

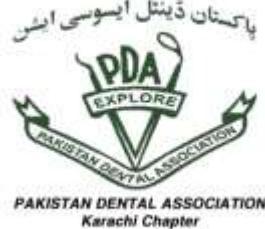


WORLD ORAL HEALTH DAY 2012

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WOHD 2012 Activities at a glance!

Continuing the initiative which started last year by Dental News to mark the World Oral Health Day in Pakistan in association with Pakistan Dental Association Central Council, Asia Pacific Dental Federation, Institute of Advanced Dental Sciences and Research and the Journal of Pakistan Dental Association with Shield Corporation as the sole sponsor.

The response from the dental fraternity and the appreciation from consumers were overwhelming. Shield Corporation in its lead role played a pivotal role in helping us organize the event which is meant to create Oral Health awareness amongst the masses and to educate them how to overcome the preventable diseases.

The event was organized in 25 dental colleges simultaneously on September 12 and offered free OPD's across Pakistan including distribution of handbills and demonstration of good brushing techniques.

The theme of this year's oral health day was "**Smile Pakistan**" keeping in view the gloomy situation we all face today.



CONCERN VOICED OVER INCREASING SUB-MUCOUS FIBROSIS CASES

BY SYED HASHIM HASAN / AZIZULLAH SHARIF



- Karachi — World Oral Health Day (WOHD) aimed at spreading awareness about oral health and hygiene was observed on Sept 12 across the country as elsewhere in the world.
- The aim of this day was to increase awareness for oral health as well as to know the impact of oral diseases on general health of the masses.
- As part of our global campaign and to address the health challenges of an ageing population in Pakistan, this year again Dental News, in collaboration with Shield Corporation (manufactures of Shield brush and toothpaste), and with the support of the Journal of Pakistan Dental Association, medical and dental associations, medical and dental institutions, organized free dental check-up camps at all the major shopping malls of Karachi as well as at 25 dental hospitals in various major cities of the country including Islamabad, Lahore, Peshawar, Multan, Faisalabad, Hyderabad and Karachi.
- More than 1500 volunteers, including senior professors, dental surgeons, house officers, oral hygienists and BDS students, participated in the free dental check-up and consultation activities, apprising about oral health diseases and proper brushing technique to thousands of people who visited the camps. Free samples of Shield brushes and toothpastes were also distributed among those who visited the camps.
- The sole aim behind all these activities was to raise awareness about oral health among the masses.
- Ban on Gutka Urged
- Earlier on Sept 4, at a well-attended ceremony held at a local hotel, dental and medical experts described Gutka and various brands of the so-called sweet Supari, Mainpuri and Indian Panprag` as "a major cause of oral cancers' in Pakistan'.
- They demanded of the Sindh government to impose a complete ban on manufacture, sale and consumption of all these hazardous substances in the country.
- The ceremony that was also largely attended by health reporters of both print and electronic media also urged the government to immediately make a law to bring an end to the menace of Gutka, sweet Supari, Mainpuri.
- It was organised by Dental News in association with Asia-Pacific Dental Federation (APDF), Pakistan Dental Association (Central Council), PDA (Sindh and Karachi chapters), Journal of Pakistan Dental Association, MNC Marketing Services and Shield Corporation, the manufacturers of Shield brush and toothpaste.



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- Prominent among those who participated in the ceremony included APDF's vice president Dr Asif Niaz Arain, APDF's Head of Public Health Division, Dr Anwer Saeed, PDA (Central Council) Vice President, Sindh Zone, Dr Nadeem Mughal, PDA (Sindh) Vice President and Baqai Dental College Principal Dr Kashif Ikram, PDA (Karachi Chapter) President and LCMD Principal Dr Navid Rashid and Shield Corporation's (manufacturer of Shield brush and tooth paste) Head of Marketing, Mr Waqas Farooqui.
- In his welcome speech, the Managing Editor of the Dental News, Syed Hashim Hasan, told newsmen that his publication in collaboration with dental and medical institutions of the country and the Shield Corporation had planned a number of events aimed at highlighting the importance of World Oral Health Day as the day not only coincide with the birthday of FDI's founder, Dr Charles Godon, but was also the anniversary of the ground-breaking ceremony of the World Health Organization's International Conference on Primary Health Care at Alma Ata.
- These programmes which were aimed at raising awareness about oral health diseases included including free dental health check-ups camps at dental and medical institutions and setting up of kiosks at major shopping malls in different cities of the country, he added.
- Renowned dental surgeon and Editor-in-Chief of Journal of Pakistan Dental Association Pakistan (JPDA), Dr Inayatullah Padhiar, in his introductory remarks, said that bad oral health is directly related to a number of chronic diseases especially those affecting the vital organs including heart, kidney and lungs.
- Talking about the menace of Gutka, he said that oral cancer, caused by the prolonged usage of Gutka, ranked first among male cancer patients in Pakistan. Oral cancer is the most-common cancer of the head and neck region, he added.
- Deploring that in Karachi there has been a massive increase in the number of users of Gutka which is directly responsible for increasing incidence of oral diseases in the city's population.
- Dr Padhiar said that the irony of the fact is that Gutka which is available for just Rs 6 or 8 was also being consumed by young children and, thus making them vulnerable to a host of oral maladies.
- Prominent ENT Surgeon and a senior activist of Pakistan Medical Association (Centre), Dr SM Qaisar Sajjad, in his visual presentation made on the occasion, cited the examples of a number of patients who because of their habit of eating Gutka had developed sub-mucous fibrosis , a condition in which opening of jaws is restricted.

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- ADDICTIVE SUBSTANCE: "The most disturbing aspect of the hazardous substance is that the manufacturers of Gutka not only use the betel nut of inferior quality, but they also mix different addictive substances to keep the person hooked to their brands," he said, adding that 70 to 75 per cent of oral cancers are merely because of Chalia and Gutka.
- Quoting from a survey of blood samples of Karachi University, he said that the PCSIR during its survey had detected traces of heroin in the blood samples of as many as 19 students of the university although none of them were addicted to heroin. It was finally revealed in the survey that all those students in whose blood traces of heroin was found used to consume different kinds of betel nuts/Gutka.
- He also urged the people not to eat even good quality betel nut as it carries carcinogenic, besides the artificial colour which is added to chalia is also carcinogenic.
- Regretting that there are 122 brands of sweet Supari and despite a ban on the advertisement of these products, the manufacturers of these hazardous substances had evolved a novel idea of getting publicity of their products i.e. through some scenes tactfully presented in TV dramas and shows.
- At the outset, Dr Qaisar demanded of the government to impose a complete ban on betel nut as the Oral cancer is No1 among male in Pakistan where roughly 32-35 per cent becomes victim of sub-mucous fibrosis.
- Referring to a Bill which aimed at imposing a complete ban on the manufacture, sale and consumption of Gutka and other brands of sweet Supari, Mainpuri, Pan Parag, etc. he urged the government to expedite the process of approving the Bill that had been lying with the Sindh Assembly's Standing Committee since long.
- Dr.Kashif Ikram explained the work that has been carrying on since the inception of PDA in 1960. He informed that the schools based oral awareness programmes have been going on regularly and PDA is proud to be leading from the front. Dr. Feroz Jehangir was of the opinion that the corporate sector should come forward and help the PDA in creating awareness about the menace of Gutka and pan supari.
- The event was followed by a lively question-answer session.
- Dental experts, in their brief speeches, said that Oral cancer is the most common cancer of the head and neck region. Of the total worldwide oral cancer cases, 40 per cent occur in South East Asia. Oral cancer is the second most common malignancy in Pakistan after carcinoma lung in males and carcinoma breast in females. The majority of epithelial head and neck cancers are related to lifestyle of the patients and, thus, regarded as preventable oral disease.

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- Healthy lifestyles and public health action by governments and health practitioners can prevent one-third of these cancers worldwide, they opined.
- Referring to the outcome of a study that was designed to establish the burden of head and neck cancers (HNCA) in public sector based cancer centers of Pakistan, they said that the frequency of treated HNCAs out of the total body cancers treated across Pakistan was found to be 14.5pc. Highest prevalence rates amongst all cancers were noted in Sindh, notably in Karachi and Jamshoro, followed by Multan in Punjab and as much lower frequency in Peshawar in the Khyber Pakhtunkhwa Province.
- This variation presumably reflects levels of betel quid consumption but more data are needed to be gathered in a comprehensive way if the findings are to be applicable for improvement of the national cancer control program, they said, adding that the highest frequency was reported from Jamshoro, Sindh, which is an indicative of a high prevalence among the rural population of Sindh.
- The experts quoted these facts from the study that was conducted by Saima Chaudhry, Ayyaz Ali Khan, Kamran Masood Mirza, Hafiz Aamer Iqbal, Yasmeen Masood, Nauman Rauf Khan and Faisal Izhar.



INSTITUTES PARTICIPATED FOR THE WOHD 2012

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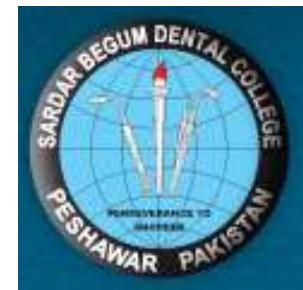




Lahore Medical & Dental College



ISLAM MEDICAL
COLLEGE



TOTAL CONTACTS OPD ACROSS PAKISTAN

Karachi

- Altamash Institute of Dental Medicines 70
- Bahria Dental College 246
- Baqai Dental College 246
- Dr Ishrat Ul Ebad Khan Institute of Oral Health Sciences 120
- Liaquat College of Medicine & Dentistry 185
- Sir Syed Medical Dental College 134
- Fatima Jinnah Dental College 61
- Jinnah Medical Dental College 120
- Karachi Medical Dental College 213
- Hamdard College of Dentistry 139
- Ziauddin University of Medical & Dentistry 150

Lahore

- Fatima Memorial Hospital 185
- Lahore Medical Dental College 208
- de'Montmorency Dental College 325
- Shareef Medical Dental College 279
- University Dental College (University of Lahore) 256
- Combine Military Hospital 89



Islamabad

- Islamabad Dental Hospital 130
- Margalla College of Dentistry 94

Multan

- Nishter College of Dentistry 200

Faisalabad

- University of Faisalabad 175

Sialkot

- Islam Medical Dental College 144

Peshawar

- Sardar Begum Dental College 144
- Khyber College of Dentistry 144



WOHD PRESS CONFERENCE 4TH SEPTEMBER 2012 AT HOTEL MARRIOTT

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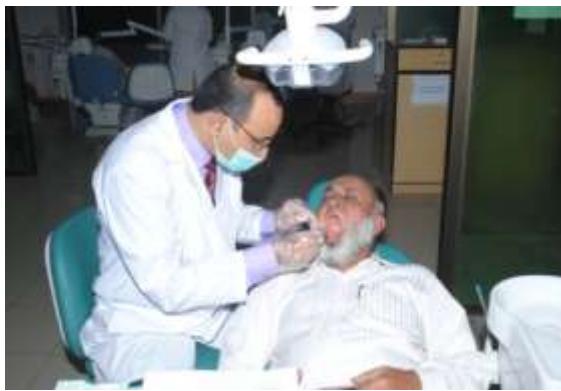




FREE OPD's ACROSS PAKISTAN

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For Public
Awareness roadside
advertising



SHOPPING MALL ACTIVITIES

The purpose of this activity was to teach proper brushing techniques to the masses. The activity included distribution of flyers and the emphasis on oral hygiene is the best way to prevent, all preventable dental diseases.





ACKNOWLEDGEMENTS

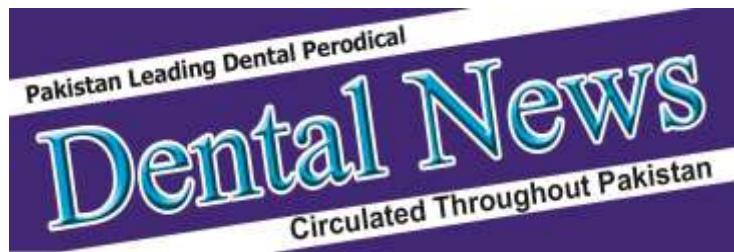
- All Dental College Management, Principals, Department Heads, Coordinators and Volunteers
- Pakistan Dental Association
- The Journal of Pakistan Dental Association
- Institute of Advanced Dental Sciences & Research
- Asia Pacific Dental Federation
- Shield Corporation Ltd.

DENTAL NEWS WOHD TEAM

- **Syed Hashim A Hasan**
- **Muhammad Ahsan Rizvi**
- **Irfan Ali**
- **Syed Muhammad Shakil**
- **Ghulam Hussain**
- **Aziz Ullah Sharif**
- **Muhammad Azhar**



THANK YOU !



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