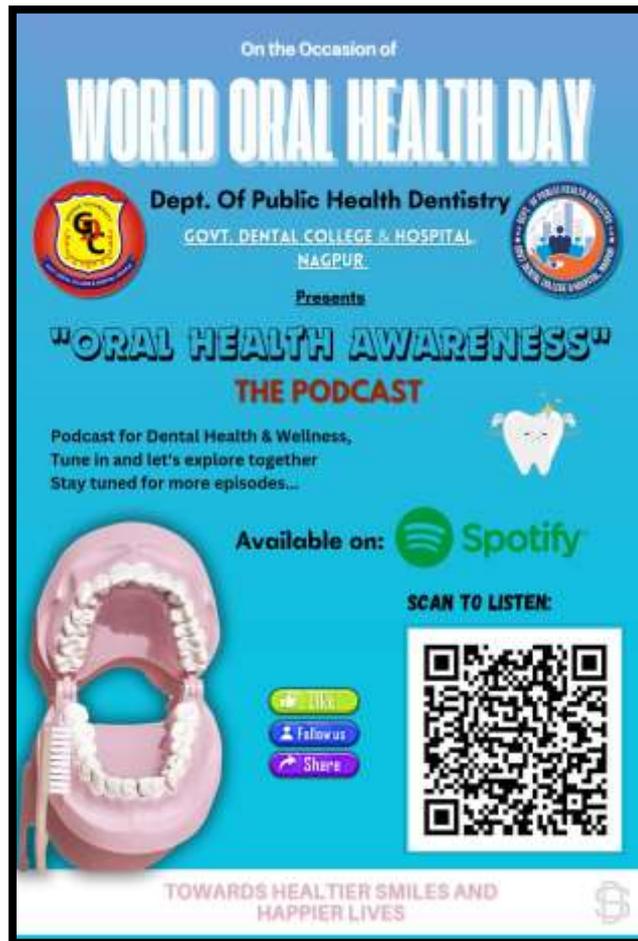
### Radio Talks:

Recognizing the power of radio as a medium to reach diverse demographics, radio talks were organized featuring faculty from the Department of Public Health Dentistry. These talks were broadcast on All India Radio (Akashwani). By leveraging the conversational and interactive nature of radio talks, the campaign successfully engaged listeners and encouraged them to prioritize their oral health.



### Podcast:

In line with the modern trend of digital media consumption, a dedicated podcast channel was launched by the department to disseminate oral health-related information. Expert interviews, discussions on common dental issues, and practical tips for maintaining oral hygiene were featured in podcast episodes. By making the content easily accessible on popular podcast platforms, the campaign effectively reached tech-savvy audiences and provided them with valuable insights into oral healthcare practices.



### Social Media Engagement:

Harnessing the power of social media platforms, the campaign encouraged active participation and engagement from the community. Undergraduate students were encouraged to tag their selfies taken at the selfie booth with relevant hashtags related to oral health awareness. These tagged selfies were then shared across social media platforms, creating a ripple effect and prompting discussions on oral health among wider social circles. Additionally, informative posts, videos, and infographics were shared on the department's social media accounts to further educate and engage the online audience.



## 9. Community Leader Interactions:

### “Leaders for Smiles” – A Signature Campaign to Promote Oral Health

As part of the World Oral Health Day 2025 celebrations, the Department of Public Health Dentistry launched a dedicated community engagement initiative titled “**Leaders for Smiles.**” This signature campaign aimed to harness the influential role of **local leaders—sarpanches, ward members, religious heads, and Self-Help Group (SHG) coordinators**—in spreading oral health awareness and promoting sustainable behavior change within their respective communities.

The campaign unfolded over the span of one week and included a structured series of activities. First, key community leaders from urban slums, rural villages, and tribal settlements were **identified and formally invited** to participate. This was followed by **orientation sessions**, conducted either in person or virtually, where public health dentistry faculty introduced them to common oral health challenges observed in the population—such as untreated caries, periodontal disease, and tobacco-related lesions—and discussed the pivotal role that community influencers play in encouraging preventive action and early screening.

The campaign created a strong ripple effect, as these leaders began sharing oral health messages during local meetings, religious gatherings, and SHG interactions—broadening the campaign’s reach and embedding oral health advocacy at the grassroots level.

Through “**Leaders for Smiles,**” the initiative successfully bridged clinical expertise with community leadership, making oral health a shared responsibility and empowering communities to prioritize prevention as a path to overall well-being.



गुप्ताने आरोग्य, माझी जबाबदारी - साक्षरी शीट

क्र.सं.	नाम	पद / पेशा	संविदीन बनवणे क्षेत्र / गाव	साक्षरी
1	विजय शशी भोटे	सोनी वडील	महाराष्ट्र	ड. ए. शिंदे
2	श्री. अशोक शिंदे	सोनी वडील	महाराष्ट्र	गणेश
3	श्री. अशोक शिंदे	सोनी वडील	महाराष्ट्र	गणेश
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19	श्री. अशोक शिंदे	सोनी वडील	महाराष्ट्र	गणेश
20	श्री. अशोक शिंदे	सोनी वडील	महाराष्ट्र	गणेश

## 10. Use of Virtual Reality: TechSmile – Immersive Oral Health Education

To embrace innovation and enhance learning engagement, the Department of Public Health Dentistry integrated **Virtual Reality (VR)** into its World Oral Health Day 2025 campaign under the branded initiative “**TechSmile.**” This technology-driven module was designed to provide an **immersive and interactive learning experience** on key oral health topics, particularly emphasizing the **importance of brushing twice daily** and preventing dental caries.

Participants, including school children, hostel residents, and caregivers, wore VR headsets to enter a simulated environment that showcased animated, 3D educational content. These modules took viewers on a guided tour through the human mouth, visualizing plaque accumulation, the development of cavities, and the effects of poor oral hygiene. Interactive segments demonstrated correct brushing techniques, the importance of fluoride, and how consistent oral hygiene contributes to both dental and mental well-being—reinforcing the campaign theme, “**A Happy Mouth is a Happy Mind.**”

The VR experience was especially impactful for younger audiences and individuals with learning difficulties, offering a **multi-sensory educational tool** that went beyond conventional chalk-and-talk methods. Feedback from participants indicated increased retention of key messages and heightened enthusiasm for oral hygiene practices.

Through **TechSmile**, the department successfully leveraged digital innovation to make oral health education more engaging, accessible, and future-ready—setting a precedent for technology-enabled health promotion in public dentistry.



## B. Activities to Promote Early Diagnosis and Treatment

### Awareness, screening and Treatment through 9 different campaigns.

The Department of Public Health Dentistry undertook a comprehensive initiative this World Oral Health Day, aiming to ensure equitable access to oral health services across all segments of society. Through a strategic collaboration with local leaders, NGOs, and government organizations, we orchestrated a series of camps encompassing awareness, screening, and treatment sessions at various locations. Our concerted efforts reached a diverse population, spanning urban and rural areas, and encompassing individuals from different socio-economic backgrounds. By providing essential oral health services free of charge, we successfully benefited over 10,000 individuals, empowering communities to prioritize their oral health and fostering a sense of ownership and responsibility. Through this collaborative endeavour, we not only addressed oral health disparities but also strengthened community engagement and promoted sustainable oral health practices. All this was categorised under various campaigns the details of each campaign is listed below.

### 1. Urban Glean: Elevating Oral Health in Urban Slums

#### Urban Glean: Elevating Oral Health in Urban Slums

In collaboration with **local leaders and NGOs** dedicated to the upliftment of underserved populations, the Department of Public Health Dentistry launched the **Urban Glean** campaign to directly address oral health inequities in **urban slum communities**. The campaign focused on delivering both **preventive education** and **essential dental care** through a series of strategically organized events across slum areas such as **Bhande Plot and Toli Slum**.

#### 1. Screening and Treatment Camps:

Oral health camps were set up in collaboration with community-based organizations and local authorities to ensure high participation and trust. These camps offered comprehensive services, including **oral health screenings, scaling, restorative treatments (fillings), and extractions** where clinically indicated. By bringing these services directly into the heart of the community, the campaign effectively **eliminated logistical and financial barriers**, ensuring that care reached those who needed it most. In total, **886 individuals** received oral health education, and **480 patients** were treated on-site.

A strong emphasis was placed on participatory engagement. The department organized **awareness rallies** with the help of students, volunteers, and NGO partners, walking through densely populated neighborhoods with placards, oral hygiene kits, and informational handouts. These rallies were followed by **street plays (Nukkad Nataks)** performed in the local dialect, addressing key issues such as the dangers of tobacco use, the benefits of fluoride, and the importance of daily brushing. The dramatic and relatable format ensured **high audience engagement and message retention**.

This multi-tiered approach not only provided urgent dental care but also empowered the community through knowledge, visibility, and collaboration. The **Urban Glean campaign** thus played a critical role in **restoring oral health, building community confidence**, and fostering a culture of preventive care in some of the city's most underserved areas.



## 2. Shelter Smiles: Promoting Oral Health in Children Living in Shelter Homes

The **Shelter Smiles** campaign was a heartfelt initiative aimed at promoting oral health among **children in school homes**, many of whom live in vulnerable and challenging circumstances. Conducted under the broader umbrella of the World Oral Health Day 2025 celebrations, this campaign combined **clinical care with creative engagement** to make oral health education both impactful and enjoyable. Wardan NGO runs school house for children in difficult circumstances. These camps were organised with them.

A total of **133 children were screened** for dental issues such as caries, gum infections, and malocclusion. Preventive and referral-based services were provided on-site by the Department of Public Health Dentistry. To make the learning process more interactive and enjoyable, children were engaged in a **drawing competition** focused on oral hygiene themes, allowing them to express their understanding of healthy habits through art. The top entries were recognized with **prizes and certificates**, fostering motivation and pride among participants.

Adding an element of innovation, **Virtual Reality (VR) headsets** were introduced to deliver **fun-based oral health education**. Children experienced immersive lessons on brushing techniques and the consequences of poor oral hygiene in a format that was both modern and memorable. The VR experience proved especially effective in maintaining attention and stimulating curiosity among the young audience.

**Shelter Smiles** not only addressed immediate dental needs but also provided these children with a **sense of care, attention, and empowerment**, reinforcing that oral health is a right for all, regardless of background or circumstance.



### 3. Oral Care Shield: School-Based Preventive Programs

In our commitment to safeguarding the oral health of our children, we have implemented school-based preventive programs aimed at fortifying the dental well-being of our youth. Through initiatives such as pit and fissure sealing and fluoride application camps, we strive to establish the groundwork for a lifetime of healthy smiles.

The primary focus of our school-based preventive programs is to provide comprehensive oral care services to school-going children. These programs entail a multifaceted approach, including oral health awareness talks, screenings, and preventive treatments, with an emphasis on pit and fissure sealants and fluoride applications.

#### Key Activities:

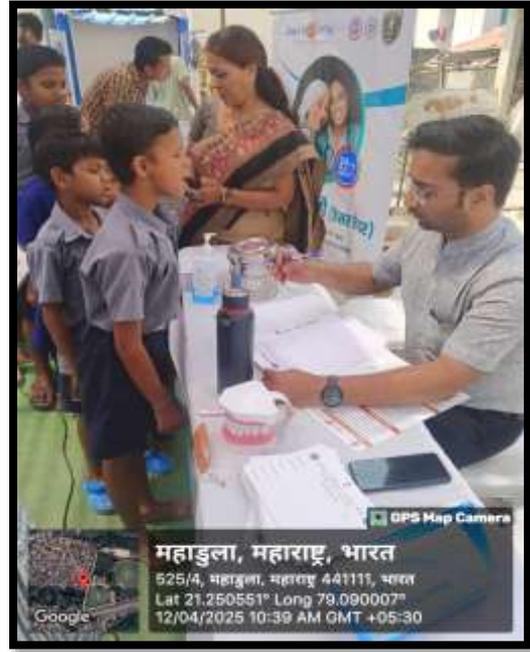
##### Oral Health Awareness Talks:

Educational sessions are conducted within school premises to raise awareness about the importance of oral hygiene and dental care practices. Through interactive presentations and discussions, students are equipped with knowledge on maintaining healthy teeth and gums. Tooth brushing demonstration was also given to the students.



##### Screenings:

dental screenings were conducted for students to identify any existing dental issues or potential concerns. Early detection allows for timely intervention and preventive measures to mitigate the risk of oral diseases.



### Preventive Treatments:

The cornerstone of our preventive programs lies in the implementation of pit and fissure sealants and fluoride applications. These preventive procedures are performed on eligible students to protect their teeth from decay and strengthen enamel, thereby reducing the likelihood of cavities and other dental problems.



## Competitions for Students:

Students participated enthusiastically in drawing and slogan competitions, showcasing creativity in promoting oral health. Prizes were awarded to outstanding entries, fostering motivation and engagement. These initiatives empower students to advocate for dental hygiene, contributing to a healthier community.

### DRAWINGS OF CHILDREN



### PRIZES GIVEN TO STUDENTS



#### 4. Special Grins: Oral Health Outreach for Mentally Challenged Individuals

As part of the World Oral Health Day 2025 initiatives, the **Special Grins** campaign focused on promoting oral health among **mentally challenged children and adults**, a population often overlooked in mainstream healthcare outreach. Aligning with this year's theme, **“A Happy Mouth is a Happy Mind,”** the campaign emphasized the intrinsic link between oral hygiene and overall mental well-being.

Targeting special schools and rehabilitation centres, the campaign incorporated both **educational and clinical interventions**. A **simple and engaging skit** was performed to highlight the importance of **brushing twice daily**, using relatable characters and props to ensure better understanding and recall. The performance served as both entertainment and education, tailored to the cognitive abilities of the audience.

Each participant received **one-on-one toothbrushing training**, with dental interns and faculty providing **personalized guidance and behavioral support**. This hands-on approach helped reinforce proper brushing techniques in a supportive and accommodating environment. In addition, **oral screenings were conducted**, and caregivers were educated on how to assist with daily oral hygiene routines and identify early signs of dental issues.

**Special Grins** successfully addressed the oral health needs of this vulnerable group with sensitivity, empathy, and innovation—underscoring the belief that **inclusive oral health is fundamental to inclusive health for all**.



## 5. Grin and Thrive: Nurturing Oral Health in Rural Communities.

As part of our commitment to promoting oral health in rural communities, we conducted screening and treatment camps across five villages at their respective Primary Health Centers (PHCs). These camps aimed to raise awareness, provide screenings, and deliver essential dental treatments to underserved populations. The treatments offered included scaling, extractions, and restorations for children, along with preventive care such as fluoride application and pit and fissure sealants. Through this initiative, we ensured that rural residents received timely dental care while emphasizing the importance of preventive oral health practices.

Campaign Highlights:

### Awareness Initiatives:

Through a combination of interactive sessions and educational programs, we endeavoured to raise awareness among the rural population about the importance of oral hygiene practices. These initiatives aimed to impart essential knowledge about regular brushing, proper nutrition, and the significance of dental check-ups.

Community Engagement: Our camps not only targeted children but also engaged with their families and communities, emphasizing the importance of collective action in promoting oral health. By involving local stakeholders, we sought to create a supportive environment conducive to positive oral health practices.



### Screening and Treatments:

Recognizing the critical role of preventive care, we provided children in rural areas with essential treatments such as fluoride applications and sealants. By offering these preventive measures, we aimed to safeguard their dental health and prevent the onset of common oral health issues.

By equipping rural children with the knowledge and tools necessary for maintaining good oral health, we empowered them to take charge of their dental well-being.

## Screening



## Treatment.



Through our initiatives, we aimed to foster healthy habits that would benefit them throughout their lives.



## 6. Family Smiles: Promoting Oral Health from Pregnancy to Parenthood

### Family Smiles: Promoting Oral Health from Pregnancy to Parenthood

"Family Smiles" is our initiative dedicated to ensuring comprehensive oral health for families, starting from pregnancy through to parenthood. Targeting pregnant women, we underscored the significance of maintaining oral hygiene during pregnancy and prioritizing postpartum dental care for both mothers and newborns to prevent early childhood caries. This event unfolded within the gynaecology and obstetrics ward of the Government Medical College, where engaging methods such as skits and health talks were employed to effectively convey vital messages. We emphasized that poor oral hygiene has been linked to low birth weight and preterm labour, raising awareness among expecting mothers. By educating them about oral hygiene practices and dental care for their infants, we aimed to foster healthy smiles and ensure the well-being of families right from the start.

IEC material emphasising the impact of maternal oral health on foetus and how to take care of their oral health was distributed to pregnant women. IEC posters were also displayed in OPD area.



## 7. Oral Health and Human Rights: Outreach at Nagpur Central Jail

As part of the World Oral Health Day 2025 initiatives, the Department of Public Health Dentistry extended its outreach to the **inmate population of Nagpur Central Jail** under the campaign titled **“Oral Health and Human Rights.”** Recognizing oral health as a fundamental component of overall well-being and dignity, the department conducted dedicated **education and treatment camps within the prison premises.** GDCH Nagpur operates a **satellite center at Nagpur Central Jail**, where a team of dentists visits weekly—every Wednesday—to provide ongoing dental care. On the occasion of World Oral Health Day, the visiting team conducted **interactive awareness sessions** focused on the campaign theme **“A Happy Mouth is a Happy Mind,”** highlighting the link between oral hygiene, self-esteem, and mental health. Inmates were also educated on proper brushing techniques, common oral diseases, and the importance of regular oral hygiene practices. Treatment services were provided to those in need, reaffirming the institute’s commitment to inclusive healthcare and the principle that access to oral health is a basic human right, regardless of one's circumstances.

\*photographs are not available because use of mobile phone is not allowed in prison

## 8. Smile Tribe: Tribal Children Outreach

Under the **Smile Tribe** campaign, the Department of Public Health Dentistry focused on improving oral health awareness and access among **tribal children**—a population often residing in remote or underserved areas with limited access to dental care. As part of the World Oral Health Day 2025 activities, **oral health screening camps were conducted in hostels housing tribal students** in Nagpur. These camps included comprehensive dental check-ups, oral hygiene education, and personalized preventive advice. Visual aids, dental models, and demonstrations were used to engage students and reinforce the importance of brushing twice daily, avoiding tobacco, and maintaining a balanced diet. Referrals were made for children requiring further care. The initiative aimed not only to treat but to **empower tribal youth with knowledge and healthy habits**, aligning with the broader theme, **“A Happy Mouth is a Happy Mind.”** The campaign exemplified the department’s commitment to reaching marginalized groups and ensuring equity in oral health care delivery.



## 9. Clean Smile: Oral Health Outreach for Children of Safai Kamgars

The **Clean Smile** campaign was a dedicated oral health outreach initiative aimed at the **children of safai kamgars (sanitation workers)**—a community that often remains underserved in healthcare access despite their vital role in maintaining public hygiene. Conducted as part of World Oral Health Day 2025 celebrations, the campaign involved **oral screening camps** at schools and community centers frequented by safai kamgar families. Children received **basic dental check-ups**, oral hygiene kits, and age-appropriate education on proper brushing techniques and healthy dietary habits. The sessions also acknowledged the contributions of their parents, reinforcing dignity and awareness around self-care. By focusing on this unique group, the **Clean Smile** initiative emphasized both **inclusivity and equity**, ensuring that every child, regardless of background, has the opportunity to achieve a healthy and confident smile—echoing the campaign’s core message, **“A Happy Mouth is a Happy Mind.”**



### III. Activities to promote capacity building

#### Webinar: Wholesome Smile, Healthier Minds:

As part of the World Oral Health Day 2025 celebrations, the Department of Public Health Dentistry, Government Dental College and Hospital, Nagpur, organized an insightful webinar titled “Wholesome Smile, Healthier Minds” on 18th April 2025 at 11:00 AM. The webinar focused on the intricate connection between oral health and mental well-being, aligning perfectly with the WHO theme, “A Happy Mouth is a Happy Mind.”

The event featured a panel of distinguished speakers including psychologists, dental specialists, and public health experts who shared their perspectives on various psychosocial and clinical correlations. Topics ranged from the impact of ADHD, stress, and lifestyle disorders on oral health, to conditions like bruxism, trigeminal neuralgia, and sleep apnea. The sessions also highlighted how oral wellness can influence cognitive development, emotional resilience, and overall quality of life.

The webinar witnessed active participation from students, faculty, and professionals across institutions, sparking interdisciplinary dialogue and reinforcing the importance of a holistic approach to oral health. It served as a valuable platform to emphasize that a healthy smile is not only a reflection of physical health but also a vital component of psychological well-being.



WEBINAR



**GOVERNMENT DENTAL COLLEGE & HOSPITAL,  
NAGPUR  
DEPT. OF PUBLIC HEALTH DENTISTRY**

**organizes webinar  
Wholesome Smile Healthier Minds  
On the Occasion of  
World Oral Health Day**

*Happy Month, happy Mind*

**S P E A K E R S**



**Barkha Nayak,**  
Psychologist  
Topic : General link between mental health and oral health



**Dr Harpreet Kaur,**  
Topic:  
Oral Clues to Lifestyle Blues: A Diagnostic Approach



**Dr. Kalyani Jalgaonkar**  
Topic:  
Mental Strain and Dental Pain: Stress, OCD and Bruxism interlinked



**Komal Rewalkar**  
Topic: Oral Fire, Mental Storm: Trigeminal Neuralgia



**Hrishita Biswas**  
Topic: ADHD's hidden dental toll



**Rutuja Mahajan**  
Topic: The silent struggles: Sleep apnea and mouth breathing



**Dr. Hrishita**  
Topic: Oral wellness for total well being



**Dr. Madiha-Syeda**  
Topic: Oral Health among students and it's profound impact on cognitive development and academic success



**Date : 13<sup>th</sup> April 2025, Time : 11 am**



## Oral Health 360: Empowering Health Care Workers for Comprehensive Oral Health Promotion

Recognizing the collective responsibility in addressing the oral health burden, we understand that dentists alone cannot meet the demand. Hence, we have initiated a comprehensive training program for primary healthcare workers to ensure holistic oral health promotion. This initiative targets Anganwadi workers, Asha workers, ANMs (Auxiliary Nurse Midwives), nurses, as well as caregivers of mentally challenged individuals and elderly residents in nursing homes.

Program Overview:

### Targeted Training Sessions:

The training program is designed to equip primary healthcare workers with the knowledge and skills necessary to promote oral hygiene and preventive care within their respective communities. Faculty members from government dental colleges and hospitals lead these training sessions, providing practical guidance on oral health education and disease prevention strategies.

### Training of Asha Workers



Training of pharmacy students



Ayurvedic students



### Coverage and Impact:

In one month were able to train 60 Asha workers. and 40 Ayurvedic students, 25 pharmacy students and 50 dental students and the care takers of the mentally challenged students. By providing essential knowledge and resources, the training program empowers primary healthcare workers to become effective advocates for oral health promotion. Armed with the necessary tools and information, they play a crucial role in disseminating oral health messages, conducting screenings, and facilitating access to dental care services within their communities.

## IV. Activities to improve access and utilization of oral health care services

### Denture Fabrication Drive for BPL Patients and Elderly Residents

In alignment with the principles of accessibility and dignity in oral healthcare, the Department of Prosthodontics organized a **Denture Fabrication Drive** from **March 20 to April 20, 2025**, targeting **Below Poverty Line (BPL) patients and residents of old age homes**. Through this initiative, eligible individuals who had long been edentulous and unable to afford prosthetic rehabilitation were identified during outreach camps and clinical screenings. A total of **129 dentures** were fabricated and delivered **free of cost**, restoring not only masticatory function but also confidence and quality of life for the recipients. The initiative underscored the department's commitment to **geriatric oral care** and equity in service delivery, providing a renewed sense of well-being to a vulnerable and often overlooked section of the population. The drive stands as a practical extension of this year's theme, **"A Happy Mouth is a Happy Mind,"** proving that a smile restored is a life uplifted.



## Pit and Fissure Sealant and Fluoride Varnish Application Drive:

As part of the World Oral Health Day 2025 celebrations, the Department of Public Health Dentistry conducted a targeted **preventive oral health drive** focusing on children, both in **healthcare facilities and community settings**. A total of **five specialized camps** were organized for the application of **pit and fissure sealants**, aimed at preventing dental caries in newly erupted permanent molars. These camps were held in schools and at Primary Health Centres (PHCs), where children received free preventive care following oral screenings. In addition, **fluoride varnish applications** were carried out in multiple schools to enhance enamel resistance and reduce cavity incidence. This initiative significantly strengthened the department's focus on **early intervention and non-invasive prevention**, reinforcing the message that timely, community-based oral care can protect young smiles and contribute to lifelong oral and general well-being.



## Conclusion:

The World Oral Health Day 2025 celebrations led by the Department of Public Health Dentistry at Government Dental College and Hospital, Nagpur, stand as a remarkable example of inclusive, innovative, and community-driven public health promotion. Grounded in the WHO theme, “A Happy Mouth is a Happy Mind,” the campaign reached over 11,090 individuals through direct awareness activities and provided clinical care to more than 6,330 beneficiaries across rural, urban, tribal, institutional, and underserved settings.

By integrating technology-driven tools such as virtual reality, podcasts, and QR-based registrations with grassroots initiatives like street plays, school camps, and prison outreach, the campaign bridged the gap between knowledge and access. Thematic campaigns like *Shelter Smiles*, *Special Grins*, *Smile Tribe*, *Urban Glean*, and *Clean Smile* ensured that **no community was left behind.**

Importantly, this year’s effort emphasized sustainability and behaviour change, with teacher and healthcare provider training, community leader pledges, and ongoing services like the satellite dental unit at Nagpur Central Jail. The campaign didn’t end on April 20—it laid a foundation for continued oral health advocacy throughout the year.

With a strong focus on equity, empathy, and evidence-based action, GDCH Nagpur's World Oral Health Day 2025 initiative has not only made an immediate impact but also set a gold standard for oral health promotion that can inspire similar efforts across the nation.