



World Oral Health Day 2013

Healthy teeth

for healthy life



Organised by



In partnership with



Introduction



Dear members, dear colleagues

Oral diseases are among the most common chronic diseases. Worldwide, 90% of the population is at risk from some form of oral disorder, ranging from caries, periodontal diseases and tooth decay to oral cancer. At the same time, our profession and the dental team is able to offer quality services to an increased proportion of the population, with orthodontics, implants and aesthetics contributing adequate dentition and a longer life to a healthier population.

However, despite the progress made, the burden of oral disease is still underestimated in many countries, as is the high and devastating cost to families and societies.

The good news is that World Oral Health Day, on 20 March 2013, provides us with the opportunity to raise awareness and encourage individuals, families, communities and governments to take action to reduce the burden of oral disease. We are therefore delighted to provide you with the World Oral Health Day 2013 campaign toolkit.

The decision to create World Oral Health Day was taken at the FDI Annual World Dental Congress (AWDC) in Dubai in 2007. The original date, 12 September, corresponded to the birthday of FDI founder Charles Godon and thus seemed a logical choice.

However, the September date also fell either during, or in the immediate aftermath of, the FDI World Congress. This left little time for the FDI, engaged in the planning of the AWDC, or its national dental associations, to prepare what should be a major event in the world oral health calendar, on a par with the AWDC itself. The FDI General Assembly and its member associations decided to move the date of World Oral Health Day to 20 March. The month of March falls exactly half way between AWDCs and was therefore deemed suitable by FDI General Assembly delegates.

This year our efforts will focus on protecting the teeth and mouths of the population throughout life, from young children to the increasing elderly population. The theme we have chosen is "Healthy teeth for healthy life".

This is now more significant than ever before. The 2011 United Nations Political Declaration on Noncommunicable Diseases recognised that oral health shares the same risk factors as the main lethal chronic diseases and that a common approach should be used to address the challenges our populations are facing in the coming years.

Introduction

World Oral Health Day offers the dental and oral health community a platform to take action and help reduce the global disease burden. By working together, we can unite our efforts to prevent the epidemic of caries, gum diseases and tooth loss and help our communities to maintain proper dentition for life. For the first time in history, we can offer thorough preventive measures, good brushing habits, and, when required, sophisticated technologies and support to guarantee chewing throughout the life course.

Within the following pages, you will find a range of documents to support you with your activities this year, from organising your World Oral Health Day events and liaising with the media, to guidance on how you can use World Oral Health Day in your advocacy efforts. This toolkit contains guidance documents with an appendix of supporting materials: please refer to the table of contents for further information on the resources and how to use them.

We hope you find this toolkit useful and that it helps and inspires you to organise World Oral Health Day activities in your region.

If you require any further information, please contact wohd@fdiworldental.org.

Meanwhile, thank you for your dedication and support; with your continuous commitment we will advance the fight against oral diseases together, and help to protect the valuable lives of the population.

We wish you all the best for your efforts in 2013, and look forward to hearing your success stories.

Best wishes,

Orlando Monteiro da Silva
FDI President



Jean-Luc Eiselé
FDI Executive Director

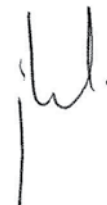


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This World Oral Health Day 2013 campaign toolkit is divided into two sections. The first section contains guidance documents to help you plan your activities. The second section contains supporting materials for use during your activities. To skip through to a section or supporting material contained within this toolkit, please click on this logo. To download an external document or visit an external website click on this logo.

I • Guidance section

1. “How-to” guide to running a successful event

This document provides guidance on how to plan and implement your World Oral Health Day 2013 event. It also provides inspiring case studies from your fellow FDI World Dental Federation members, which may stimulate ideas for activities suited to your local environment.

2. “How-to” guide to working with the media

Media coverage will add visibility to your World Oral Health Day activities and efforts. This document provides you with advice on how to best work with your local and national media to help raise awareness of your World Oral Health Day event, including guidance on how to pitch your news story and arrange interviews with your organisation’s spokespeople.

3. “How-to” guide to working with social media

Social media is becoming an increasingly important tool in raising awareness of an issue and it can be extremely useful in spreading your World Oral Health Day messages. This document presents background information on the different types of social media and their specific uses along with some guidance on how to initiate your social media activity.

4. “How-to” guide to using World Oral Health Day for advocacy

As an internationally recognised campaign, World Oral Health Day provides an excellent opportunity for you to take action towards reducing the social burden of oral disease and promote healthy policies at the local, national and regional levels. This document provides useful tips on how to integrate advocacy into your World Oral Health Day activities.

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5. “How-to” guide to celebrating and evaluating achievements

Please read this guide on how to best gather information to evaluate the outcomes of your activity, in terms of, for example, the number of attendees to your event, pieces of media coverage secured, and responses from participants. If you share your results with the FDI World Dental Federation, your efforts will be showcased on a global scale. This will also help you to demonstrate potential return on investment to sponsors and optimise your chances of their engagement with future World Oral Health Day activities.

6. “How-to” guide to working with sponsors and companies

This document provides you with information on current global sponsors and advice on how to engage with local sponsors around World Oral Health Day to ensure alignment with the FDI World Dental Federation overarching sponsorship guidelines.

II • Supporting materials

All promotional material is available on the World Oral Health Day website www.worldoralhealthday.org in English, French and Spanish. You are welcome to translate it into your own language (please send a copy to wohd@fdiworldental.org). You are also welcome to include your own logo, with the statement: “Organised by FDI World Dental Federation and the XXX Dental Association” with your national logo alongside the FDI logo.

7. Poster

The World Oral Health Day 2013 poster can be used to generate public awareness of World Oral Health Day. This poster can be printed for use at events, or posted on your website and social media sites.

8. Postcard

We would like people to send the postcard to their family, friends and contacts, to spread our World Oral Health Day message and ask individuals to take care of their oral health. The postcard can also be used as a hand-out in the run-up to and during your World Oral Health Day activities.

9. Infographic

An infographic is a visual representation of data and shares information in an appealing and easy-to-understand way. The first infographic summarises the impact of oral diseases at the global level and the price of neglected care. The second infographic refers to the link between oral health and general health. It can be displayed on your website, social media sites, or blog; or you can print out a large version of the infographic to showcase at your event. You may also want to share it with your media contacts as an innovative way of communicating your World Oral Health Day messages.

10. Flyer for the general public

The information leaflet for the general public describes how to maintain good oral health at different life stages.

11. Flyer for children

This leaflet can be handed out at World Oral Health Day events. You may also want to consider distributing it to schools and healthcare centres in your area. It focuses on brushing twice a day with fluoride toothpaste and eating a healthy diet.



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12. Press releases

To support your media engagement activities we will share with you the global “ready to use” press release, which announces World Oral Health Day to the media, and talks about this year’s theme. We will also send you a template release for your adaptation to make it relevant for your local and national media. You may choose to add information about your events and other activities, and to add quotes from your organisation’s spokespeople.

13. World Oral Health Day backgrounder

This is a short, one-page backgrounder providing general information about World Oral Health Day, its objectives, and the call to action. You can distribute this document to journalists, policymakers and other stakeholders, but it may also be used by you as a source of information if you are drafting other local World Oral Health Day materials, or information about World Oral Health Day for your website.

14. Briefing document for spokespeople

This document will guide your spokespeople in speaking to the media or presenting at a conference or event. It provides some tips on how to best complete interviews with journalists and give presentations. It outlines some example questions and answers, and provides soundbites your spokespeople might want to use during these interviews or presentations.

15. Background document for sponsors

This backgrounder provides information on World Oral Health Day for potential sponsors. It can be used for approaching sponsors to discuss possible opportunities for collaboration.



“How-to” guide to running a successful event



This document provides you with tips and ideas on how to run a successful World Oral Health Day event. It should be used together with the supporting materials provided, some of which are template materials that can be tailored to your local needs. Please ensure that when organising your event, you adhere to local health and safety guidelines, and other relevant rules and regulations.

A few considerations

Think about the last concert, play or football game you attended and ask yourself why it was memorable. It probably impressed you with its smooth organisation and exciting activities. A good event should leave a lasting impact. Outlined below are a few actions to help you organise a successful event.

- **Set clear objectives**

Define your objectives and have clear goals in mind before starting work on your event.

- **Plan ahead**

Give yourself sufficient time to coordinate your event. We suggest breaking the task into individual actions and drawing up a timeline and setting deadlines for each action.

- **Gather support**

Find out which colleagues will be able to work with you to organise and conduct your event, or recruit committed volunteers to help you with it.

- **Be creative**

New and creative ideas draw crowds and may catch the media's attention. Take time to brainstorm ideas for events.

- **Know your limit**

Be ambitious but realistic! Assess your capabilities and resources before committing to organising a large-scale event.

- **Rally participants**

Start publicising your event through your local network and media channels well in advance.

Planning your event

Target audience

Before you start planning your World Oral Health Day activities, it is important to define your target audience. Bearing in mind that this year's theme is focusing on teeth for life, World Oral Health Day 2013 offers a strong call to action for healthy lifestyle choices. You may choose to organise an educational workshop for school teachers, activities with children or a policy roundtable for government officials. Potential target audiences you could consider include:

- dental professionals
- healthcare professionals
- government officials
- media representatives
- general public
- teachers
- employers

Logistical organisation

Once you have defined your target audience(s), you can start planning your event(s). You could consider a huge range of activities, from hosting a workshop for teenagers on healthy eating or organising dental checkups at secondary education colleges, to holding a 'widest smile' photography competition. Whatever event you decide to organise, there are a number of logistical considerations to take into account when planning.



- **Set up a planning team or committee**

Gather a planning team or committee of people from your own organisation and your volunteers. This committee should meet regularly in the run-up to the event.

- **Develop a checklist**

Planning is central to the success of your event. Before embarking on organisational activities, we recommend drafting a list of actions. Try to think through everything that needs to be done, from developing an event programme and securing and briefing speakers, to seating arrangements and catering requirements. It can be useful to divide the checklist into pre-event, day of event and post-event. When an action item is complete, it can be ticked off the list!

Planning your event

• Allocate tasks

Once you have drawn up your checklist, allocate specific tasks to your committee. Tasks delegated to an individual will be that person's responsibility from start to finish. For example, the team member in charge of booking a photographer will make sure that they manage the photographer on the day to get the best photographs of the event. Allocate responsibilities based on expertise. For example, your press officer should be responsible for handling media liaison. Volunteers could greet participants or distribute refreshments.

• Secure a venue

Begin researching potential venues and dates for the event early, as good venues are popular and quickly booked. When considering dates, keep in mind public holidays and school term dates. Consider the following questions when researching where to hold the event:

- Will the event take place outside or inside?
- Are permits required for this type of event?
- How many people does the venue need to accommodate?

Before deciding upon a venue, visit the possible options and consider the following questions:

- Is it central and easy for attendees to reach?
- Is the venue well signposted and easy to find?
- Are there toilets and refreshment facilities nearby?
- Is the cost of the venue within budget?
- Can audiovisual or technical equipment be used at the venue?
- Invite participants

Once a date and venue are confirmed, you can start contacting your target invitees. Invitations may be sent by email or by post, or, if the event is open to the general public, you may want to put an open invitation on your website or encourage visitors by word of mouth.

• Secure a VIP

If you decide to organise a public event, you may wish to consider inviting some local VIPs, such as local celebrities or government officials. Draw up a list of potential VIPs and approach them with a special invitation letter. You may find the World Oral Health Day backgrounder useful when writing your invitation materials, as it provides ready-to-use information on the theme of World Oral Health Day 2013.

• Publicise the event

There are many opportunities to create publicity for your event among your target audience. You can post announcements in local newsletters or on your website, publicise your event at community gatherings and reach out to the media to cover the event (please see the "How-to" guide to working with the media for further guidance on this). You could also post messages on social networking sites such as Facebook and Twitter (please see the "How-to" guide to working with social media for further guidance on this). You could even get schools and teachers involved!

Case studies

On the day of the event

There are several things to keep in mind on the day:

- Arrive at the venue early to allow time to set up properly. Estimate how long you will need to set up and add extra time to sort out any potential problems.
- Use your checklist to keep track of actions completed and outstanding.
- Give all event staff and event agenda and give a short briefing on their individual responsibilities.

After the event

Following your event, consider following up by thanking participants and volunteers, and evaluate the success of the event:

- Send a thank-you letter or email to participants, speakers and volunteers. You could also post a message on your website or social media site.
- Update your contact list and keep up regular correspondence about the work of your organisation.
- Keep track of your success and showcase the outcomes and results of your event. Further information on how to do this is provided in the “How-to” guide to celebrating and evaluating achievements. In the following pages, you will find a few case studies which may give you some further ideas on which activities and audiences you would like to focus.

Case study: Pakistan “Smile Pakistan”

The logo “Smile Pakistan” was used by the Pakistan Dental Association to raise awareness about oral health and hygiene and the link between poor oral health and chronic diseases on the World Oral Health Day 2012.

• Dental camps

Dental camps were held on in shopping malls in Karachi and at 25 dental hospitals throughout Pakistan. An estimated 4000 visitors received free dental health check-ups and samples of toothpaste and brushes supplied by a sponsor. Information leaflets were distributed and good brushing technique demonstrated by 1500 volunteers, including senior professors, dental surgeons, house officers, oral hygienists and dental students.

The event was publicised nationally by TV and billboard adverts. Posters and roadside banners were used locally to attract the public to the event.

• Press conference

A press conference was held a week in advance of World Oral Health Day to publicise the link between betel nut sweets (Gutka) and oral cancers. Dr Qaisar Sajjad of the Pakistan Medical Association called on the government for a complete ban on the manufacture, sale and consumption of Gutka. Speakers emphasised the link between lifestyle choices and preventable oral cancers, described how the products are attractive and easily accessible to children because of their low cost, and called on businesses to support the Pakistan Dental Association in increasing awareness.



Case studies

Presentations were followed by a question-and-answer session.

World Oral Health Day 2012 events in Pakistan were supported by Pakistan Dental Association, Journal of the Pakistan Dental Association, APRO FDI, Dental News and the Institute for Advancement of Dental Sciences and Research.

- Free dental check-ups for the public at accessible locations
- Free samples of toothpaste and toothbrushes
- Information leaflets
- Demonstration of correct brushing technique
- TV and billboard advertising campaign
- Roadside banners and posters
- Press conference
- Call on government for ban on popular sweets linked to oral cancers
- Q&A session
- Single sponsor
- Media partners

Case study: New Zealand “Keep on brushing New Zealand”

The New Zealand Dental Association (NZDA) organised a variety of events throughout the country to highlight World Oral Health Day. The key message for World Oral Health Day 2012 was “Keep on brushing New Zealand”. The Association funded the events by joining forces with the Wrigley Company Foundation, Colgate and the NDZA’s umbrella organisation, the Dental Health Foundation.



“We welcome everyone’s involvement to raise the awareness about oral health. Since 2009 the Association has used World Oral Health Day as an opportunity to promote the importance of oral health” said the NZDA’s chief executive officer Dr David Crum. “With around a third of adult New Zealanders not brushing their teeth twice a day with fluoride toothpaste we need to make sure that oral care remains an important health message to individuals and communities”.

• Video competition

In line with the World Oral Health Day focus of promoting the importance of oral health, the New Zealand Dental Association organised the Healthy Smiles video competition to raise awareness.

Participants were asked to submit a video that demonstrates one of the recommended three steps – healthy eating, effective home oral care and regular dental visits – to maintain healthy teeth and gums. The winner was awarded an iPad2 Wi-Fi 16GB, donated by Colgate. The winning film was created by students at Renwick School in Marlborough. “Making the movie was an excellent, engaging way for them to learn about oral healthcare. They were able to combine research, writing, oral language, art, teamwork and IT skills to produce the movie and I loved seeing the collaboration of creativity and different strengths of the pupils pulling together to create ‘Toothbrush Apprentice’”, said their teacher Michelle MacGibbon. Go to <http://www.healthysmiles.org.nz/default,725,winners.sm> to see the winning entry.

Case studies

• Community service grants programme

The NZDA and The Wrigley Company Foundation in partnership with Give2Asia launched a community service grants programme for NZDA members, aimed at improving access to oral care and the oral health education of disadvantaged communities across New Zealand.

Ten projects, designed and implemented by oral health professionals in their local communities, were selected to receive grants of US\$1000 each to cover the cost of supplies and other expenses, including a “brushathon” for preschoolers, an oral health education evening for Tongan youth, and a radio campaign entitled “Teeth for Life”.

• Healthy Smiles at schools and early childhood education services

Since 2010, the NZDA have provided funding for schools and early childhood education services to organise a wide range of oral health events and activities during the week of World Oral Health Day.

• Website

<http://www.healthysmiles.org.nz/>

- Funding for projects aimed at improving access to oral care and oral health education of disadvantaged communities
- Funding for schools and early childhood education services to organise oral health events and activities
- Video competition
- Corporate sponsors
- Website



“How-to” guide to working with the media

The media is a powerful tool to engage with and inform the public about World Oral Health Day. Securing media coverage is a way to reach large audiences with key messages and to educate the general public about the importance of oral health. Every piece of coverage helps the global World Oral Health Day campaign and encourages healthy actions. This guidance document provides advice on how to engage with the media, whether local journalists, specialist press, national or global media. Good luck!

Please note that, in addition to your activities, FDI World Dental Federation will be working on an international media campaign to highlight the objectives of World Oral Health Day globally.

Planning for media engagement

Advance preparation is central to a successful conversation with journalists and will maximise your chances of securing media coverage. Bear in mind the following when planning to contact the media.

- **Decide what your news is**

Work out what your story is and what you want to say to the media. Are you inviting them to attend your World Oral Health Day event or are you launching a news story, for example a new report with interesting statistics about oral health in pregnant women?

- **Prepare your key messages**

Before contacting journalists, prepare three or four key messages that you will use when speaking to the media. Key messages are the most important points that you want to communicate about your news or event. It is important to agree your key messages with colleagues involved in your World Oral Health Day activity, to ensure that your approach to the media and other audiences is the same and that your communications are consistent. Please see the Briefing document for spokespeople and the World Oral Health Day backgrounder, which provide media soundbites and messaging around this year's theme. These documents may provide you with some inspiration when deciding on your key messages.

- **Identify your media contacts**

You should develop a comprehensive media list, including all relevant contacts in TV, radio, print and online outlets. Determine what type of media is most appropriate for your activities. For example, for an event with dental professionals you may want to contact specialist publications, but for a news story about oral health policy, it would be more appropriate to contact political newspaper correspondents. Once you've identified all outlets, look up contact details for relevant reporters and journalists. These can be found online or on the list of editorial team members usually found within the first few pages of a print publication. For print outlets, this may be a health reporter, or the person who covers regional events and news. In TV and radio, the best contact will be a member of the planning team, or a producer of an individual programme.



“How-to” guide to working with the media

• Secure an expert spokesperson

The availability of expert spokespeople will add credibility to your media work. The spokesperson can be a dental professional, a professor leading an oral health research programme, or the head of your organisation. It is important to brief your spokesperson ahead of any interviews to ensure that they are comfortable with your key messages. The Briefing document for spokespeople provides tips on how to speak to the media, some suggested answers to potential questions from journalists, and suggested soundbites. Please note that this document is intended to support spokespeople with interviews about World Oral Health Day generally; you should adapt it to include relevant soundbites and example questions specific to your campaign.

• Secure a case study

Patient case studies outlining an individual's experience of oral health problems can be used to profile the real-life impact of oral disease in the media. Case studies bring your news to life and can help the general public to understand the importance of the World Oral Health Day campaign and healthy lifestyle choices.

The separate Gathering real-life insights toolkit provides further guidance and template materials to support you in recruiting and interviewing case studies for your campaign.

• Conduct a survey of oral disease experiences

A survey is a great way to generate statistics, which in turn can be presented to journalists to help showcase the need for good oral health. We suggest developing a survey which can either be distributed among your members, or disseminated via a specialist survey company to participants at a regional or national level (depending on your budget). The results can be used in both media and advocacy activities.

• Finalise your press materials

In section II of this toolkit you will find press materials, some of which you can adapt for local use. You will find a ready-to-use Global media release, a Template press release and a one-page World Oral Health Day backgrounder. If you have limited time, you may wish to send the ready-to-use global press release to your media contacts; however, for the best chance of securing coverage, we recommend that you use the template press release and make changes to ensure that it is relevant to your local media environment. For example, you may want to use national statistics on the prevalence of oral disease, or insert a quote from a spokesperson from your organisation.

Engaging with the media

• Save the date

Inform media contacts of your activities up to 2 months in advance, to give them sufficient time to plan ahead and save the date in their diaries.

• Invite the media to your event

Invite journalists to your World Oral Health Day event, first by email, then follow up with a telephone call. Make sure you keep track of those you have contacted and their response. If media are attending your event, please ensure that you have a staff member responsible for greeting them, taking them to the briefed spokesperson for scheduled interviews, and providing them with any additional information needed to file their stories.



“How-to” guide to working with the media

• Pitch your story

Issue a press release to the contact on your media list. In the supporting documents, you will find a Template press release, which can be adapted to suit your local needs. You should distribute the press release in advance of your event or activity to give journalists time to write and file their stories, but remember to put an embargo on the press release to ensure that stories are only published on the day of your choosing. After sending the press release, you can phone the journalists to enquire about their interest in the story, and to pitch interviews with spokespeople. In your pitch, you should identify clearly why this story might be of interest to them. You can tailor your pitch to each contact to ensure that it is relevant to them.

• Write feature articles

Feature articles are special or prominent articles within a publication, and provide readers with a written analysis of a certain topic. These articles are different to news stories, being longer in length and providing opinion as well as fact. Ideas for potential feature articles include:

- An opinion piece written by a well-known national or local advocate for oral health.
- Recommendations by a nutritionist on good diet.
- Recommendations on chewing as an alternative when brushing is not feasible.
- How implants allow the elderly to keep chewing well and through a better diet reduce risk factors and contribute to a better quality of life.

To place a feature article, contact journalists to suggest your feature idea and explain that you can assist the journalist with the feature by providing information, oral health facts, images and quotes from your spokesperson. If you have somebody available to author the article, you could also offer to write the feature for publication.

• Develop a special edition newsletter

A newsletter is a great way to keep journalists and your members up to date with information about your organisation, upcoming campaigns and key events, as well as information about oral health in general. If your organisation already publishes a newsletter, we suggest that you create a special edition that includes information about your activities on World Oral Health Day.

• Provide background information

You can also use the infographic about the burden of oral disease to support your outreach to journalists. This gives you a tool to provide journalists with statistics and background information in a compelling way. Media are increasingly interested in statistics and visual representation of stories, and they may want to publish the infographic or use information from it. Make it easy for your journalists to write the story you want by ensuring that they have all the information to hand, rather than having to do additional research themselves.

Please bear in mind that when speaking or writing to journalists anything that you say or write may be used within the coverage. It is therefore important to ensure that all information used is accurate and approved, as per your organisation's internal processes.

“How-to” guide to working with social media

Social media are increasingly important as a tool to raise awareness of an issue and can be extremely useful in spreading your World Oral Health Day message. Social media sites are a particularly effective way of communicating your message to teenagers, but their use is popular among all ages. Here we present background information on the different types of social media and their specific uses, along with simple guidance on how to begin using social media.

How can social media impact health advocacy and awareness?

Using social media is an easy and free way to promote your messages and connect with like-minded organisations. After building an online network you can increase the reach of your messages, drive online users to resources on your website and promote upcoming events.



Social media can also be used to directly garner support for political action. One example is the “Face up to it” Facebook campaign. This was a visual petition which invited the public via Facebook to “add your face” in the countdown to the United Nations High-Level Summit on Non-Communicable Diseases in September 2011. Individuals signed the petition by adding their photograph to a mosaic made up of thousands of other petitioners to show their support for a call to world leaders to “face up” to the threat caused by non-communicable diseases. You can find further information here.

In addition, platforms such as Twitter are especially useful for directing messages towards the media, politicians and other influential people, as many have Twitter accounts.

Specific social media outlets

The most relevant social media portals to advocacy and awareness campaigns are Twitter and Facebook.

• Twitter

Twitter is an online information sharing network made up of short messages called “tweets”. After setting up a Twitter account, tweets from users you choose to follow will show up on your homepage for you to read. It’s a fast changing stream of messages that allows you to discover news as it’s happening, learn more about topics that are important to you, and get the “inside scoop” in real time. When someone follows you on Twitter, every tweet that you send will appear on his or her homepage. The more followers you have, the greater the reach of your message.

To create a Twitter page, visit www.twitter.com and follow the instructions. Think of a name that relates to your campaign and include a photo and a short introduction to your campaign. Once you have created an account you can start “tweeting”.

“How-to” guide to working with social media

Key tips

- Search for organisations and profiles with similar interests, and click on the “follow” button to start tracking their tweets. Make sure you follow FDI World Dental Federation to keep up to date with our activities: <https://twitter.com/worlddentalfed>.
- Start tweeting about your campaign using the hashtag #WorldOralHealthDay.
- Tweets are limited to 140 characters in length, so simplify your messages as much as possible. The use of abbreviations in tweets is acceptable and common.
- Share links to exciting things in your community or use Twitter to increase the visibility and readership of your organisation’s website or newsletter. When inserting a link into a tweet, use a free link-shortening tool such as <https://bitly.com/> to reduce the number of characters in a given hyperlink.
- Tweet about top tips and statistics that you think your audience will be interested in, for example tips on promoting oral hygiene or the global burden of oral disease.
- Use “hashtags” in your tweets to increase their visibility. Popular ones pertaining to oral health would be #oralhealth, #oraldisease and #WorldOralHealthDay. For an explanation of the term hashtag and other Twitter-specific language, see the Twitter glossary.
- Connect with other users on Twitter by including that user’s Twitter name prefaced by the “@” sign in your tweet. For example, if you wanted to reach out to FDI World Dental Federation on Twitter you would write “@worlddentalfed” in your tweet.
- “Retweet” tweets from other users that you like and want to share with your own followers by clicking the “retweet” button.

Sample tweets for World Oral Health Day 2013:

- #WorldOralHealthDay is celebrated annually on 20 March. This year, join @worlddentalfed in raising awareness of #oraldisease & #oralhealth
- Good #oralhealth safeguards against chronic diseases. #WorldOralHealthDay
- Spread the word this #WorldOralHealthDay, 20 March
- Raise awareness about #oralhealth and hygiene and the link between poor oral health and chronic diseases today, #WorldOralHealthDay
- Free dental check-ups nationwide today, #WorldOralHealthDay
- #WorldOralHealthDay: pick up free samples of toothpaste and brushes at dental clinics nationwide today.
- #Healthyteethforhealthylife on #WorldOralHealthDay, 20th March 2013
- Maintain healthy teeth and gums through healthy eating, effective home oral care and regular dental visits #WorldOralHealthDay
- #ToothbrushApprentice: this brilliant movie was made by high-school students to celebrate #WorldOralHealthDay <http://bit.ly/SzMEof>

“How-to” guide to working with social media

• Facebook

Facebook is an online social network where users are able to virtually connect to each other to share photos, interests and activities. Personal Facebook account users can connect to friends online by sending those individuals a “friend request” and can show their support for a cause or group by clicking the Facebook “Like” button. Organisational Facebook account users can increase awareness and support for their cause by creating a Facebook page and encouraging supporters to “Like” that page on Facebook. According to Facebook, “pages are for organisations, businesses, celebrities and bands to broadcast great information in an official, public manner to people who choose to connect with them”.

To create a Facebook page for your organisation, visit www.facebook.com and follow the instructions. You will need to give your page a name. We recommend you use your national or local campaign name. You cannot change the name once the page is created, so choose carefully!

Key tips:

- Add basic information to your organisation’s page such as links to your organisation’s website, Twitter account, newsletter subscription information and newsletter archives.
- Use “search” to find groups and fan pages related to your organisation by industry and location. Click on the “Like” button to stay up to date with those groups. Make sure you “Like” the FDI World Dental Federation Facebook page and the World Oral Health Day page.
- Post upcoming events including webinars, conferences and other programmes where you or someone from your organisation will be present. Also post pictures from events in which your organisation has participated.
- Update your page on a regular basis with helpful information and answers to questions.
- Join network, industry and alumni groups related to your organisation.

Sample Facebook posts for World Oral Health Day 2013:

- Reduce the social burden of oral disease this World Oral Health Day, 20 March. Find out more at www.fdiworldental.org/world-oral-health-day.
- It’s World Oral Health Day! Remember these three steps to maintaining oral health: healthy eating, effective home oral care and regular dental visits.
- “Healthy teeth for healthy life” is the message this World Oral Health Day, aimed at raising awareness of the impact of oral disease on the global chronic disease burden. Find out more at the FDI World Dental Federation Facebook page.

External resources

Both Twitter and Facebook have extensive “help” sections on their websites. You can find these at www.twitter.com/help and www.facebook.com/help. Additionally, Al Jazeera has launched an informational campaign to educate the public on social media. Through this, videos on how to use Twitter, Facebook and other sites are available in multiple languages. Specifically, the video on how to use Twitter may be found at [this link](#) and Facebook at [this link](#).

“How-to” use the World Oral Health Day for advocacy

As a global event, World Oral Health Day provides an excellent opportunity to take action towards reducing the burden of oral disease by advocating for policies on oral health at the local, national, regional and international levels. This guidance section provides useful tips on how to integrate advocacy into your World Oral Health Day activities.

The need for advocacy

Activities that raise awareness about the impact of oral health on general health and the preventable nature of most oral diseases and disorders are vital to the success of World Oral Health Day. However, their impact can be significantly heightened if accompanied by changes at the policy level that facilitate the simple and effective measures of prevention. An individual's ability to maintain healthy teeth and gums through healthy eating, effective home oral care and regular dental visits is influenced by the environment in which that person lives. Therefore, we invite you to use World Oral Health Day as a platform to advocate for policies that create health-promoting environments within your community and region.

Health advocacy relates to all activities aimed at influencing public opinion and making policymakers and other people of influence more aware of public health needs. Advocacy makes awareness-raising action-oriented. When advocating on behalf of oral health, you are raising awareness of the burden of oral disease and disorders and presenting policy-based solutions to those key people who have the power to make changes that will affect the cause. To reduce the burden of oral disease and the chronic diseases that it can cause, FDI World Dental Federation looks at reducing the major oral health risk factors by advocating for:

- Water fluoridation.
- A tobacco-free world.
- Limited free sugars in processed food.
- Fairness in remuneration for preventive care that delivers beneficial and measurable health outcomes.

Advocacy actions to take this World Oral Health Day

In preparation for World Oral Health Day 2013 and on the day itself, there are key actions you could take to leverage it for advocacy. Examples of this are:



• Reach out to your local and/or national politicians and policy makers

Contacting them by email, phone or letter is a fundamental first step to get decision makers involved in World Oral Health Day awareness-building and advocacy. Ensure that you share critical information on oral disease and the impact of improving oral health on the global burden of chronic disease.

“How-to” use the World Oral Health Day for advocacy

- **Organise a World Oral Health Day event and invite government officials**

Depending on the engagement level of the officials invited, ask them to get involved in your activities and take steps to show how their goals for a safe and healthy community are linked to those of building good oral health.

- **Start a petition and collect signatures**

Whether it is calling for better access to dental care in disadvantaged communities, promoting healthy eating in schools, or challenging government to ban sweets linked to oral cancers, a petition can be an effective way of educating the public about your specific policy goals. Celebrate by sharing this petition with the public and government representatives on World Oral Health Day.

- **Volunteer to make a presentation in the community, at a school, hospital or community centre**

Policy changes require public support and no public outreach is too small to get individuals interested in your cause. As a leader in your community, take the opportunity to celebrate World Oral Health Day by sharing your knowledge and experience in promoting oral health and invite your government official.

- **Start a workplace-wellness programme**

We spend a good portion of our time at work. Use World Oral Health Day as an opportunity to launch, support or strengthen local initiatives to create workplaces that promote good oral care. Email or write a letter to your government official to let them know what actions companies are taking to address oral disease and the importance of supporting workplace-wellness programmes at the governmental level.

For additional resources and information on how to advocate effectively, see the *Advocacy in action toolkit*.



Celebrating and evaluating achievements

The FDI World Dental Federation would love to share information about your activities via the World Oral Health Day website and social media channels. However, to do this, we need information from you: an online evaluation and report form will be available on our website after World Oral Health Day. Gathering information about your success and using this to evaluate your activities and measure their impact is also important to secure input and involvement in future from your management teams, to secure funding for future projects, and to assess lessons learnt for next year's activities. It is therefore important to keep in mind the post-event evaluation when you start planning your activities, and gather information as you go along. There are a number of ways to evaluate your event; we have outlined some tips below to help you on your way.

• Draw up a simple questionnaire for event attendees

You could include the following:

- Ask the participants to name the activity they found most useful, what they thought of the speaker(s), how they would rate the venue and what they would like to see at future events.
- Gather feedback on the theme. What did the attendees think about the theme for World Oral Health Day 2013?
- Find out whether your activities were suitable for your target audience (for example, if you planned an event for teenagers, did they enjoy the activities?)
- Use this opportunity to get attendee contact details and ask if they would be interested in receiving more information on oral health and disease prevention. Please ensure that you adhere to rules and regulations about data protection and privacy rights.

• Track the distribution of your material

Find out how many leaflets were distributed, infographics used and posters displayed.

• Track media coverage of your activities

Scan local newspapers and news websites before and after the event and collect clippings of the articles about the event. If television or radio reporters cover the event, ask them for the video or audio files. Please try to collect the following information for media evaluation:

- Type of media; for example, trade press, broadcast, mainstream print.
- Circulation figures (for print) – how many copies of the publications are distributed per issue?
- Listenership figures (for broadcast) – how many people listen to/watch the programme on average?
- Type of article secured; for example, did you secure an interview with a spokesperson? Or did the outlet publish a feature article?

“How-to” guide to working with sponsors and companies

This final guidance section provides you with information on current global sponsors and advice on how to engage with local sponsors around World Oral Health day to ensure alignment with the FDI World Dental Federation’s overarching sponsorship guidelines. A Background document for sponsors is also provided as a useful engagement tool.

FDI World Dental Federation sponsorship guidance

• Global sponsors and partners

At a global level, the FDI World Dental Federation is supported by Unilever and Johnson&Johnson.



• Sponsorship policy

The FDI World Dental Federation has a non-negotiable policy on the types of companies and institutions that can or cannot be associated with its activity, including World Oral Health Day.

• Branding and logos

Please find below a graphic template with instructions as to the appropriate visibility and location of company logos within global materials. You will notice that all of the above-listed global sponsors and partners are included and must not be removed under any circumstances. There is a distinctly separate area where your local sponsors’ branding can be added.

FDI World Dental Federation response to enquiries from companies

In response to enquiries from companies or other organisations interested in participating in this year’s World Oral Health Day, the FDI World Dental Federation will be:

- Providing them with the Resource guide for employers which give an overview of World Oral Health Day, background information on existing workplace-wellness initiatives, as well as ideas for employee engagement.
- Disseminating the leaflet and poster for organisations to use as part of their own World Oral Health Day activities.
- Introducing them to our local member organisation in the country where the employer’s headquarters/ affiliates are based, so that they can discuss potential collaboration or sponsorship opportunities.
- Highlighting to the company that we will include a mention of their business within the World Oral Health Day website, if they commit to one specific action around World Oral Health Day.
- Asking for a donation to support World Oral Health Day (either through the FDI World Dental Federation or the local World Dental Federation member); this donation will be highlighted on the website.

“How-to” guide to working with sponsors and companies

How members can engage with sponsors

Over the coming months, you may receive requests from companies who are interested in becoming sponsors; you may also want to contact organisations directly for sponsorship. We have provided some guidance below on the appropriate steps to take as part of your sponsorship engagement approach. Please note, we ask that you keep the FDI World Dental Federation regularly informed as you progress with local sponsorship arrangements.



• Proactive outreach

- Approach the local offices/affiliates of the global sponsors first as they may be interested in local partnerships.
- Verify if there are any conflicts with existing sponsors before approaching local companies (and review the FDI World Dental Federation sponsorship policy above before making any initial contact).
- Send a letter to sponsors together with the Background document for sponsors which includes information on World Oral Health Day and the FDI World Dental Federation, planned activities and ideas for engagement with the sponsor, and tailor for local dissemination.
- In your discussions with potential sponsors we also recommend sharing the Resource guide for employers which provides companies with ideas around how to implement workplace-wellness initiatives and other health initiatives related to World Oral Health Day.

• Responding to requests from sponsors

- Respond to the potential sponsor with background information on the FDI World Dental Federation and World Oral Health Day. Please find more information in the Background document for sponsors.
- Share a timeline of scheduled events and deadlines, as well as timings for sponsorship discussions/negotiations.
- Prepare a sponsorship package outlining specific sponsorship options. Please find examples in the Background document for sponsors.
- Provide a brief update to the FDI World Dental Federation with details of the sponsorship request.
- This brings you to the end of the guidance section of this year’s toolkit. Please find supporting materials within the next section. Thank you for reading and for helping us to make World Oral Health Day a success!

FDI World Dental Federation

Leading the World to Optimal Oral Health



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