

World Oral Health Day 2014

Activity Report

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World Oral Health Day 2014

WOHD14 at a glance

- Dental News Pakistan, 4th year in row has maintained its tradition for the prevalence of superior oral health care in Pakistan. The initiative was continually supported by the Pakistan Dental Association (PDA), Institute of Advanced Dental Sciences & Research, the Journal of Pakistan Dental Association, Dental Hygienist Association Karachi. Shield Corporation was our sole sponsor in Pakistan.
- Internationally, in collaboration with World Dental Federation, Listerine, Signal, Henry Schien and Wrigley's have provided their commitment for the successful execution of the initiation.
- With a comprehensive campaign run through out Pakistan, Dental News Pakistan successfully executed the campaign in 34 colleges in all over Pakistan.
- The event was organized on the 20th of March 2014 in all the Dental colleges all over Pakistan.
- During the campaign in a single day, we reached more then 25,000 people including 15,000 children. Free OPDs were sponsored all across Pakistan including distribution free samples and toothbrush with informational leaflets.

WOHD14 celebrated with great fanfare and awareness campaigns throughout Pakistan.

- The World Oral health Day was formally inaugurated by Dr Saqib Rashid the President Pakistan Dental Association with Dr Arif Alvi as the chief guest on the occasion. The event sponsored by Shield Corporation and organized by Dental News with the support of Pakistan Dental Association for the awareness of the masses was held simultaneously in 34 institutions and 12 cities across Pakistan.
- The holding of World Oral Health Day is the initiative of the World Dental Federation – FDI throughout the World. In Pakistan Dental News has been organizing the event for the last 3 years and WOHD14 was the fourth successful and the largest of all the previous events. This year's event was very actively supported by Pakistan Dental Association.
- The event was launched through a Press conference on the 19th followed by information kiosks in 34 institutions across Pakistan. In addition to this a funfair was organized by Shield Corporation exclusively for the school children in Karachi, Multan, Lahore and Faisalabad. In total courtesy Shield Corporation, Dental News was able to reach 25000 people including school children in one day.

- The World Oral Health Day on 20th March 2014, was celebrated with great fan-fare and a broader outreach. A mass awareness campaign and insightful events were conducted in all major cities and towns of Pakistan. Special ceremonies were held in important cities like; Karachi, Lahore, Rawalpindi, Islamabad, Faisalabad, Peshawar, Quetta, Multan, Mirpur Khas, Abbotabad, Hyderabad, Sialkot, etc.

The participating institutions included

KARACHI

- Karachi Medical & Dental College
- Fatima Jinnah Dental College
- Hamdard College of Medicine & Dentistry
- Liaquat College of Medicine & Dentistry
- Jinnah Medical & Dental College
- Dr. Ishrat-ul-Ebad Khan Institute of OHS
- Baqai Dental College
- Altamash Institute of Dental Medicine
- Ziauddin College of Dentistry
- Bahria University Medical & Dental College
- Sir Syed College of Medical Sciences
- Dow International Dental College

HYDERABAD

- Liaquat University of Medical & Health Sciences
- Isra University

MIRPUKHAS

- Bhittai Medical & Dental College & Hospital

LAHORE

- Lahore Medical & Dental College
- FMH Medical & Dental College
- de'montmorency College of Dentistry Dental
- The University Lahore
- CMH Lahore Medical College
- Shaikh Zayed Postgraduate Medical Institute

MULTAN

- Nishter Medical and Dental College
- Multan Medical & Dental College

PESHAWAR

- Khyber College of Dentistry
- Sardar Begum Dental College

QUETTA

- Bolan Medical College

ABBOTTABAD

- Ayub Medical And Dental College

FAISALABAD

- University of Faisalabad

SIALKOT

- Islam Medical & Dental College

• Similar to the previous years' activities and deliberations, this year's activities also solicited nationwide support from the dental profession. The importance of Oral Health was vividly highlighted through this observance of the annual "World Oral Health Day 2014. Salient features of the event also involved distribution of informative literature, free-gifts, tooth brushes, activity books and other promotional materials at hospitals, schools, and other relevant institutions throughout the country.

•Every year, the proactive dental practitioners and academic institutions also join in to play their role in eradicating the oral diseases and compliment these efforts by raising awareness through their Out-Patient Departments and institutional networks, to make the common man recognize that oral health is a vital part of the overall wellbeing and vitality of the

citizens. The dental trade enterprises also join in to celebrate and demonstrate the progress made in the science and healing-capacity of Oral health procedures and dental practices. The dental community thus remains committed to continuously work towards the provision of better oral health and hygiene for all, old and young.

- Volunteering dentists and dental students also provided tips and suggestions to the common people for choosing the right kind of tooth brush and tooth pastes, besides teaching good brushing techniques and advising treatments for oral disease to the common people. The event was highlighted at the highest forums to make it an integral part of the extensive global efforts for widening oral health awareness through global celebrations held to mark the World Oral Health Day.

- This year, for the fourth year in a row, the World Oral Health Day activities in Pakistan were sponsored by “Shield Corporation” - the leading manufacturers of quality tooth brushes, tooth pastes and other oral healthcare products. This enterprise has been playing a pivotal role in the success of this annual programme organized by **Dental News**.

World Oral Health Day 20 March 2014 Seminar



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World Oral Health Day
20th March

Altamash Institute of Dental Medicine
Karachi

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20th March

Dr. Ishratul Ebad Institute of Oral Health Sciences
Karachi

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Hamdard Dental College
Karachi

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Free Dental Clinic

Isra Dental College & Hospital
Hyderabad

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Liaquat University of Medical & Health Sciences, Jamshoro
Public Awareness Walk
"World Oral Health Day"
Institute of Dentistry LUMHS, Jamshoro.

Institute of Denistry LUMHS, Jamshoro

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Bolan Medical College, Quetta

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de'Montmorency College of Dentistry
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World Oral Health Day was celebrated in Pakistan with the help of the following organizations.

- FDI
- Pakistan Dental Association
- Shield Corporation Pakistan
- Principals and HODs of Dental Institutions in Pakistan
- Asia Pacific Dental Federation
- IADSR
- DHAK
- All volunteers

WOHD Pakistan Team

- | | | |
|-------------------------|--------------------|------------------------|
| • Syed Hashim Hasan | • Tanveer Raza | • Kashif Arif |
| • Mahmood Hussain | • Muhammad Azhar | • Khwaja Ikhlaaq Ahmed |
| • Syed Muhammad Shakeel | • Nasir Waheed | • Zainul Abideen |
| • Irfan Ali | • S. N. A. Rizvi | • Azeemuddin Sheikh |
| • Haseeb Uddin | • Shaikh Sadiq Ali | |
| • Ghulam Hussain | • Asim Shah | |

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