

MIND, BODY, MOUTH

it's all connected



7-13 AUG 2023

DENTAL
HEALTH
WEEK

The 2023 Dental Health Week (DHW) campaign aims to increase consumers' awareness of the links between poor oral health and general health. Studies have shown that many patients are unaware that the health of their mouth can impact on or be impacted by a systemic health condition such as diabetes.

Considering this, the campaign has focused on six systemic health connections:

- Atherogenic Cardiovascular Disease
- Adverse Pregnancy Outcomes
- Type II Diabetes
- Neurodegenerative Conditions
- Inflammatory Bowel Disease
- Respiratory Conditions

These connections are reinforced via the campaign tagline, **Mind, Body, Mouth It's all connected.**

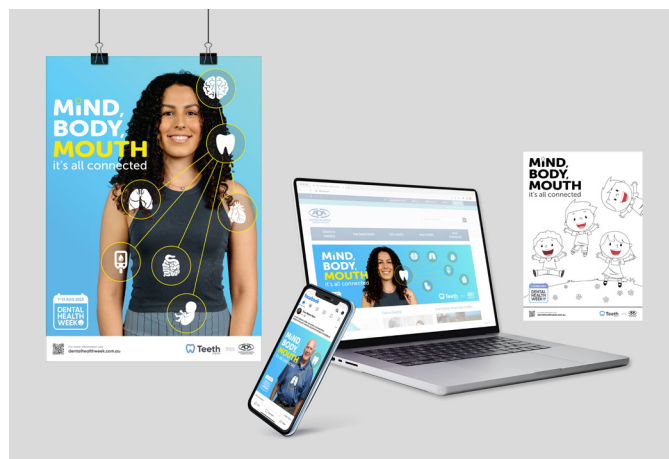
Almost half of the Australian population has one or more chronic diseases. Yet, a 2021 study out of JCU determined that 70% of patients with major systemic conditions had poor knowledge on the relationship between their conditions and oral health. Dental Health Week promotes the conversation around these links with patients and allied health professionals to highlight the importance of good oral health.

Everything You Need

To help you promote Dental Health Week, the ADA has created a resource kit containing:

- A3 posters and bunting for decoration
- Email signatures and e-newsletter banners to add pizzaz to your digital communications
- DHW PowerPoint presentation for your appearances before eager digital audiences
- Colouring in activity sheet for kids
- Social media content for Facebook, Instagram and Twitter

ADA members will also find addition resources in the Oral Health Promotion Toolkit at ada.org.au/ohp-toolkit.



For more information visit
dentalhealthweek.org.au

 **Teeth**
.org.au

BROUGHT
TO YOU BY


AUSTRALIAN DENTAL
ASSOCIATION

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Get Your Message Out There

Using social media is a cost-effective way to get oral health messages across to your patients and the larger community. Here are some ways you can get the DHW message out there:

- Decorate your clinic with the provided DHW decorative bunting and posters to make patients aware of the week – these may help in striking up a conversation on the topic of oral health and the systemic health connection.
- Hold a Facebook live event for your patients including a question-and-answer session about oral health, and its possible systemic health connections for greater reach compared to one-on-one discussion.
- Use the hashtags
#mindbodymouth
#dhw2023
#dentalhealthweek
and tag
@australiandentalassociation
@teeth.org.au
- Hold an education session for health professionals in your town or district on oral health and interdisciplinary care. Find the dedicated DHW PowerPoint in the DHW Digital Resource Kit. You will also find PowerPoint presentations in the ADA Oral Health Promotion Toolkit.
- Post interactive content on your social media platforms. An example of this could be asking followers to guess how much bacteria is in their mouth?
- Share the ADA's oral health education pro-tip videos, or podcast Watch Your Mouth through social media.
- Visit local schools and talk to students using the ADA's Guardians of the Gums story and lessons, egg and acid science experiment or Colgate's Bright Smiles Bright Futures kits.
- Run an online colouring-in competition for children and families that frequent your practice. Alternatively get children's minds working by having them include an important fact about sugar and teeth or get them to suggest three tooth-friendly foods. Post the entries on your Facebook page for people to like and find a winner.

- Share the DHW digital resources on your practice's social media platforms – you will find these in the DHW Digital Resource Kit. Like the ADA's teeth.org.au Facebook and Instagram pages to keep up to date with new resources to share with your community.

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

Tell us about your Dental Health Week Event

We love that you are 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. Tag the ADA's consumer social media channels @teeth.org.au on Instagram and Facebook for your post to be shared with our audience. With your permission, the best and brightest Dental Health Week events will be showcased in the ADA News Bulletin and the Australian Dentist e-newsletter.



For more information visit
dentalhealthweek.org.au

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