Dear members, dear colleagues

Oral health is omnipresent in our lives, in every simple daily activity: when we smile, talk, eat or sing. This is the reason that World Oral Health Day exists, to remind us of the importance of oral health and how it directly affects so many things we do and enjoy in our daily lives.

On 20th March 2014, we are delighted to celebrate the World Oral Health Day and we will have the opportunity to raise awareness and encourage individuals, families, health associations, communities and institutions to take action to reduce all forms of oral diseases.

This year our efforts will be on protecting the teeth and mouth of the population throughout life, from childhood to adulthood. The theme we have chosen is “celebrating healthy smiles”. We hope that your organization will join us on 20th March in raising awareness of what can and must be done to make progress in the oral health field worldwide and encourage every single person around the globe to participate in the different programmes, activities and events.

So, on the 20th March 2014, let us together celebrate healthy smiles!

Best wishes

Dr Tin Chun Wong
WHAT IS THE WORLD ORAL HEALTH DAY?

World Oral Health Day (WOHD) is celebrated every year on the 20th March.

It is an international day to celebrate the benefits of a healthy mouth and to promote worldwide awareness of the issues around oral health and the importance of looking after oral hygiene to everyone old and young.

It is a day for people to have fun – a day that should be full of activities that make us laugh, sing and smile!

The aim of WOHD is to raise awareness and encourage individuals, families, communities and governments to take action and help reduce the global burden of oral disease.

WHY IS WORLD ORAL HEALTH DAY HELD ON THE 20TH MARCH?

It was moved from its original date of 12th September due to clashes with other international days and specifically the annual FDI Congress. The new date was selected because:

- Children have 20 milk teeth
- Seniors should have 20 natural teeth at the end of their life
- When expressed numerically, month before day, i.e. 3/20 – the result is what healthy adults should have, 32 teeth and 0 caries …

2013 was a great success. In figures:

- Total audience reached: 6,012,439
- Number of video views: 6,500
- Twitter hashtag viewed by: 1,193,974
- Facebook total number of fans: 154,649
- Journalists reached worldwide: more than 10,000
- Participating countries: 37

WHY IS WOHD IMPORTANT?

Because 90% of the world’s population will suffer from oral diseases in their lifetime and many of them can be avoided with increased governmental, health association and society support and funding for prevention, detection and treatment programmes.

In addition, World Oral Health Day offers the dental and oral health community a platform to take action and help reduce the global disease burden.

Working together helps us unite our efforts to prevent the epidemic of caries, gum diseases and tooth loss and help our communities to maintain proper dentition for life.

2014 Objectives.

We have five key objectives for World Oral Health Day 2014, which we can only achieve with your support:

- SPREAD THE WORD amongst your network: individuals, partners, media, members and supporters. – our target is to impact 10 million people
- ACHIEVE MORE PARTICIPATION: To have more countries participating than ever – target 50 countries
- DRIVE TRAFFIC to the FDI and NDAs websites
- BE SOCIALLY RELEVANT by promoting the theme and oral health facts and figures through social channels (Twitter and Facebook)
- HAVE FUN celebrating World Oral Health Day – it is a day to celebrate healthy smiles

2014 Key Messages.

- World Oral Health Day is an international day to celebrate healthy mouths and everything they allow us to do and enjoy.
- World Oral Health Day is an FDI initiative supported by Unilever and Johnson & Johnson
- World Oral Health Day aims to raise awareness of oral health issues so that governments, health associations and the general public can work together to achieve healthier mouths, and happier lives.
- World Oral Health Day is an initiative that hopes to contribute to increasing the number of people in the world who never have oral health issues to over 10% of the world’s population
- World Oral Health Day is a chance for every one of every nation, gender and age to celebrate healthy smiles
WHO IS THE AUDIENCE FOR WOHD 2014?

Everybody can take part in this initiative: health associations, specialist groups, member organizations and partners, governmental groups, educational associations, the general public, and a large etcetera.

It is only by everyone doing their part that we will raise awareness and encourage people to take action to reduce the burden of oral disease.

Consequently, please consider how your organization can reach the public, local institutions and civil society organizations to participate in the WOHD 2014 initiative online and in their own communities.

3. WORLD ORAL HEALTH DAY 2014
THEME AND CAMPAIGN

“WORLD ORAL HEALTH DAY 2014, CELEBRATING HEALTHY SMILES”.

This is the global tagline that will be used throughout the campaign because having a healthy mouth is cause for celebration!

This tagline is complimented with the addition of an adaptable sub-claim that focuses on all the positive and enjoyable things we can do when we have a healthy mouth and a healthy smile.

Eat, laugh, kiss, brush, whistle, rinse, for a healthy mouth!
4. WOHD 2014: HOW TO GET INVOLVED

We hope you will make World Oral Health Day 2014 a key milestone. To support you, we are excited to provide guidance on what can be done to mark this important day and flexible tools which can be adapted and localized by you for use in your own activities and events.

This toolkit contains key aspects to take into consideration in areas of: branding, media relations, social media, special activities and sponsorship. In addition, you will be provided with adaptable media templates as well as graphic material. Note that all template materials within this toolkit are approved by FDI for the use of all member associations.

LEVELS OF ENGAGEMENT

Our aim is to make WOHD 2014 a truly global event and reach as much of the world’s population as possible, and to do this we need your help.

However, we understand that resources and needs vary greatly so this is why we have created a simple guide that will allow you to select the level of engagement most appropriate to your country and find a series of recommended activities consistent with this level of involvement.

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<tr>
<th>ACTIVITIES: BRANDIMG</th>
<th>DETAILS</th>
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<td>WOHD 14 logo on web site</td>
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<td>Distribution of standard poster</td>
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<td>Delivered to schools, health and dental centres, community centres, government offices...</td>
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<td>Adaptation of standard poster to include NDA logo and distribution</td>
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<td>Delivered to schools, health and dental centres, community centres, government offices...</td>
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<td>Adaptation of standard poster to include NDA logo and local sponsor</td>
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<td>Delivered to schools, health and dental centres, community centres, government offices...</td>
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<tr>
<th>ACTIVITIES: MEDIAN RELAIONS</th>
<th>DETAILS</th>
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<tr>
<td>Distribution of global press release</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Ensure worldwide media are aware of WOHD</td>
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<td>Distribution of global press kit</td>
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<tr>
<td>Ensure key FDI messages are communicated</td>
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<tr>
<td>Creation &amp; distribution of locally adapted press release</td>
<td>✔️</td>
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<tr>
<td>Include information about local WOHD activities and local oral health care statistics and issues</td>
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<tr>
<th>ACTIVITIES: SOCIAL MEDIA</th>
<th>DETAILS</th>
<th>LOW</th>
<th>MEDIUM</th>
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<tbody>
<tr>
<td>Twitter-retweet global FDI tweets</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Provide impact for global messages</td>
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<tr>
<td>Twitter - create own twitter content</td>
<td>✔️</td>
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<tr>
<td>Content relevant to local on-line community</td>
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<tr>
<td>Facebook - add official FDI page to ‘liked’ list and follow</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Local audiences are aware of global activity</td>
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<tr>
<td>Facebook - comment on and ‘like’ official FDI posts</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Ensure global messages reach local audiences</td>
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<tr>
<td>Facebook - create own posts</td>
<td>✔️</td>
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<tr>
<td>And connect with local on-line influencers</td>
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<thead>
<tr>
<th>ACTIVITIES: SPECIAL ACTIVITIES</th>
<th>DETAILS</th>
<th>LOW</th>
<th>MEDIUM</th>
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<tbody>
<tr>
<td>Organize a local event</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>To generate awareness with the general public and media (brushing record or kissathon…)</td>
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<tr>
<td>Organize an educational activity</td>
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<tr>
<td>In collaboration with local school or community centre</td>
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<tr>
<td>Undertake an institutional / advocacy initiative</td>
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<tr>
<td>To influence policy decisions</td>
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<tr>
<td>Create a video</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>For distribution via social media channels</td>
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<tr>
<td>Organize a social awareness campaign (opinion poll, competition…)</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>To maximize impact such as a competition to become the ‘face of the campaign’</td>
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<table>
<thead>
<tr>
<th>ACTIVITIES: SPONSORS</th>
<th>DETAILS</th>
<th>LOW</th>
<th>MEDIUM</th>
<th>HIGH</th>
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</thead>
<tbody>
<tr>
<td>Find local sponsors to support your activity / events</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Donating funds or ‘in-kind’ benefits such as free promotion, free printing, gifts, prizes, etc.</td>
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<tr>
<td>Find local sponsors to be proactively involved in organizing events/activities</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Aimed at the general public, employees etc. Where activity is paid by them and they use WOHD branding / logos</td>
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**5. WOHD 2014: KEY ACTIVITY GUIDE & ADVICE**

**MEDIA RELATIONS**

There are few better times to draw attention and spread the word about FDI and your NDA than WOHD. You can reach out to the local media to increase awareness of what you are doing and why supporting your prevention efforts is important.

The following tips will help you focus your efforts and engage all audiences with WOHD 2014 using your local media.

**ASPECTS TO TAKE INTO CONSIDERATION...**

**Why are media relations useful?**

We highly recommend our member organizations try to build relationships with influential/relevant journalists to help generate coverage and visibility of their activities as an integral part of the global awareness programme.

We also encourage you to develop your own media outreach programmes at national and local levels.

**Developing press materials**

It is important that you have press materials to provide to reporters as a resource to help them write their articles.

A press release is a short (usually one or two pages) description of your news or event designed to inform media. This should include these key elements:

- An attractive headline
- A quote from your association’s spokesperson
- Essential information about your issue or event
- Your contact information

A press kit provides more detailed background information on the FDI, WOHD, your NDA, local and global statistics, local and global programmes, etc.

A global press release and press kit will be provided and can be adapted to include local information that is useful and interesting for the media.

Media relations efforts need to begin with clearly articulated statements and answer the following five “w's” to define the story.

- Who is central to the story?
- What is the news you want to report? When answering this question think carefully about what you want this story to accomplish.
- Why has it happened?
- When did it happen?
- What will the consequences be?

A story must be new, or offer a new angle, in order to be considered news.

**HOW TO DEVELOP A PRESS RELEASE**

- Find an interesting news angle e.g. new data, activities, important event etc.
- Define your target group e.g. trade or consumer media
- Develop contact list (see dropbox for ‘identifying media contacts’)
- Develop / write your press release and consider the advice above
- Obtain approval of press release by relevant decision maker within your organization.
- Distribute press release via email, mail or fax
- Track media coverage

**HOW TO ADAPT OR LOCALIZE A PRESS RELEASE**

- Review press release and decide if there is any interest in your local market
- Define your media target group e.g. trade or consumer journalist and develop a media list (see identifying media contacts)
- Adapt the press release with local information e.g. statements from local experts/celebrities or local data
- Obtain approval of your press release by relevant decision maker within your organization.
- Distribute press release via email, mail or fax
- Track media coverage
EXAMPLE OF GREAT MEDIA RELATIONS...

Serbia

The local and national media provided extensive coverage of World Oral Health Day, especially Niš Television and Peoples’ Journal, which was complemented by an array of cultural and educational activities. In Niš, the country’s third largest city, 530 people enjoyed a rich and diverse show of scenic and musical pieces performed by children, professional players and musicians.

SOCIAL MEDIA

ASPECTS TO TAKE INTO CONSIDERATION...

The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about different issues. In this sense, social media channels are a hybrid element of the communication because they enable organizations to talk to their public and at the same time enable the public to talk directly to one another.

Media partners / agreements

We encourage associations to look for opportunities to sign media partnerships and agreements in order to help communicate the key messages of WOHD.

Normally a media partner will offer a certain amount of free advertising or editorial space in exchange for presence of their logo on communication materials (similar to a sponsor). These media agreements are a great way to ‘guarantee’ media coverage and FDI would be happy to provide you with further advice.

Why are social media channels useful?

During World Oral Health Day 2014, in addition to our traditional outreach methods, we ask you to leverage your social media resources to help spread the word.

The best way to engage the public is through a personalized message that they can view and share. Social media allows you to enhance your offline activities and should be integrated into the other work you do.

Facebook

It is a social-networking web site that connects people with others who work, study and live around them. If you or your organization already has a Facebook page, make sure to post information about your activities on your wall or status and continue to update your page as WOHD 2014 gets closer.

You should also create an event page that can allow you to invite others to attend your activities. This page can include detailed information about your event, photos and relevant websites as well as allow people to see who is also attending. You might also consider allowing your attendees to invite other people, which will expand your reach of potential participants.

FDI will prepare a series of Facebook posts that can be used across the world. To stay up to date on what FDI does to support World Oral Health Day please ‘like’ us on Facebook. Our Official FDI Facebook page: www.facebook.com/FDIWorldDentalFederation

Twitter

This is a real-time, short-messaging service that allows you to spread the word about your activities. Using your organization’s Twitter handle (easy and free to create if you don’t already have one), you can send messages about your activities in short (140 characters or less) messages that can be easily “retweeted” by other users who would like to share your tweets.

This is a great way to announce your event or provide updates. Users can easily search for what you and others are saying about WOHD 2014. Remember to answer any questions about the event that you receive through Twitter. Providing responses is another way to keep your followers informed and excited about your work. FDI will prepare a series of pre-approved Tweets that can be used across the world.

To stay up to date on what FDI does to support World Oral Health Day please follow us on Twitter. Our official Twitter page: https://twitter.com/worlddentalfed For organizations who are proactively using twitter, we will be using #WOHD14 and ask that you use this hashtag as well for all relevant twitter posts.
SPECIAL ACTIVITIES

EXAMPLE OF A GREAT SPECIAL ACTIVITIES...

Nigeria
Citizens of Lagos saw the launch of a new World Record Tooth Brushing Challenge involving 300,000 children simultaneously brushing their teeth. The aim was to smash a previous record of 176,000 established in India.

Pakistan
300 people visited a “Free Oral-Health Camp” and 170 dentist and dental students took part in an awareness walk. Some 2,600 patients benefitted from free check-up, toothpaste, toothbrushes, and information about brushing techniques.

The events were covered extensively by on-line and traditional media including Pakistan Television Network (PTV).

TIPS FOR ORGANIZING A SUCCESSFUL ACTIVITY

This section provides tips to help you plan a successful event or activity:

- Focus on the theme. Keep in mind the audience and theme for WOHD 2014. Organize events that are appropriate for the audience you plan to target and that also highlight the celebratory aspect of the 2014 campaign.
- Plan – create a detailed workplan to organize your activity allowing enough time for decision making, changes, production and communication.
- Be relevant. When hosting events where there will be speakers, remember to invite speakers / personalities who are interesting and relevant to your audience. Then ensure their participation is carefully planned.
- Be timely. Coordinate your event with the activities of other organizations. Consider partnering with other organizations, joining forces to create greater impact.
- Be accessible. Choose a location that can easily accommodate members of the media, the general public if this is a target group and those with special needs.
- Make some noise – if you don’t effectively communicate your activity / event it is likely it won’t be a success – this step is critical.

ASPECTS TO TAKE INTO CONSIDERATION...

You can bring World Oral Health Day 2014 to life in your community by organizing special events or activities to raise awareness and encourage individuals, families, health associations, communities and institutions to take action to reduce all forms of oral diseases.

These activities could be a live event aimed at the general public, a public rally, an educational activity in collaboration with local schools, a competition to be the face of the campaign in your country or a World Record attempt (tooth brushing, kissathon etc.)

This year’s theme, “Celebrating healthy smiles” emphasizes the importance of protecting the teeth and mouth of the population throughout life in order to enjoy a whole range of activities and life to the full.

Why are special activities useful?
Special activities and local events are really helpful since individual participants, organizations, institutions, etc., are encouraged to take action in response to oral diseases. They also provide a great opportunity to engage on-line communities and achieve media coverage.
SPONSORS
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 organizations 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 gives 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 organizations to use as part of their own World Oral Health Day activities.
- Introducing them to our local member organization 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 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 organizations 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 that 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!
6. WOHD 2014: MATERIALS & TEMPLATES

Global templates will be provided:
- Global press kit (English, French, Spanish, German)
- Global Press Release (English, French, Spanish, German)
- Campaign posters (22 languages – more on request)
- WOHD 2014 logo (22 languages – more on request)
- Other graphic materials available on request

These will be available from the FDI website in September and via the WOHD2014 dropbox.

7. WOHD 2014: WHAT TO DO NEXT

We are delighted to give you our last pieces of advice which are listed below:
- Decide your level of engagement
- Share ideas and needs and ask for feedback
- Download materials (logo, poster, etc.)
- Adapt and localize any necessary materials
- Start to plan your activities (sponsors, special activities, media agreements, etc.)
- Share your plans and problems – we can help you make the most of WOHD14

CONTACT

We hope that you find this toolkit useful. If you need more information or you want to contact us, please email us at:

WOHD2014@fdiworlddental.org

Thank you very much for your help and support for WOHD 2014.