

Support and celebrate World Oral Health Day

Each year World Oral Health Day (WOHD) is celebrated on 20 March. An initiative of FDI World Dental Federation, WOHD aims to draw awareness of oral health, as well as the impact of oral diseases on general health, well-being, and national economies.

WOHD 2016 aims to get everyone to recognise the impact their oral health has on overall physical health and wellbeing to help inspire this change, the overall campaign platform being **'It all starts here. Healthy mouth. Healthy body.'**

The ADA is a proud member of FDI and encourages all dentists to support and celebrate this year's WOHD campaign by taking time



“WOHD 2016 AIMS TO GET EVERYONE TO RECOGNISE THE IMPACT THEIR ORAL HEALTH HAS ON OVERALL PHYSICAL HEALTH AND WELLBEING...”

to promote oral health in their communities and reach as large an audience as possible.

HOW YOU CAN GET INVOLVED

There are lots of ways you and your team can get involved and have some fun along the way.

- **Download and display the WOHD Poster!**
Visit www.worldoralhealthday.org for this year's poster (see opposite page) and display it in your reception area or in the rooms of your practice.
- **Use your marketing channels to promote the day through the community**
- **Social media**
WOHD provides a fantastic platform to promote your practice and its activities with your patients and your local community. You can use social media channels such as Facebook, Twitter and Pinterest to promote World Oral Health Day by:
 - Sharing resources from www.worldoralhealthday.org
 - Posting and retweeting about WOHD, using the hashtag #WOHD16.
 - Liking and Sharing Facebook posts from www.facebook.com/FDIWorldDentalFederation
 - Posting oral health information and facts

Remember, there are certain risks associated with social media, so it's important you and your team read and understand your obligations to the Dental Board of Australia. Visit www.dentalboard.gov.au to download the Advertising and Social Media guidelines.

- **Local media**
Local papers and magazines love 'feel good' stories, so if you and your dental team are holding an event for WOHD, make sure you contact your local newspaper and let them know what you are up to.

There are lots of other simple things you and your team can do to show support. Visit the FDI World Dental Federation website; they have a handy tool kit and more information and ideas on how you can get involved www.worldoralhealthday.org

SHARE WITH US

Be sure to send us your creative WOHD ideas, activities, and photos to adainc@ada.org.au so we can showcase your great work in a future issue of the *News Bulletin*.

Peter Alldritt
Chairman
Oral Health Committee

#WOHD16

#ItAllStartsHere



WOHD.org



World Oral Health Day

20 March 2016



20 March 2016

It all starts here. Healthy mouth. Healthy body.

Good oral health is much more than having a nice smile

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