



2013



Organised by

In partnership with



WORLD ORAL HEALTH DAY 2013 THEME

Healthy teeth
for a healthy life



WOHD 2013 Activities at a glance!

This year for the first time the World Oral health Day was held on the 20th of March instead of 12th September. FDI which is the supreme dental council had moved the date up so that it could concentrate better since FDI annual meeting is too close to September 12th date.

In Pakistan Shield Corporation as part of its corporate social responsibility has been sponsoring the WOHD in Pakistan since 2011. This year again Shield Corporation came forward as both the Pakistan operations of the global WOHD sponsors Listerine and Unilever decided to stay away from it. The dental colleges who have always been supportive of all such activities came forward to make this event a success as well. In all approx 2600 patients directly benefitted from this activity and were provided with toothpastes, toothbrush, free check-up and information about brushing techniques.

Dental News with the blessings of FDI which spearheaded the event 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 organized it in all the major cities across Pakistan.

RESPONSE

- The response from the dental fraternity was overwhelming. Shield Corporation played a pivotal role in helping us organize the event successfully. The idea was to create Oral Health awareness amongst the masses and to educate them how to overcome the preventable diseases.
- The event was organized in 15 dental colleges simultaneously and offered free OPD's across Pakistan including distribution of toothpaste, toothbrushes, handbills and demonstration of good brushing techniques.



- The global theme of this year's oral health day was healthy teeth for a healthy life. This was the first year when FDI took interest in the activities held in Pakistan and hopefully in times to come they will continue to play a major role in making it more and more successful in creating oral health awareness for all.
- The lone sponsor put up bill boards, advertised in both print and electronic media and this really helped the cause in creating the desired results in terms of highlighting the theme of this year's WOHD.



WOHD 2013 ACTIVITY AT DENTAL COLLEGES ON 20 MAR 2013			
Karachi			
	INST NAME	NO OF VISITORS	Total
1	AIDM	103	103
2	Baqai	239	239
3	DIKIOHS	338	338
4	LCMD KHI	186	186
5	FJDC	143	143
		Total in Karachi	1009
Lahore			
6	FMH	155	155
7	LMDC	209	209
8	deMont	276	276
9	UCD (UOL)	259	259
		Total In Lahore	899
Islamabad			
10	Islamabad Medical	183	183
11	Margalla	139	139
		Total in Islamabad/Pindi	322
Peshawar			
12	Sardar Begum	243	243
13	Khyber Dental	101	101
		Total in Peshawar	344
		TOTAL	2574

**TOTAL CONTACTS OPD
ACROSS PAKISTAN**



FREE OPD'S KARACHI





ALTAMASH





BAQAI

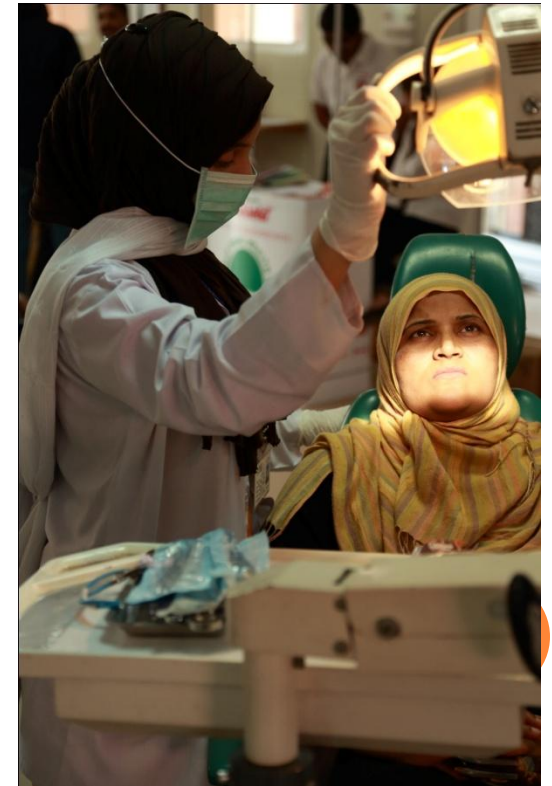


Fatima Jinnah Dental College

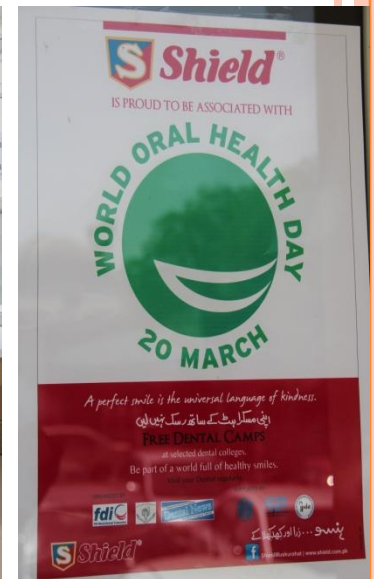




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LIAQUAT COLLEGE OF MEDICINE & DENTISTRY



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FATIMA MEMORIAL HOSPITAL





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PESHAWAR





SARDAR BEGUM DENTAL COLLEGE





**KHYBER
COLLEGE OF
DENTISTRY**



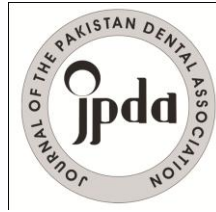
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ACKNOWLEDGMENTS, ON BEHALF OF DENTAL NEWS AND ITS TEAM WE WOULD LIKE TO THANK THE FDI, PDA, JPDA, IADSR, APDF, SHIELD CORPORATION AND ALL THE DENTAL COLLEGES WHO MADE IT POSSIBLE FOR US TO MAKE THIS EVENT A SUCCESS.



THANK YOU !

