

2026

TDB

20 March

WORLD ORAL

HEALTH DAY

ACTIVITY

REPORT



TABLE OF

CONTENTS

01	Project Description and Objective.....	3
02	Strategic Approach.....	4
03	Social Media Campaigns.....	5
04	Social Media Image Examples.....	6
05	Field Activities and Training Initiatives.....	7
06	Traditional Media and Press Relations.....	10
07	Other Advertising Elements.....	12
08	International and Symbolic Participation.....	14
09	Conclusions and Discussion.....	16

PROJECT DESCRIPTION AND OBJECTIVE

As the Turkish Dental Association (TDB), in order to celebrate World Oral Health Day in a more enthusiastic and visible manner that reaches much broader audiences, a planned and multi-channel communication process was conducted throughout the first quarter of 2026, building upon initiatives that began in 2025. This special day was treated not merely as a day of celebration, but as a strategic opportunity to increase oral and dental health awareness, popularize the preventive dentistry approach, and create lasting consciousness in individuals' daily life habits.

Within the scope of the project developed in this direction, a holistic approach extending from digital communication to field studies, and from educational activities to media relations, was adopted. All resources available on the FDI-prepared www.worldoralhealthday.org website were translated into Turkish and utilized across all campaign activities.

Within the framework of these efforts, creative and informative content reaching large audiences was produced for social media platforms, emphasizing that oral and dental health is an integral part of daily life. Simultaneously, by establishing one-on-one engagement through field-based trainings, seminars, and events, it was aimed to ensure that information did not remain confined to digital environments but was directly transferred to the community. In particular, awareness activities conducted in schools were treated as a priority goal to instill correct habits at an early age.

Furthermore, strong communication was established with local and national media through prepared press releases; the outputs obtained during the campaign were shared with the public via an extensive media network. Visibility was enhanced through applications in outdoor advertising media, supporting the permanence of awareness by ensuring that messages were encountered repeatedly within the flow of daily life.

As a result of all these efforts, this project, implemented under the leadership of the Turkish Dental Association, has transformed into a impactful movement that integrates digital and physical channels, reaches broad audiences, and offers measurable results. The data obtained during this process reveals not only the scale of reach but also the increasing level of interest and consciousness regarding oral and dental health within society.



STRATEGIC APPROACH



Dünya Ağız
Sağlığı Günü
20 Mart

The project was built on a 360° strategy integrating both digital and physical communication channels. A meticulously planned approach was adopted, utilizing content language and communication tools specifically tailored to various age groups and target audiences.

The campaign, coordinated by the Turkish Dental Association, expanded across Turkey through the integrated use of social media, field events, training sessions, media relations, and outdoor advertising. Events were held in numerous provinces—primarily in Istanbul and across 11 other cities—while simultaneous press releases and digital posts in 45 provinces ensured a strong national visibility.

On the social media front, the content produced was shared across a large number of accounts, achieving extensive organic reach. Within the scope of media relations, press releases were distributed to national and local media outlets, gaining significant news value and widespread coverage for the campaign.

In terms of field activities, awareness-raising efforts were carried out specifically for children through training sessions and events organized in schools, establishing early awareness of oral and dental health. This process was further supported by the distribution of toothbrushes and toothpaste during the events.

The campaign was shaped around the “**A Happy Mouth Is A Happy Life**” theme determined by the FDI World Dental Federation. A strong and consistent communication language was established across all channels by utilizing the “**Toothie**” character and localized versions of global content. Additionally, campaign visuals reached broad audiences through the Kahramanmaraş Domestic Terminal, the Turkish Dental Association Journal, and Quintessence Journal.



**Dünya Ağız
Sağlığı Günü**
20 Mart

SOCIAL MEDIA CAMPAIGNS

(Posts were made between 13 March and 31 March, and the data was collected on 1 April.)

Total Video Views

2.301.713

Story, Carousel and Static
Post Views

276.126

Total Social Media Views

2.577.839

Number of Digital
Content Pieces
Produced

27+

Number of Accounts
Sharing Videos

95+

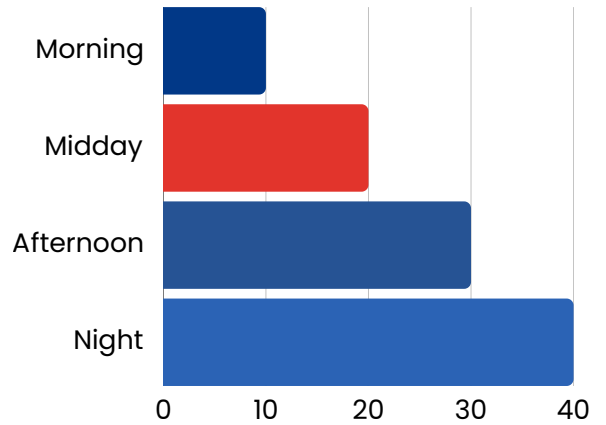
Number of Printed
Materials Produced

40+

Number of Accounts
Sharing Stories,
Carousels and Static
Posts

65+

Peak Engagement Time:



The content produced within the scope of the campaign was designed to appeal to diverse target audiences and shared simultaneously across numerous Instagram pages and digital platforms. As a result:

- High reach and impression figures were achieved,
- A multiplier effect was created through organic circulation,
- Oral and dental health successfully secured a place on the digital agenda.

All posts were analyzed, and data regarding reach, impressions, and engagement were formally reported. Furthermore:

- The official website and social media accounts of the TDB,
- The websites and social media accounts of participating local dental chambers,
- The social media accounts of dentists and student communities,
- The social media accounts of the dental industry, notably DISSIAD,

regularly shared "Toothie" and FDI content, providing robust support for the campaign's digital visibility.

SOCIAL MEDIA

IMAGE EXAMPLES



Carousel Post



Static Post



FIELD ACTIVITIES AND TRAINING INITIATIVES

Total Events

33

Participating Dental Association

10

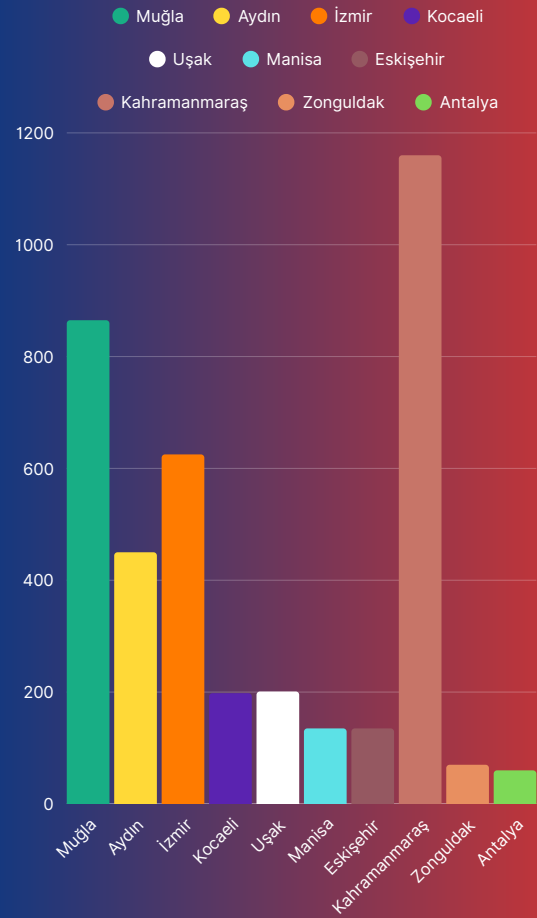
Number of People Reached

3899

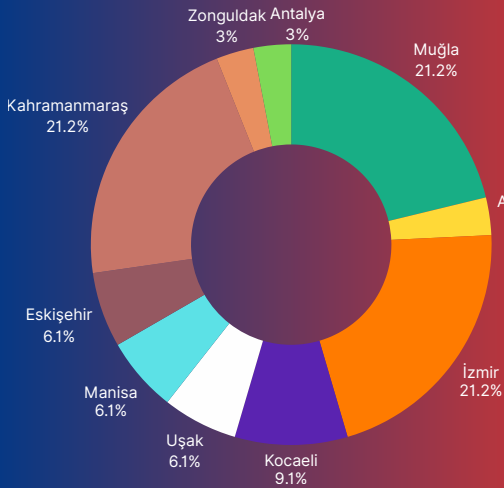
Distributed Toothpaste and Toothbrushes

2000+

People Reached



Event Distribution



Within the scope of field activities, educational initiatives specifically targeting children were prioritized. Through events organized in schools:

- Oral and dental health awareness was instilled at an early age,
- Proper oral care habits were explained,
- Direct, one-on-one engagement with participants was established.

These educational sessions were supported by practical application through the distribution of toothbrushes and toothpaste during the events.

FIELD ACTIVITIES AND TRAINING INITIATIVES

Activities were diversified to appeal to different target groups:

- Oral and dental health education sessions
- Seminars
- Ceramic workshops
- Theater and social events
- Meetings with dentists and academic presentations



FIELD ACTIVITIES AND TRAINING INITIATIVES

All activities carried out within this framework were supported and documented by approximately 3,900 direct participants.



TRADITIONAL MEDIA AND PRESS RELATIONS (PR)

The prepared press releases were shared with national and local media organizations, and the campaign was featured across numerous news sites, portals, and media outlets. Through these efforts:

- The campaign reached broad audiences via news coverage,
 - Strong media visibility was achieved,
 - Awareness initiatives were extended beyond digital platforms,
 - The importance of oral and dental health was conveyed to large populations.
- The resulting media reach data was measured and formally reported.

'Mutlu bir ağız mutlu bir hayat'

Türk Dişhekimleri Birliği (TDB), Dünya Dişhekimleri Birliği'nin (FDI) 2026 yılı için belirlediği "Mutlu bir ağız, mutlu bir hayat" teması doğrultusunda kapsamlı bir açıklama yayımlayarak, ağız ve diş sağlığının toplumsal refahın ayrılmaz bir parçası olduğunu vurguladı. Ağız sağlığının sadece fiziksel bir sorun değil, bireyin özgüveni, sosyal yaşamı ve genel psikolojik iyilik hali üzerinde doğrudan belirleyici bir güç olduğunu ifade eden TDB yetkilileri, sürdürülebilir bir halk sağlığı bilinci oluşturmaya adanmış kurumları ve paydaşlarla iş birliği içinde olduklarını belirtti. Eğitim faaliyetlerini dijital platformlar ve sosyal medya aracılığıyla geniş kitlelere ulaştırmanın hedeflenen birliktir, koruyucu hekimlik anlayışını yaşamaya her kesime yayarak ağız bakımını günlük yaşamın doğal bir rutini haline getirmeyi amaçlıyor. Günlük alışkanlıkların ve beslenme

düzeninin ağız sağlığındaki kritik rolüne dikkat çekerek TDB, özellikle florürü diş macunu kullanımı ve dengeli beslenmenin diş çürüklerini önlemedeki önemine değindi. Sıklıkla ve asitli gıdaların tüketimine karşın toplumu uyaran yetkililer, "Mutlu bir ağız, mutlu bir hayat anlayışıyla toplumun tüm kesimlerini düzenli ağız bakımı alışkanlıklarını edinmeye, dengeli beslenmeye ve periyodik dişhekimliği kontrollerini ihmal etmemeye davet ediyoruz" ifadeleriyle öncelikli tedbirlerin hayata geçirilmesini hatırlattı. Ağız ve diş sağlığı sorunlarının yol açabileceği olumsuz sosyal ve fiziksel sonuçların ancak düzenli takip ve doğru hijyen alışkanlıklarıyla önüne geçilebileceğini belirten birliktir, "Koruyucu ağız ve diş sağlığı uygulamalarının günlük yaşamın doğal bir parçası haline gelmesi amaçlanmaktadır" diyerek 2026 yılı boyunca faaliyetlik çalışmalarının kesintisiz süreceği mesajını verdi.



İNİZDO, eğitimleriyle farkındalık yarattı

İZMİR DİŞ HEKİMLERİ ODASI (İZDO) 20 MART DÜNYA AĞIZ SAĞLIĞI GÜNÜ KAPSAMINDA, KARABAĞLAR İLÇESİNE HİZMET BİRLİĞİ GAZİ ANAOKULU ÖĞRENCİLERİNE YÖNELİK AĞIZ VE DİŞ SAĞLIĞI EĞİTİMİ GERÇEKLEŞTİRDİ.

İZMİR DİŞ HEKİMLERİ ODASI (İZDO) GENEL SEKRETERİ MELİS DARAĞÖLÜ GÜREL, "20 MART, DÜNYA DİŞ HEKİMLERİ BİRLİĞİ (FDI) TARAFINDAN DÜNYA AĞIZ SAĞLIĞI GÜNÜ OLARAK KABUL EDİLDİ. FDI HER YIL DÜZENLEDİĞİ KAMPANYALARLA DÜNYA GENELİNDE İNSANLARIN, AĞIZ SAĞLIKLARININ DEĞERİNİ BİLEK, ONA GEREKEN ÖZENİ GÖSTERMELERİNİ VE AĞIZ SAĞLIKLARINI KORUMAK İÇİN DOĞRU KARARLARI VERMELERİNİ AMACLIYOR" DİYE KONUŞTU. (Haber Merkezi)

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MUTLU AĞIZ MUTLU HAYAT

Dünya Dişhekimleri Birliği, 2026 için belirlediği "Mutlu bir ağız, mutlu bir hayat" teması kapsamında farkındalık çalışmaları düzenliyor. 20 Mart Dünya Ağız Sağlığı Günü ile genel farkındalık yaratmak istediklerini belirten Türk Dişhekimleri Birliği de (TDB) toplum sağlığı için çalışmalarını vurguladı. TDB yetkilileri, "Bu periyodu yıl boyunca eğitim faaliyetleri ve toplumsal farkındalık çalışmalarını yürütüyoruz. Dijital platformlar ve sosyal medya aracılığıyla koruyucu ağız ve diş sağlığına ilişkin bilimsel içerikler üretmek için kitlelere ulaşmayı hedefliyoruz" dedi. (POSTA)

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MDO'dan çocuklara ağız ve diş sağlığı eğitimi

Mugla Dişhekimleri Odası (MDO), 20 Mart Dünya Ağız ve Diş Sağlığı Günü kapsamında il genelinde eğitim çalışmalarını sürdürüyor. Bu kapsamda Egegen Özel Eğitim Kurumu, Ayşel Çelik, Özel Eğitim Kurumu ve Mugla Büyükşehir Belediyesine bağlı Emin Etiler Gündüz Bakımevinde öğrencilere ağız ve diş sağlığı eğitimi verildi.

Ağız ve diş sağlığının önemine dikkat çekildi

İZMİR DİŞ HEKİMLERİ ODASI (İZDO), Alevi Kültür Dernekleri Bayraklı Şubesi'ni ziyaret ederek ağız ve diş sağlığı konusundaki farkındalık çalışmaları kapsamında eğitim faaliyetlerini düzenliyor. 20 Mart Dünya Ağız Sağlığı Günü kapsamında Karabağlar'daki Gazî Anaokulu öğrencilerine ağız ve diş sağlığı eğitimi verildi. Diş hekimleri öğrencilere doğru fırçalama yöntemlerini gösterip sağlıklı beslenmenin önemini anlattı.

İNİZDO'dan ağız ve diş sağlığı eğitimi

İZMİR DİŞ HEKİMLERİ ODASI (İZDO) GENEL SEKRETERİ MELİS DARAĞÖLÜ GÜREL, "20 MART, DÜNYA DİŞ HEKİMLERİ BİRLİĞİ (FDI) TARAFINDAN DÜNYA AĞIZ SAĞLIĞI GÜNÜ OLARAK KABUL EDİLDİ. FDI HER YIL DÜZENLEDİĞİ KAMPANYALARLA DÜNYA GENELİNDE İNSANLARIN, AĞIZ SAĞLIKLARININ DEĞERİNİ BİLEK, ONA GEREKEN ÖZENİ GÖSTERMELERİNİ VE AĞIZ SAĞLIKLARINI KORUMAK İÇİN DOĞRU KARARLARI VERMELERİNİ AMACLIYOR" DİYE KONUŞTU. (Haber Merkezi)

Mugla'da Dünya Ağız Sağlığı Günü kapsamında öğrencilere eğitim verildi

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TRADITIONAL MEDIA AND PRESS RELATIONS (PR)

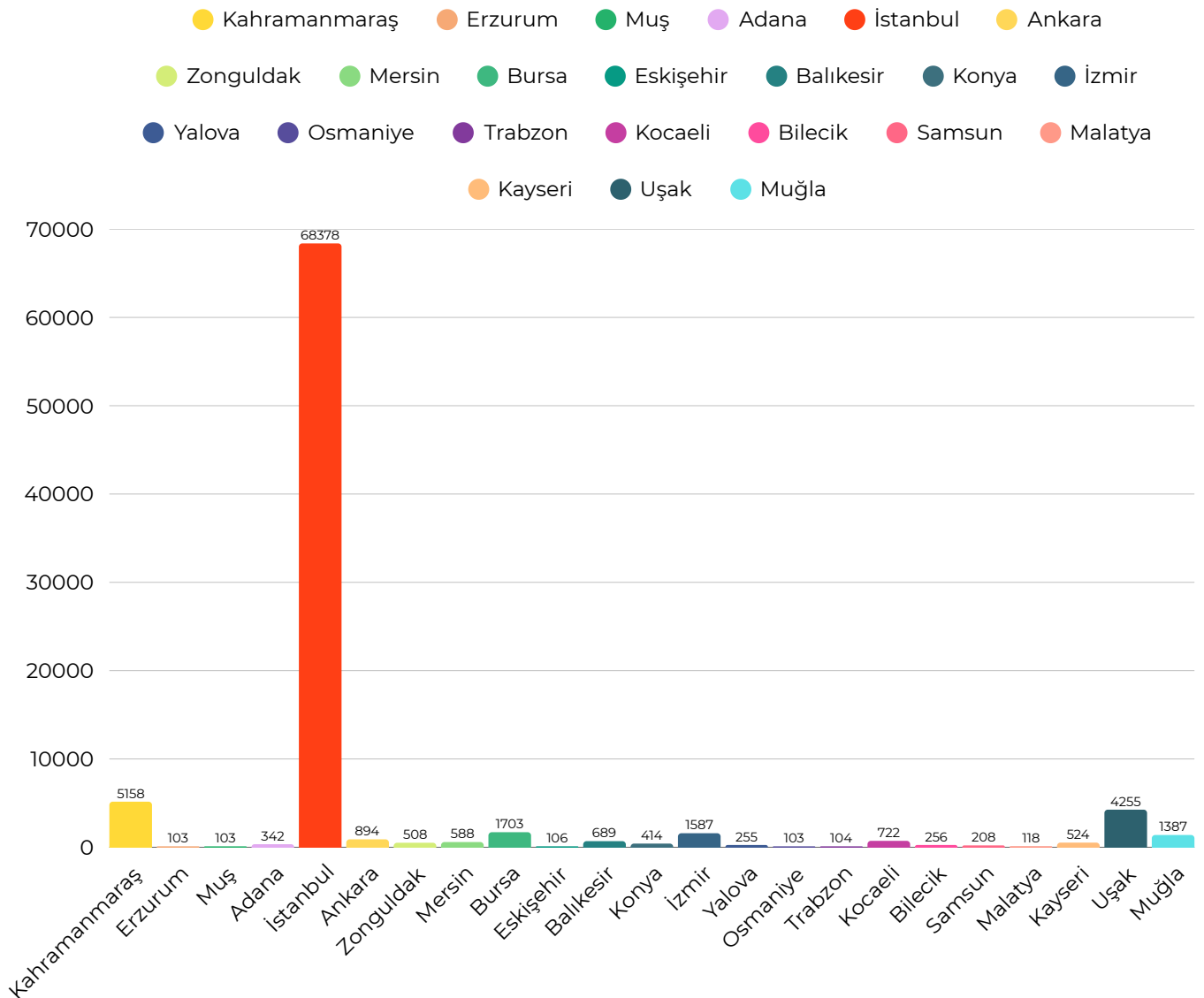
149

Number of Digital News
Articles Published

89.161

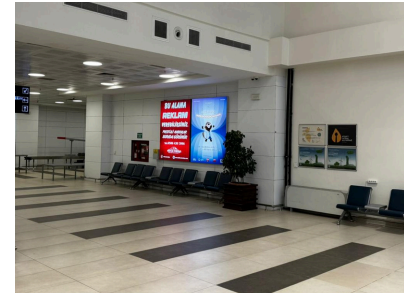
Total Visits

Access Distribution



OTHER ADVERTISING ELEMENTS

Kahramanmaraş Airport Billboard Reach Analysis (10 March – 1 April)



The reach potential of the billboard campaign displayed at Kahramanmaraş Airport between March 10 and April 1 (a total of 23 days) was analyzed based on a minimum-case scenario.

Based on the airport's annual passenger data, the average daily passenger count was calculated at approximately 900 individuals. Following outdoor advertising industry standards, this figure was expanded by a multiplier of 1.3 to account for accompanying visitors and greeters; furthermore, it was assumed that an individual would encounter the advertisement an average of 2 times.

Accordingly, the minimum daily impressions were calculated at approximately 2,340. Throughout the 23-day campaign period, the total reach is projected to be **approximately 53,820 impressions.**

Kahramanmaraş Dental Association's "Dental Açı" Journal

The "Dental Açı" (Dental Perspective) magazine, published by the Kahramanmaraş Chamber of Dentists, **has a total circulation of 700 copies.** The 8th page of the magazine featured dedicated content regarding March 20th, World Oral Health Day. By distributing this publication to relevant individuals and institutions, the aim was to ensure the event reached a broader professional and public audience.



OTHER ADVERTISING ELEMENTS

TDB Magazine, March Issue No. 225

The cover visual of the journal published by the Turkish Dental Association possesses a strong reach potential when evaluated across both digital and printed distribution channels. The journal is delivered directly to approximately **35,114** dentists.

Furthermore, it has been distributed to **42** local Dental Chambers, **399** protocol members, **535** Expodental companies, and **456** media organizations in Istanbul and Ankara.

On the digital front, based on user behavior regarding professional publications, it is estimated that the e-magazine receives between **1,500** and **3,000** total monthly views; the cover visual is projected to engage with the entirety of this reach. This corresponds to a daily average of **50** to **150** views.

In conclusion, rather than high-volume mass reach, the cover visual offers high-visibility characterized by professional credibility and direct access to the specific target audience.



Quintessence Turkey Magazine, March Issue

Quintessence Turkey stands out as a high-quality, target-oriented publication in the field of dentistry. Each issue has a total circulation of **2,500** copies, **1,500** of which are delivered directly to subscribers.

Taking into account that a single copy of a professional printed publication is often reviewed by multiple people (through in-clinic sharing, waiting area use, etc.), it is assumed that each copy is viewed by an average of 1.5 to 2 individuals. Accordingly, the total reach of the magazine is calculated to be within the range of approximately **3,750 – 5,000** people per issue.



2026
20 March World Oral Health Day
Activity Report

INTERNATIONAL AND SYMBOLIC PARTICIPATION

One of the most notable highlights of the events was the joint appearance by the Muğla Chamber of Dentists:

- Standing alongside the Board Members of the Twelve Islands — their sister chamber — they posed together wearing t-shirts featuring the annual slogan in both Turkish and Greek.

This event served as a powerful demonstration of international solidarity and professional unity.



INTERNATIONAL AND SYMBOLIC PARTICIPATION

Chamber presidents and general secretaries affiliated with the Turkish Dental Association, who played an active role in the March 20th field activities, gathered in Denizli during the EBDO scientific event. During this meeting, the campaign process was evaluated comprehensively; commemorative photos were taken with participants and students, re-emphasizing the significance of March 20th for our profession. This event contributed to strengthening awareness among dentists and reinforcing professional solidarity.

Event Details and Participation

- Date: March 27 – 29, 2026
- Venue: Denizli Metropolitan Municipality Pamukkale Cultural Center
- Number of Participants: Approximately 900 dentists and industry professionals
- Scope: Joint participation of all dental chambers in the Aegean Region



"Toothie" and Awareness Activities

Throughout the congress, oral health awareness was integrated into the scientific program through our campaign mascot, "Toothie."

- Presentations regarding "World Oral Health Day" materials and social awareness projects were delivered to dentists in dedicated areas established within the congress center.
- The "Toothie" mascot and campaign visuals were met with great interest from participants, encouraging dental professionals to carry this awareness movement into their own clinics and to their patients.



CONCLUSIONS AND DISCUSSION

The "World Oral Health Day" initiatives, carried out in 2026 under the coordination of the Turkish Dental Association (TDB), have been successfully completed using a 360-degree communication strategy that integrated digital platforms, traditional media, and field events. In light of the data obtained and the activities performed throughout the campaign, the conclusions reached are as follows:

1. Digital Access and Social Media Success

Over 27 digital content pieces produced within the scope of the campaign were shared across more than 95 different accounts, creating an extensive organic distribution network.

- Total Social Media Impressions: 2,577,839
- Total Video Views: 2,301,713

These figures prove that oral and dental health issues have gained strong traction on the digital agenda and that video content, in particular, has generated high engagement among the target audience.

2. Field Activities and Community Engagement

To ensure that information did not remain solely in the digital environment, 33 field events were conducted with the participation of 10 different organizations.

- **Direct Reach:** Oral health awareness was instilled through direct, one-on-one engagement with approximately 3,900 individuals.
- **Practical Support:** To reinforce the educational sessions, more than 2,000 toothbrushes and toothpaste kits were distributed.
- **Regional Expansion:** Strong field visibility was established across Turkey, particularly in Kahramanmaraş, Muğla, and İzmir.

CONCLUSIONS AND

DISCUSSION

3. Strategic Communication and Awareness

The "A Happy Mouth Is A Happy Life" theme, established by the FDI World Dental Federation, was presented to the public through the localization of the "Toothie" character. News coverage across traditional media channels and applications in outdoor advertising (such as the Kahramanmaraş Domestic Terminal) ensured that the campaign was seamlessly integrated into the flow of daily life.

Overall Conclusion

As a result of all these efforts, an increase in preventive dentistry awareness has been observed within the community, particularly among children and young people. The project has evolved beyond being a mere one-day celebration into a measurable and sustainable awareness movement that highlights the critical importance of oral and dental health for overall systemic health.

In the coming periods, the primary goal should be to ensure the continuity of this high engagement data and to transform preventive habits into permanent behavioral changes.

Video for Our Story

<https://youtu.be/c7U9isosg2E>

