

World Oral Health Day 2013

Report by A. Alvi
on behalf of the
WOHD Task Team



World Oral Health Day

Background



- The World Oral Health Day was originally launched at the Annual World Dental Congress in 2007 and set to 12 September;
- Little actions have been undertaken by NDA's despite a few success stories; FDI has acknowledged the fact that the chosen date was not located in the best period of the year;
- A WOHD Task Team was established with the aim to review the objectives of the WOHD and make proposals;
- At the Annual World Dental Congress in Hong-Kong, FDI General Assembly voted the change of the date to **20 March** of every year. This change was accepted by over 70% of FDI members

Why 20 March?

- Children have 20 milk teeth
- People should have at least 20 teeth by 80 years old
- 20 March = 20.3
= 3.20 (USA) = 32 teeth with 0 caries

World Oral Health Day



Goal:

- Build awareness around oral health;
- Drive public action to affect behaviour and policy;
- Create new revenue streams for FDI

How this translates in action:

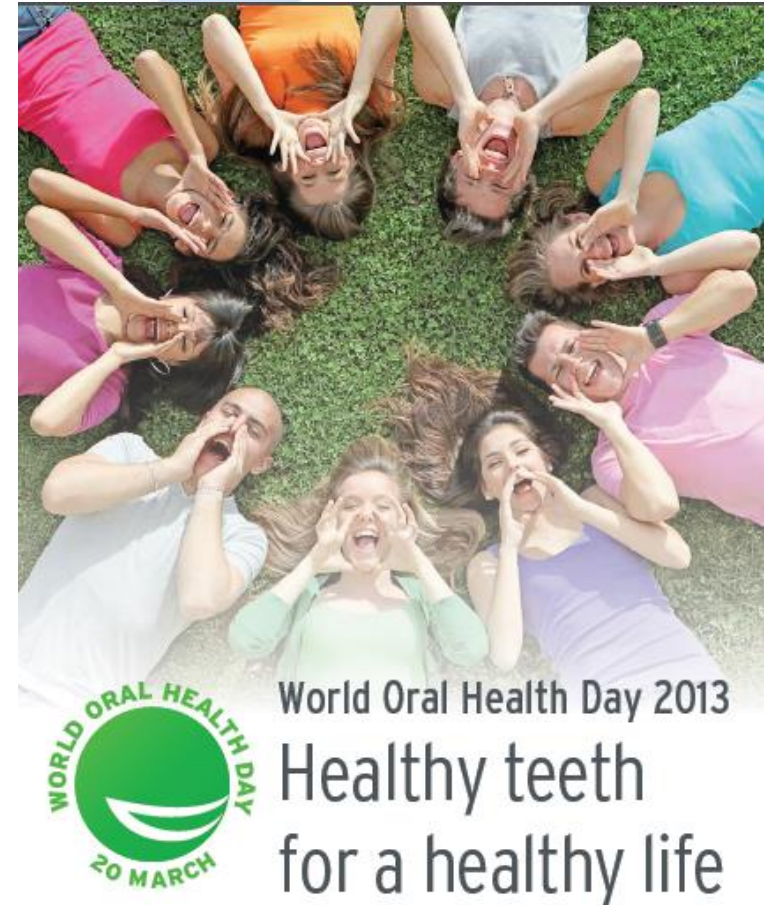
- **A unifying theme**, followed by a single campaign identity ;
- Inclusive approach that allows for **customized local activities** ;

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Toolkit



- FDI produced a toolkit for NDA's, initial distribution in December 2012;
- Kit available in 6 languages: German, English, French, Spanish, Italian and Serbian.
- Toolkit was the “how to” guide to celebrate the WOHD to ensure a consistent message throughout the world.



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Poster



- Poster was the common denominator to all activities;
- Available in 6 languages;
- Customization possible to add NDA logo + local sponsors;
- Strict guidelines nevertheless to maintain FDI & Global Sponsors logos



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Logo Translated in 23 languages !



EVENTS

[AWDC](#)

[WORLD ORAL HEALTH DAY](#)

[Healthy Teeth for a Healthy Life](#)

[WOHD Press Launch](#)

[World Oral Health Day 2013](#)

[Resources](#)

[Get Involved](#)

[Who is Involved](#)

[WOHD President's Message](#)

SUMMITS

[CE PROGRAMME](#)

[ASSOCIATED EVENTS](#)

Resources

To help you plan and implement your World Oral Health Day

World Oral Health Day Toolkit



[WOHD Toolkit - Deutsch](#)

[WOHD Toolkit - English](#)

[WOHD Toolkit - Français](#)

[WOHD Toolkit - Español](#)

[WOHD Toolkit - Italiano](#)

[WOHD Toolkit - Serbian](#)

WOHD 2013



SUPPORTED BY



Unilever

World Oral Health Day Logo



[WOHD Logo - Arabic](#)

[WOHD Logo - Chinese](#)

[WOHD Logo - Croatian](#)

[WOHD Logo - Czech](#)

[WOHD Logo - Deutsch](#)

[WOHD Logo - English](#)

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[WOHD Logo - Italian](#)

[WOHD Logo - Japanese](#)

[WOHD Logo - Lithuanian](#)

[WOHD Logo - Nepalese](#)

[WOHD Logo - Polish](#)

[WOHD Logo - Portuguese](#)

[WOHD Logo - Romanian](#)

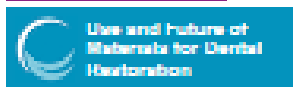
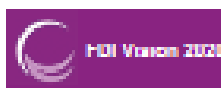
[WOHD Logo - Russian](#)

[WOHD Logo - Serbian](#)

[WOHD Logo - Turkish](#)

[WOHD Logo - Urdu](#)

[WOHD Logo - Vietnamese](#)



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Global Activities



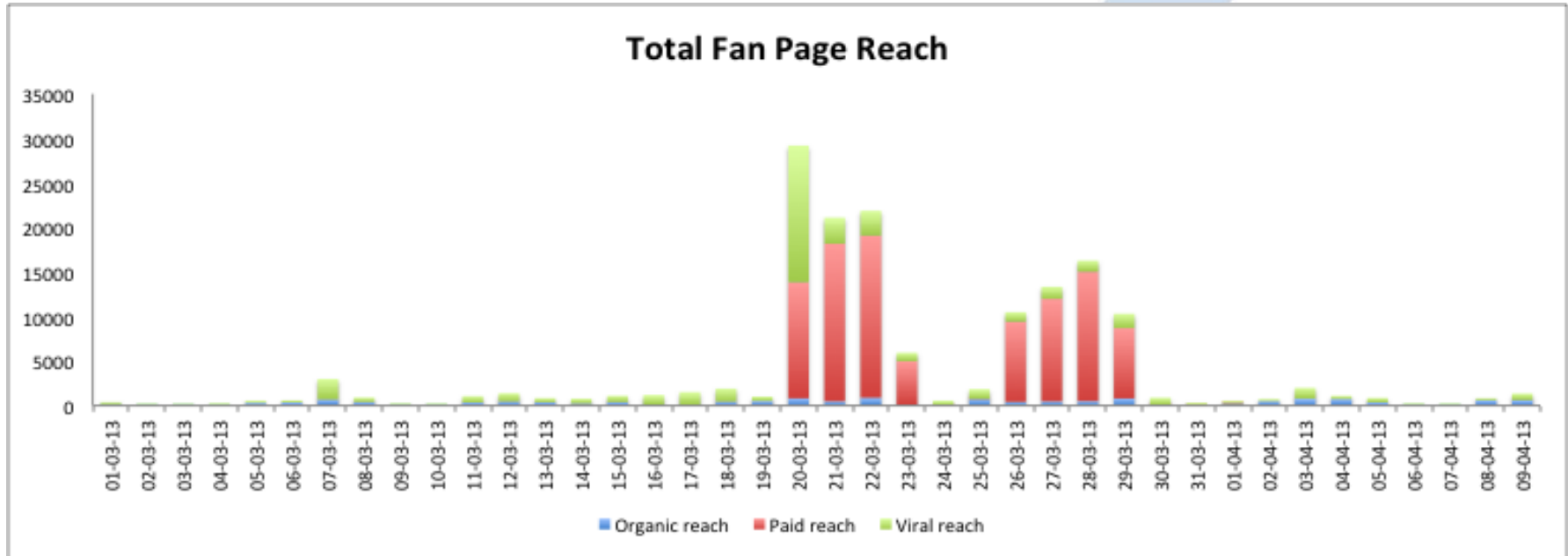
- “The Tooth Symphony” released on 18 March. Available on YouTube.
 - As of 16 April: 5,868 views
 - NDA’s able to use it for local campaigns
 - FDI World Dental Federation channel will also be used for other videos in the future.
- Press Conference in Geneva on 18 March with FDI President and Global Sponsors
- NASDAQ opening on 20 March with FDI Treasurer
- Social Media:
 - Facebook: daily updates and call for action... LIKE us!
 - Twitter: @worlddentalfed ... follow us and retweet!

The Tooth Symphony



http://www.youtube.com/watch?feature=player_embedded&v=nAMGJ9gthwA

Facebook: Page reach evolution



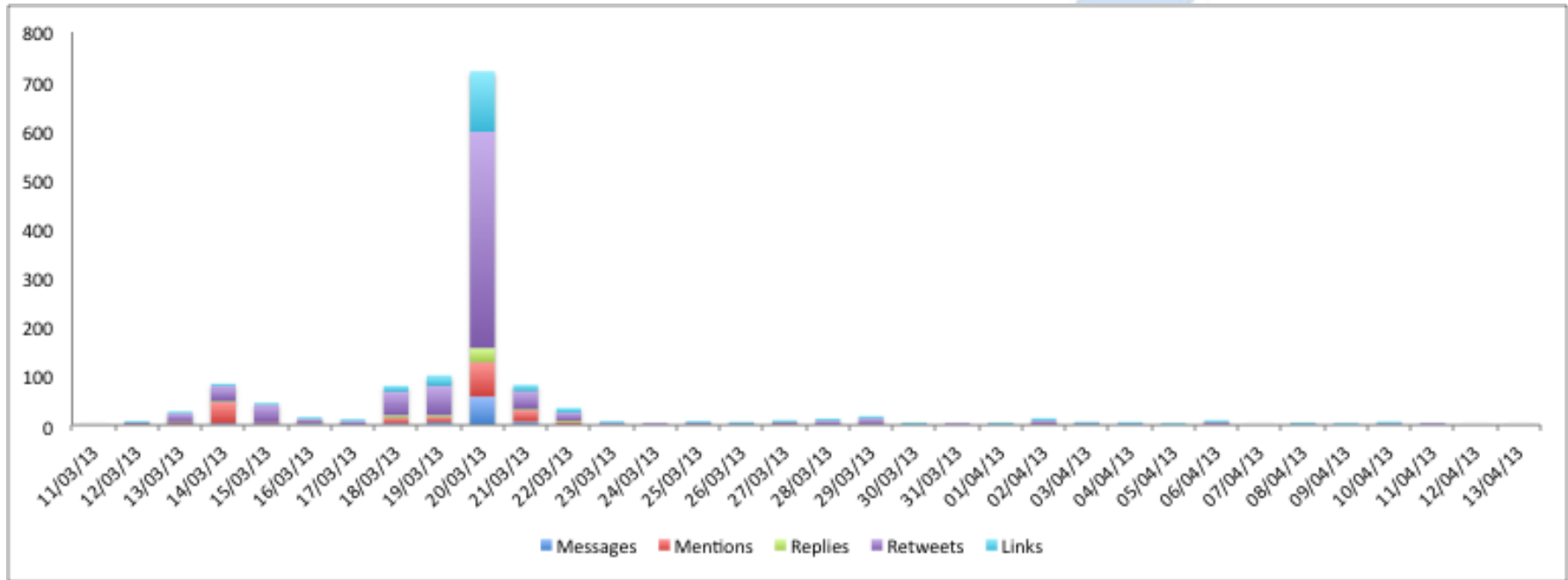
Reach

The Fan Page has reached 154.649 Facebook users. The key activity period was during the WOHD week and the following one, specially during the “paid posts promotion”, that worked very well. Even so, the scope managed organically (direct) and virally (through fans) represents 59,996 users

Impact

The total impact of the Fan Page on Facebook was 262.340 impressions

Twitter: #WOHD13 use evolution



#WOHD13

The hashtag has been used 1.302 times, specially during the week of the event . Most of them have been retweets (761) and posts with links (226), but also tweets mentioning different users (179), replies (48) or simple tweets (88)

Reach

The hashtag has been viewed by 1.193.974 Twitter users

Twitter users



Most users that engage with @worlddentalfed Twitter user are from United States and the Central Europe area, followed by Central and South America and Southern Europe

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Local Activities



- Confirmed activities in more than 30 countries
- Partner organizations have confirmed support and activities:
 - International Federation of Dental Hygienists
 - International Association of Dental Students
 - International Federation of Dental Educators and Associations
 - International Association for Dental Research
 - Winds of Hope
- After 20 March, a full report is being prepared and will be presented in Istanbul at the FDI Annual Congress

FDI Leaders supporting WOHD



FDI Leaders supporting WOHD





So, Why 20 March?

- NDA leaders and presidents can become actively involved in national activities, in medias and in oral health promotion
- 12 September 2014, you will be attending the FDI General Assembly in India...
- So 20 March 2014 is for you, the opportunity to take part in the only World event on Oral Health.

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Preparing 2014 and beyond...



- Main issue in 2013: time. With the change of date, only 6 months to prepare;
- 2013 considered as “transition”, FDI ambitions to make subsequent years bigger and better!
- 2014 toolkit will be prepared between April and August for distribution to the NDA’s at the Annual Congress;



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Next Steps



- Define 2014 theme
- April-May: Work with PR agency to prepare for 2014 campaign;
- End of June: all sponsors confirmed for 2014 (J&J, Unilever, Wrigley, Henry Schein, ...)
- June-July: Finalize 2014 toolkit
- August: Official launch of 2014 campaign at GA.



