



# How's your oral health tracking?

#dentalhealthweek

Get your  on track

5-11 August 2019



Did you know, only 51% of Australian adults reportedly brush their teeth twice daily while 47.8% continue to consume too much sugar? It's a startling figure, and it's one of the reasons why this year's Dental Health Week is all about reminding people that the responsibility for their oral health primarily rests with them.

We want individuals to take a look at their own oral health regimes, and question whether they're on track and caring for their teeth properly. After all, we want them to keep their teeth for life!

We're using Australia's *Oral Health Tracker* as a platform to bring attention to the status of Australia's oral health, with statistics drawn from this unique world-first initiative forming a core part of our messaging during Dental Health Week.

We're encouraging everyone to track the state of their oral health as much as they use apps to check things like water intake and step counts in the hope that it will become a natural part of their daily health monitoring.

## Key Messages



Brush teeth twice daily with a fluoride toothpaste



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



Eat a nutritious diet; consuming less than 6 teaspoons of sugar daily



Visit the dentist regularly for check-ups

## How you can play a part

No doubt, you already have many conversations over the course of a week with your patients about the need to brush and floss regularly, eat a healthy diet and to return regularly for check-ups and preventive care. Dental Health Week gives fresh opportunities to begin or keep conversations going with your patients.

- Encourage your staff to dress up for a day. It's a great way to get people's attention and create awareness in patients visiting your dental clinic during Dental Health Week
- Decorate like crazy – balloons, Dental Health Week bunting, banner and posters (the last three are in the Resource Kit which you can download at [www.dentalhealthweek.com.au](http://www.dentalhealthweek.com.au))
- Hold a colouring-in competition for kids and display their artwork on the walls
- Stage a morning tea with the practice team
- Work in a multidisciplinary workspace? Hold a lunch-and-learn for staff not working in the dental clinic

Step out of your practice and spread the message in your community by giving presentations at schools, mothers' groups, Lions or Rotary club meetings, sporting clubs, other health organisations; basically, anywhere you think you'll find a receptive audience!

Presentations using the ADA purpose designed PowerPoint slides (find them in the Resource Kit at [www.dentalhealthweek.com.au](http://www.dentalhealthweek.com.au)) at healthcare locations such as medical clinics or pharmacies help open lines of communication between different health disciplines as well as having the potential to direct referrals to your practice.

Think outside the box and take Dental Health Week to places it might not ordinarily go to!

## 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, downloadable at [www.dentalhealthweek.com.au](http://www.dentalhealthweek.com.au) containing:

- 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.
- PowerPoint presentations for all your appearances before eager audiences.
- Colouring-in activity sheets for kids.
- A sugary drinks poster for display in your practice.

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

## Getting the message out

Using Facebook, Twitter, Instagram and Snapchat to amplify your message is a great cost-effective idea. How about...

- Sharing pictures of your Dental Health Week event using #dentalhealthweek
- Run a Q&A session on Facebook or Google Hangouts or hold a Facebook Event
- Live tweet your community events or go Facebook Live using #dentalhealthweek

You can either use the content on the Dental Health Week website or the ADA's social media accounts, adding photos and video of your own or you can create your own content. However you do it, just remember, keep it short, sweet and to the point! And always make sure you engage with everyone who interacts with you.

The Resource Kit on [www.dentalhealthweek.com.au](http://www.dentalhealthweek.com.au) has social media content for your practice to share, including Instagram and Facebook posts and banners. The ADA will be sharing short video clips daily on the Healthy Teeth Facebook page, which you're welcome to re-share onto your own pages.

## Advertising Guidelines

Keep in mind with any activities in this space, 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](http://www.dentalboard.gov.au)

### Example posts



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](http://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. #dentalhealthweek [dentalhealthweek.com.au](http://dentalhealthweek.com.au)



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

f @australiandentalassociation    @AUS\_Dental  
@healthyteethaustralia    @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](mailto: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.

Find out more at [dentalhealthweek.com.au](http://dentalhealthweek.com.au)