

# World Oral Health Day 2018

## A Report



**Centre for Dental Education and Research**  
**National Centre of Excellence for implementation**  
**of National Oral Health Programme**  
**All India Institute of Medical Sciences**  
**New Delhi, India**

## World Oral Health Day 2018

The World Oral Health Day 2018 was observed with high enthusiasm in India. In addition to the walkathon, awareness talks, poster exhibitions, check up camps and attractive competitions organised in schools and dental institutions across the 37 provinces of India, a significant event that sets the tone for a change in the history of oral health in India took place on WOHD 2018!

- Release of training manuals on oral health promotion for school teachers and health workers
  - WOHD Public Exhibition
  - Advocacy for oral health in all the 37 provinces
  - Media and Press Coverage of events
  - Oral Health Screening Camps
  - Public Awareness Lectures
  - Training sessions for dental surgeons and health workers
  - Walkathons
  - School Oral Health Camps
  - Social and Behaviour Change Communication
- 
- The CDER AIIMS New Delhi functions as the National Centre of Excellence for implementing of the National Oral Health Programme.
  - The National Oral Health Programme is an exclusive programme on oral health under the Ministry of Health and Family Welfare. It has a central component managed by the National Oral Health Cell and a State Component with active Nodal Officers in 36 of the 37 provinces.
  - The mandate of the programme is to promote oral health through generation of Social and Behaviour Change Communication strategies. In addition, the programme also aims at operationalising initiatives to reduce the burden of oral diseases in the country.

## Media developed under NOHP



Badges and stickers with messages to promote oral health



TV Commercial on oral health which was viral on social media on WOHD



Most popular short animated video which was shared across numerous groups on social media on WOHD

## Activity

### Release of Training Manuals on Oral Health Promotion

Development of training manuals is a step further in enhancing skills of the school teachers and health care workers.

The manuals for training important civil society groups- School Teachers and Health Care Workers were launched by the Hon'ble Health Minister, Government of India.

Oral health thus received political as well as administrative priority with the Health Secretary and the Director General Health Services sharing the stage at this important event and earmarking a plan for furthering the cause of oral health promotion through training.

The manuals were conceptualised and developed by Centre for Dental Education and Research, All India Institute of Medical Sciences, New Delhi under the leadership of Prof OP Kharbanda.



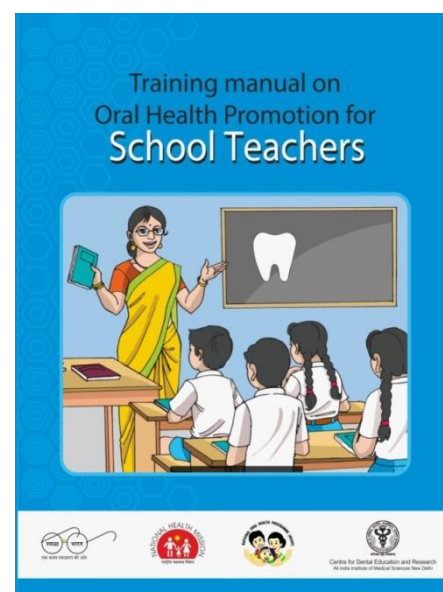
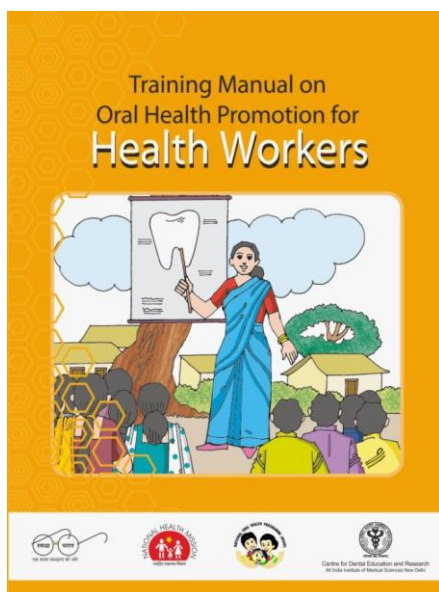
## Impact

- A cascade for training is set to be created where master trainers will be equipped with skills to trickle the training down to grassroots level.
- A set of easy to learn video modules on immediate action for common oral health problems, emergency situations and prevention will be developed next.
- Since India is diverse and multilingual, the manual will also be translated to all the 18 regional languages in the next one year for better reception.
- The manuals are now being detailed and finalised for a massive dissemination drive across the nation among one million teachers and about 500,000 health care workers across all levels of health care.

The initiative was lauded by Health Minister and experts from the Non Communicable Diseases division of the health ministry.

It was also opined that the training be integrated with the framework for Comprehensive Primary Health Care in which oral health care will be included.

The Health and Wellness Centres being set up will be scaled up soon to cater to the oral health needs of the population in the villages and rural areas.





## Activity WOHD Exhibition

### Say Ahh-Think Mouth Think Teeth

A collection of fifty informative posters on the theme “Say Ahh-Think Mouth Think teeth” was displayed in an exhibition at the Centre for Dental Education and Research, All India Institute of Medical Sciences, New Delhi on the occasion of the WOHD 2018.



Exhibition organised at CDER AIIMS

The event was inaugurated by the Dean Academics. The exhibition was thrown open to the public and dentists were present at the venue for answering some of the common queries asked by them.

Attractive badges, stickers and game cards with some games on oral health were also distributed to children and teens.

Also, a video on toothbrushing practice was played on screens in ten strategic waiting areas of the institute for maximum visibility. In addition, the media released for WOHD 2017 was displayed again to reinforce the significance of oral health which mirrors overall health.

## **Impact**

- The posters included a wide array of topics- Brushing and rinsing for oral health, orthodontic treatment, cleft lip and palate, prevention of dental caries, early childhood caries and its prevention, diet and decay, root canal treatment, wisdom teeth, replacement of missing teeth, common anomalies of the oral mucosa and many more.
- Informative leaflets were also given away for detailed at home reading and awareness generation.
- Children loved sporting the badges with oral health messages and carried the educative game cards home. It had a brushing streak for them to colour, with signs of sun and moon signifying morning and night brushing.
- The initiative is set to be reinforced marking WOHD every year.

## **Activity**

### **TV Programmes and Media Awareness camps**

A handful of TV Programmes on Child Oral Health, Trauma to teeth, prevention of common dental problems were telecast on WOHD 2018.

Live shows were organized with phone the dentist to ask some of the most common myths, treatments and home based techniques to prevent common oral problems.

## **Impact**

Millions of Indians follow the popular programmes on health hosted by the national television and radio channels. Public awareness and information quickly gets dissemination on a mass level.

## PROVINCE WISE ACTIVITIES FOR WOHD 2018

World Oral Health Day was held at various provinces in India. A plethora of activities were organised by dentists in association with the government and non government organisations.

The next few pages are snippets of these activities listed statewide with a description of the activity. Some community outreach has also been done. Details follow

### SOUTH CENTRAL INDIA

School children take a march in the school and participate in Just A Minute for your teeth competition on WOHD 2018.



A training programme was also conducted.

Interesting competitions for children and a walkathon were conducted which saw a huge turnout of public.

The event received substantial media coverage and administrative support.

Posters have been translated to local language for better reception.





Training Programme for dental surgeons on Early Detection of Dental diseases

Translation of posters on oral health to local language and release of the same on WOHD 2018



School Camps on WOHD 2018







## ASSAM

In the province of Assam, a press meet was held to appraise the public on oral health. The responsible officer for oral health addressed the public and answered some of the frequently asked question on teeth and oral health.

A health fair was organized for the general public and it included screening for NCDs along with dental health.

School oral health camps were a part of WOHD 2018. Significance of tooth brushing was explained and demonstrated. Some tell-show-do models were used along with flip charts.

In another event, media for enhancing awareness, like posters and banners were released.



Training programme for dental surgeons, school oral health camps and press coverage on the occasion of World Oral Health Day at Assam, 2018

## NORTH INDIA

### DELHI

The following pictures depict the activities of the state of the capital, Delhi and the National Capital Region. A mobile dental unit serves the population here under the National Health Mission. Also, the health workers are trained to conduct dental examination on a regular basis. Screenings are commonly held and the screened patients treated in the mobile units at the camp itself.

School Dental Program (Street play, Painting Competition), Slogan Competition, Health Awareness Programs are also organized regularly.



Dental awareness, outreach and training the community health workers through Mobile Dental Units





Screening and treatment camps in schools WOHD 2018



## SOUTH INDIA PUDUCHERRY

This Union Territory is in the Southern most part of the peninsula. The responsible officer for oral health along with the Mission Directorate at the state organised a walkathon, a screening camp and various activities for both public as well as health care workers. Dentists received special training on Zero degree concept for treating the public at camp , school and outreach settings.

Screening and treatment camps WOHD 2018







Walkathon WOHD 2018







Various activities on WOHD 2018



Training programme for dental surgeons and health workers on zero degree chair position





## Lakshadweep

Islands in the South West region, a group called Lakshdweep are connected only by sea to the mainland. They have a dedicated programme for oral health and they organised a talk on radio in the most widely spoken language of the islands- Malayalam. A screening camp was also conducted.





## HARYANA

The Northern state with a complete dental cadre even in the Primary Health Care level, Haryana hosted a number of public awareness activities and screening camps on the occasion of WOHD 2018

# **WORLD ORAL HEALTH DAY 20th MARCH - 2018**



## The Way Forward

- Monitoring and Evaluation of the initiatives
- Preventive care and roll out of dental care as a part of Comprehensive Primary Health Care
- Integration of oral health services in the NCD Prevention
- Development of a mobile app for awareness generation, improved access to quality care and prevention
- Expanding the skill sets of professional, medical, dental and non-health population groups through training
- Setting up locally doable but globally relevant targets for achieving sustainable oral health
- Gearing up for familiarising the population to dental care under Universal Health Coverage
- Enhanced advocacy for oral health
- Improving the competencies of important civil society groups by creating a matrix with sizeable points for oral health
- Planning a global data collection tool which may standardise information gathering and develop big data on oral health
- Seeding nuclei for research in various arenas for prevention of common oral problems