

NOT JUST YOUR TEETH. NOT JUST YOUR GUMS. YOUR WHOLE MOUTH.

WATCH YOUR MOUTH!

6-12 August 2018 | #dentalhealthweek



The cheeky tagline for this year's Dental Health Week may sound lighthearted but it comes with a serious purpose – that Australians need to take better care of their teeth, gums and yes, their whole mouth.

Did you know, for instance, that 65% of Australians haven't seen a dentist in the last two years, that just under 50% of Australians only brush once-a-day, nearly 40% never floss or clean in-between their teeth, or that three in four young people (14-18 years) are consuming too much sugar?

That's why an event like Dental Health Week is so important with its emphasis on educating people about good oral health practices, and why your involvement is even more critical.

Key Messages



Brush teeth twice daily with a fluoride toothpaste



Clean in-between teeth once a day
(with floss or interdental brushes)



Eat a healthy balanced diet and limit sugar intake



Regularly visit the dentist for check-ups
and preventive treatment.

How you can play a part

No doubt you already have many conversations with your patients over the course of a week about the need to brush and floss regularly, eat a healthy diet and, naturally, for regular visits to their dentist.

Dental Health Week gives you all kinds of fresh opportunities to begin or keep conversations going with your patients, and perhaps, if you're keen, with your surrounding community.

Sure, these conversations might be about a serious topic but that doesn't mean you can't have fun!

Why not ...

- Encourage your staff to dress up for the day – it's a great way to get peoples' attention.
- Hold a colouring competition for kids and display their artwork on the walls.
- Decorate like crazy – balloons, Dental Health Week bunting, banner and posters (the last three are in the Resource Kit which you can download at dentalhealthweek.com.au)
- Stage a morning tea with the practice team.
- Run a competition or offer giveaways like toothbrushes or stickers for kids.

You know your patients best – what do you think will strike a chord with them? Be as creative as you want, and, remember it's all about engaging your patients so they'll listen to all the great oral health messages you have for them.

Casting a wider net

Your community needs you. Pick your most articulate, outgoing team member/s and send them out to do a presentation/set up a stall/hand out flyers/giveaway stuff at your local library, mothers' group, shopping centre, school or community group – anywhere you can find an audience willing to listen.

Everything you need

No doubt you've got lots of ideas for promoting Dental Health Week! To help you make the most of them, we've created a resource kit, which you can download at dentalhealthweek.com.au which contains the following:

- **A3 and A4-sized posters** and **bunting** to decorate your location, stall, presentation.
- **Email signatures** and **e-newsletter banners** to add pizzazz to your digital communications.
- **Factsheets** to print off and hand out to patients and other members of the public.
- **A Powerpoint presentation** for all your appearances before eager audiences.
- **Colouring-in activity sheets** for the kids.

All you need is a colour printer, scissors, sticky tape and 5 minutes of your time, some great ideas and you're good to go!

Getting the message out

Most people are fully digitally-connected these days so using Facebook, Twitter and other social media platforms like Instagram and Snapchat to amplify your message is a great cost-effective idea. You can:

- Share pics of your Dental Health Week event using **#dentalhealthweek** or **#watchyourmouth**
- Run a Q&A session on Facebook or Google Hangouts or hold a Facebook Event
- Live tweet your community events using **#dentalhealthweek** or **#watchyourmouth**

Use the content on the Dental Health Week website and add to it with photos and video and make sure you engage with everyone who interacts with you. You can either create your own content – posting about your Dental Health Week event is a great place to start – or share posts off the ADA's Healthy Teeth Facebook page, for instance.

If you're not confident about writing your own posts, try using these exactly as they are or with some extra touches added by you. Just remember, keep it short, sweet and to the point!

The only thing to keep in mind with any activities in this space is that the Dental Board of Australia imposes limits on what you can and can't say. It's important you don't give specific advice online, post images without permission, or use testimonials in any part of your online activity. To be safe, make sure you read the Advertising Guidelines and Social Media Guidelines available at www.dentalboard.gov.au

Example posts

Did you know that only ½ the people around you are brushing twice a day?

If you want to **#watchyourmouth** properly, you should be brushing your teeth morning and night.

dentalhealthweek.com.au

Everyone's flossing right?

Actually no – nearly 40% of Australians never floss when they should be cleaning between their teeth at least once a day.

#watchyourmouth
dentalhealthweek.com.au

Put down the soft drink and step away!

If you're serious about wanting to **#watchyourmouth** you should be eating as many healthy foods as you can and drinking lots of water.

dentalhealthweek.com.au

Don't **#watchyourmouth** by yourself!

69% of Aussies only see their dentist when they have a problem, but you should be seeing them at least once a year.

dentalhealthweek.com.au

Join the conversation and follow all the action of Dental Health Week at:

f @australiandentalassociation **t** @AUS_Dental
@healthyteethaustralia **i** @australiandentalassociation



Tell us about your Dental Health Week Event!

We love that you're willing to be involved in Dental Health Week! We want to hear all about it and promote it too. Email your photos, stories, links, articles, or feedback to contact@ada.org.au. With your permission, the best and brightest Dental Health Week events will be showcased in the ADA News Bulletin, through ADA social media accounts and the Australian Dentist e-newsletter.