

Activity Report WOHD - 2015

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**20th March 2015
World Oral Health Day
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World Oral Health Day 2015

WOHD15 at a glance

- Dental News Pakistan, 5th year in a row has continued to raise a voice about the awareness of oral healthcare 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 with Shield Corporation as sole sponsor in Pakistan.
- Internationally, in collaboration with World Dental Federation, DTI, Listerine, Signal, Henry Schein and Wrigley's have provided their commitment for the successful execution of the initiative.

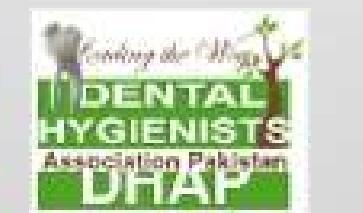


- With a comprehensive campaign run throughout Pakistan, Dental News Pakistan successfully executed the campaign in 32 institutions, 3 Dental Hospitals and a Rural Health Centre (RHC) Lawa Tehsil, Distt. Chakwal in over 17 cities of Pakistan.
- Because of Friday being a half day, this year the event was organized on 19th and 20th of March 2015 in all the Dental colleges/hospitals across Pakistan.
- During the campaign the activity reached more than 25,000 people including children. Free OPDs were sponsored by shield across Pakistan and also distributed free samples and toothbrushes with informational leaflets containing oral hygiene information.



WOHD15 celebrated with great fanfare and awareness campaigns throughout Pakistan.

- The World Oral Health Day 2015 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 32 institutions, 3 Dental Hospitals and a Rural Health Centre (RHC) Lawa Tehsil, Distt. Chakwal in over 17 cities of 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 4 years and WOHD15 was the fifth successful event. This year's event was very actively supported by partner institutions and the Pakistan Dental Association.
- The event was launched through a Press conference on the 18th followed by information kiosks in institutions across Pakistan. In addition to this Shield Corporation arranged extensive activities for the school children in 17 cities of Pakistan. In total courtesy Shield Corporation, Dental News was able to reach 25000 people including school children.



- The World Oral Health Day on 20th March 2015, was celebrated with great fan-fare with a much broader outreach than before. 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, Rahim Yar Khan, Quetta, Chakwal, Multan, Mirpur Khas, Abbottabad, Hyderabad, Larkana, Sialkot, etc.

The participating institutions included

KARACHI

- Altamash Institute of Dental Medicine
- Bahria University Medical & Dental College
- Baqai Dental College
- Dow International Dental College
- Dow Dental College
- Fatima Jinnah Dental College
- Hamdard College of Medicine & Dentistry
- Jinnah Medical & Dental College
- Karachi Medical & Dental College
- Liaquat College of Medicine & Dentistry
- Sir Syed College of Medical Sciences
- Ziauddin College of Dentistry

HYDERABAD

- Isra University
- Liaquat University of Medical & Health Sciences

MIRPUKHAS

- Bhittai Medical & Dental College & Hospital

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- CMH Lahore
- de'Montmorency College of Dentistry
- FMH Medical & Dental College
- Lahore Medical & Dental College
- Sh. Zayed Postgraduate Medical Institute
- The University of Lahore

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- Islamabad Medical & Dental College
- Islamic International Dental College

RAWALPINDI

Margalla College of Dentistry

LARKANA

Bibi Asefa Dental College

MULTAN

• Nishter Medical and Dental College

CHAKWAL

• Rural Health Centre (RHC) Lawa Tehsil,
Distt. Chakwal.

PESHAWAR

• Khyber College of Dentistry
• Sardar Begum 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 2015. 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 community thus remains committed to continuously work towards the provision of better oral health and hygiene for all in Pakistan.

- 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 fifth 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**.

PROMOTIONAL ACTIVITIES UNDERTAKEN TO SPREAD THE AWARENESS ACROSS PAKISTAN

- MASS AWARENESS CAMPAIGN ON PRINT & ELECTRONIC MEDIA
- BILLBOARDS ACROSS PAKISTAN
- RADIO PROGRAMMES
- PRESS CONFERENCE
- SCHOOLS IN 17 CITIES
- BANNERS, FLYERS
- DISTRIBUTION OF ORAL HEALTH HYGIENE KITS BY SHIELD CORPORATION
- SOCIAL MEDIA USING #WOHD15

World Oral Health Day 2015 PRESS CONFERENCE



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INSITUTION: AYUB MEDICAL & DENTAL COLLEGE

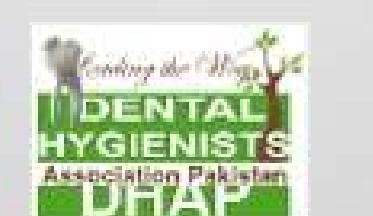
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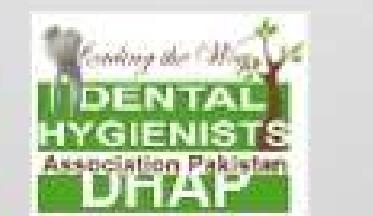
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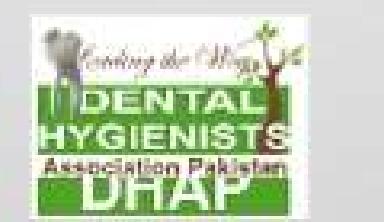
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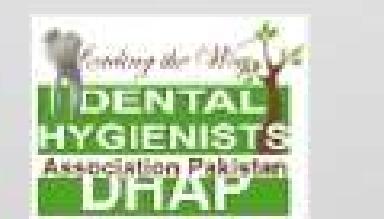
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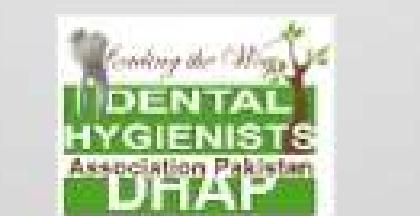
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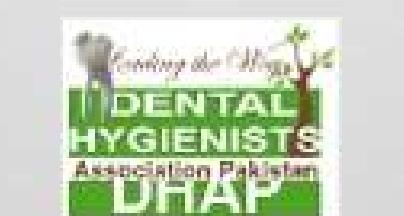
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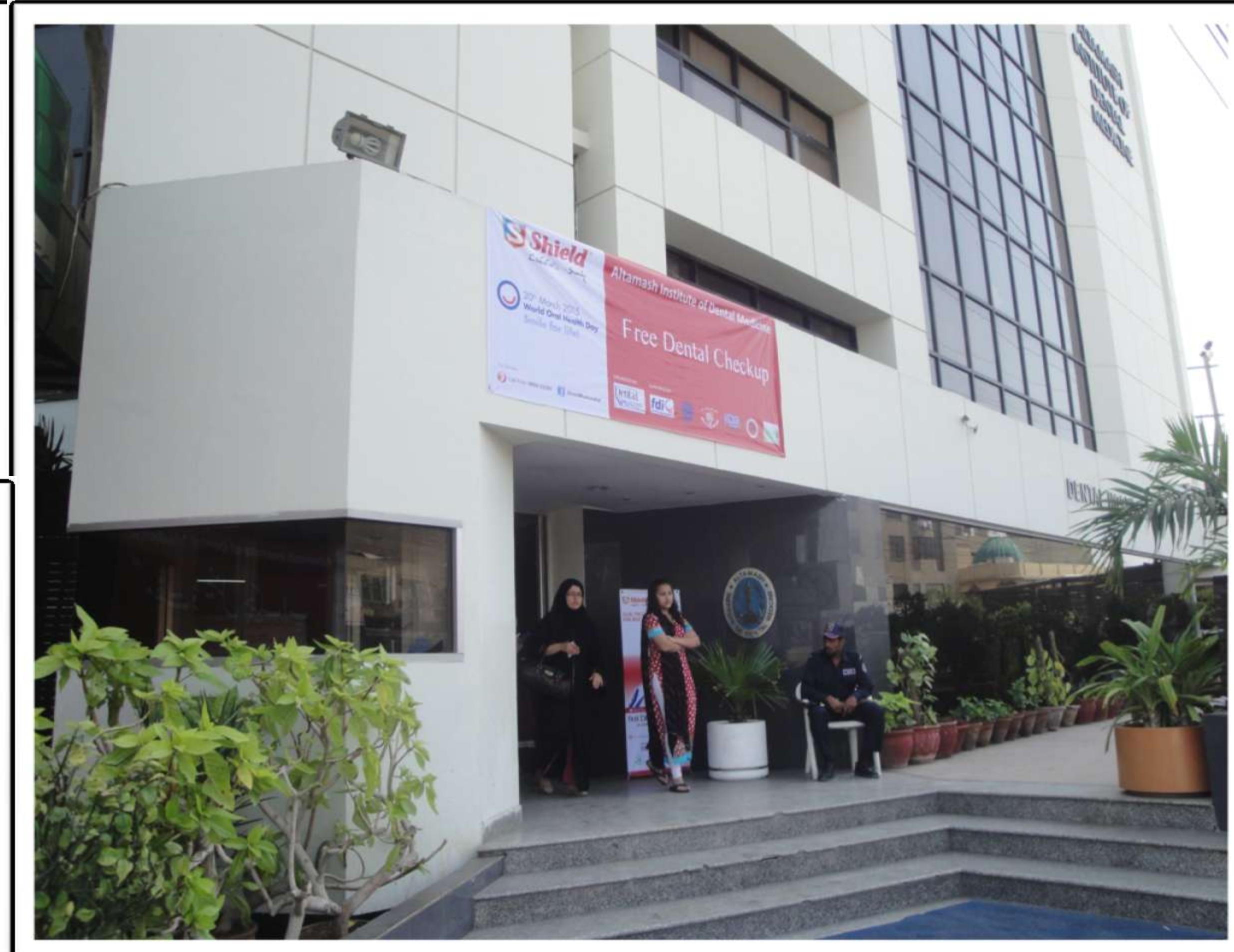
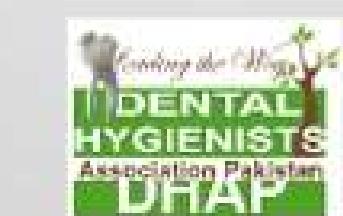
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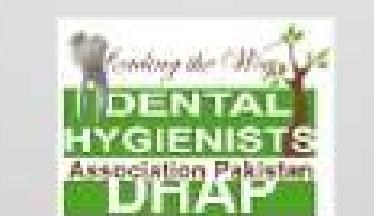
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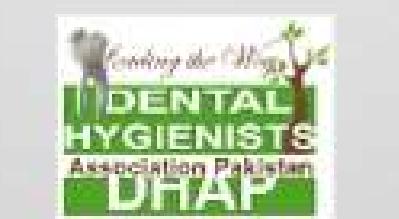
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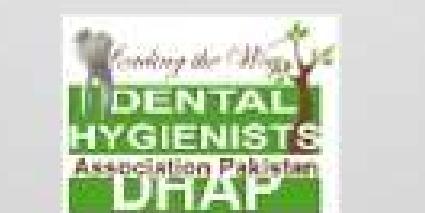
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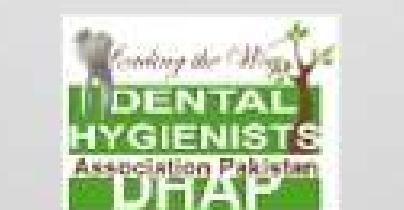
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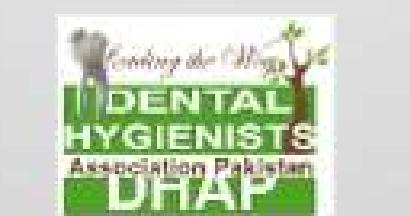
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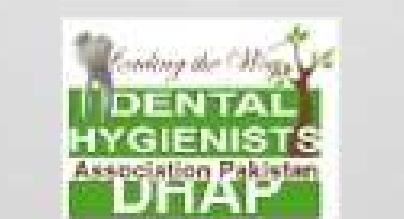
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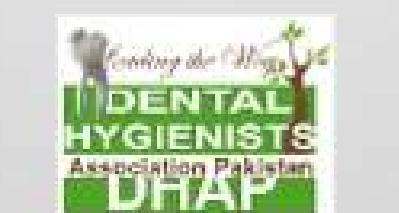
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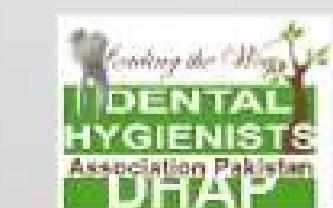
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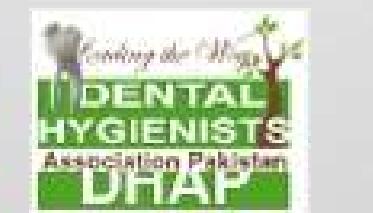
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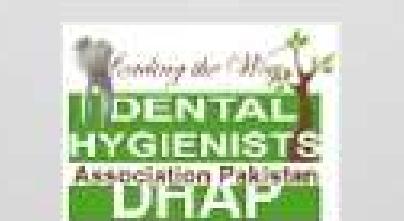
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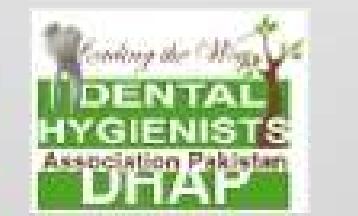
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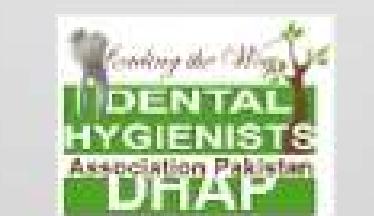
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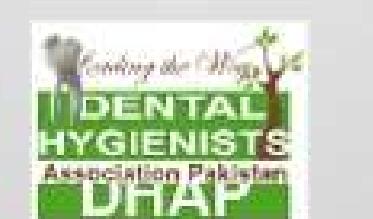
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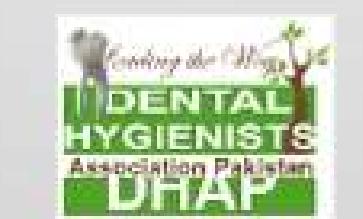
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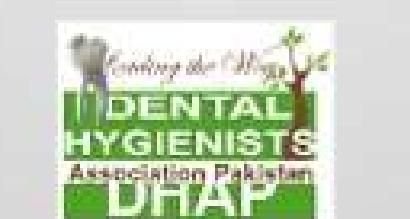
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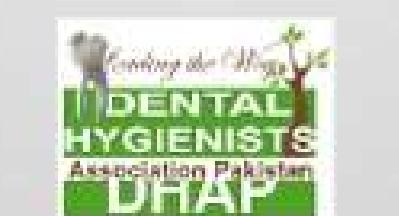
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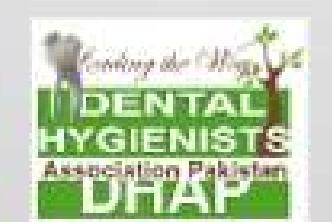
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CHAKWAL

- Rural Health Centre (RHC) Lawa Tehsil, Distt. Chakwal.

FAISALABAD

- University of Faisalabad
- Aziz Fatima Hospital

HYDERABAD

- Liaquat University of Medical & Health Sciences
- Isra University

ISLAMABAD

- Islamabad Medical & Dental College
- Islamic International Dental College

KARACHI

- Altamash Institute of Dental Medicine
- Bahria University Medical & Dental College
- Baqai Dental College
- Dow International Dental College
- Dow Dental College
- Fatima Jinnah Dental College
- Hamdard University Dental College
- Jinnah Medical & Dental College
- Karachi Medical & Dental College
- Liaquat College of Medicine & Dentistry
- Sir Syed College of Medical Sciences
- Ziauddin College of Dentistry

284

145

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385

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245

LAHORE

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- de'Montmorency College of Dentistry Dental
- FMH Medical & Dental College
- Lahore Medical & Dental College
- Sh. Zayed Postgraduate Medical Institute
- The University Lahore

427

260

233

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464

300

330

300

325

400

270

230

272

310

265

LARKANA

- Bibi Aseefa Dental College

MIRPUKHAS

- Bhittai Medical & Dental College & Hospital

MULTAN

- Nishter Medical and Dental College

PESHAWAR

- Khyber College of Dentistry
- Sardar Begum Dental College

QUETTA

- Bolan Medical College

RAWALPINDI

- Margalla College of Dentistry

RAHIM YAR KHAN

- Sh.Zayed Hospital

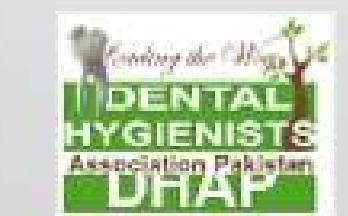
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- FDI World Dental Federation
- Shield Corporation Pakistan
- Pakistan Dental Association (PDA)
- Principals of HODs of Dental Institution in Pakistan
- Institute for Advancement of Dental Sciences & Research (IADSR)
- Dental Hygienist Association Pakistan (DHAP)
- Asia Pacific Dental Federation (APDF)
- All volunteers

WOHD Pakistan Team

- Syed Hashim Hasan
- Syed Muhammad Shakil
- M Irfan Ali
- Haseeb Uddin

- Ghulam Hussain
- Tanveer Raza
- Muhammad Azher Iqbal
- Shaikh Muhammad Sadiq Ali
- Muhammad Ahmer Khan

- Khawaja Akhlaq Ahmed
- Khaleeq Akhtar Hameed
- Ammar M. Hanif Memon
- Abdul Haseeb
- Arham Ahmed
- Waqas Arshad



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