

# Activity Report WOHD - 2015

Partner in Pakistan



Organized by

The National Dental Newspaper

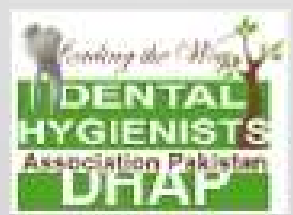
**Dental  
News**  
An Independent  
Dental Periodical  
Circulated  
Throughout Pakistan

Organized by

The National Dental Newspaper  
**Dental  
News**  
An Independent  
Dental Periodical  
Circulated  
Throughout Pakistan

Supported by

**fdi**  
FDI World Dental Federation



# World Oral Health Day 2015

## WOHD15 at a glance

- Dental News Pakistan, 5<sup>th</sup> 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.



**LISTERINE**

**Signal**

**HENRY SCHEIN®**



- 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.

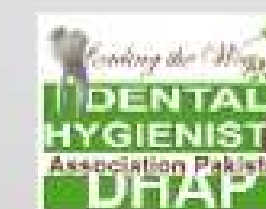
- Because of Friday being a half day, this year the event was organized on 19<sup>th</sup> and 20<sup>th</sup> of March 2015 in all the Dental colleges/hospitals across Pakistan.

- 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.

Organized by



Supported by



Partner in Pakistan



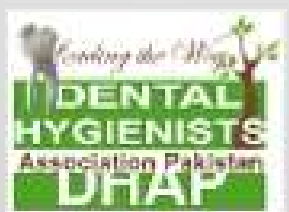
# WOHD15 celebrated with great fanfare and awareness campaigns throughout Pakistan.

- 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 18<sup>th</sup> 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.

Organized by



Supported by



Partner in Pakistan





- 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

### LAHORE

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

### ISLAMABAD

- Islamabad Medical & Dental College
- Islamic International Dental College

Organized by



Supported by



Partner in Pakistan



## **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

## **QUETTA**

•Bolan Medical College

## **ABBOTTABAD**

•Ayub Medical And Dental College

## **FAISALABAD**

•University of Faisalabad

•Aziz Fatimah Hospital

## **RAHIM YAR KHAN**

•Sh.Zayed Hospital

## **SIALKOT**

•Islam Medical & Dental College

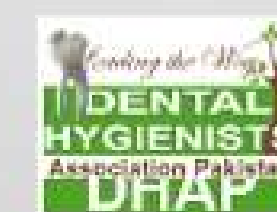
• Similar to the previous years' activities and deliberations, this year's activities also solicited nationwide support from the dental profession. The importance of Oral Health was vividly highlighted through this observance of the annual "World Oral Health Day 2015. Salient features of the event also 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.

Organized by



Supported by



Partner in Pakistan





The dental community thus remains committed to continuously work towards the provision of better oral health and hygiene for all in Pakistan.

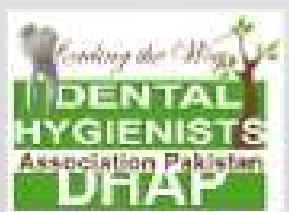
- Volunteering dentists and dental students also provided tips and suggestions to the common people for choosing the right kind of tooth brush and tooth pastes, besides teaching good brushing techniques and advising treatments for oral disease to the common people. The event was highlighted at the highest 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**.

Organized by



Supported by



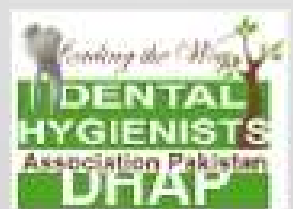
## PROMOTIONAL ACTIVITIES UNDERTAKEN TO SPREAD THE AWARENESS ACROSS PAKISTAN

- 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

Organized by



Supported by



Partner in Pakistan





# World Oral Health Day 2015 PRESS CONFERENCE



Organized by

The National Dental Newspaper  
**Dental News**  
An Independent Dental Periodical Circulated Throughout Pakistan

Supported by

**fdi**  
FDI World Dental Federation

**APR**  
APRO-FDI

پاکستان ڈینٹل ایسوسی ایشن  
**PDAA**  
Pakistani Dental Association

**IADR**  
Institute of Advance Dental Sciences and Research

**JPDA**  
JAWAHIR PAKISTAN DENTAL ASSOCIATION

**DENTAL HYGIENISTS Association Pakistan DHAP**

20<sup>th</sup> March 2015  
**World Oral Health Day**  
Smile for life!

**f** /DentalNewsPk

**www** wohdpk.com

Partner in Pakistan

**Shield**  
پنسو... ذرا اور کھٹکھٹلائے



CITY: **ABBOTABAD**  
INSITUTION: **AYUB MEDICAL & DENTAL COLLEGE**

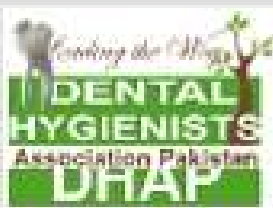
Partner in Pakistan



Organized by



Supported by





CITY: **CHAKWAL**  
INSITUTION: **RURAL HEALTH CENTER CHAKWAL**

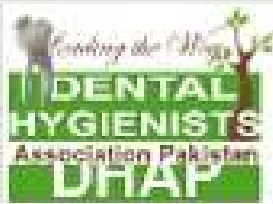
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **FAISALABAD**  
INSITUTION: **THE UNIVERSITY OF FAISALABAD**

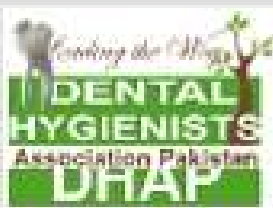
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **HYDERABAD**  
INSITUTION: **ISRA UNIVERSITY**

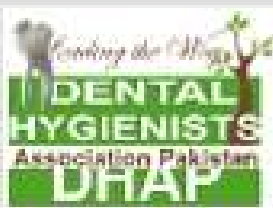
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **HYDERABAD**  
INSITUTION: **LIAQUAT UNIVERSITY OF MEDICAL & HEALTH SCIENCES**

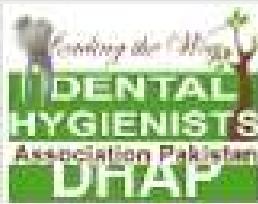
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: ISLAMABAD  
INSITUTION: ISLAMIC INTERNATIONAL DENTAL COLLEGE

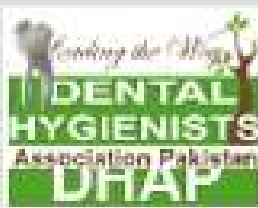
Partner in Pakistan



Organized by



Supported by





CITY: ISLAMABAD  
INSITUTION: ISLAMABAD MEDICAL & DENTAL COLLEGE

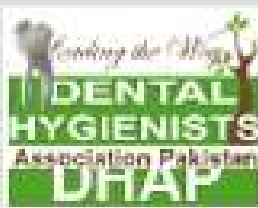
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
World Oral Health Day  
Smile for life!



/DentalNewsPk



www.wohdpk.com



CITY: **KARACHI**  
INSITUTION: **ALTAMASH INSTITUTE OF DENTAL MEDICINE**

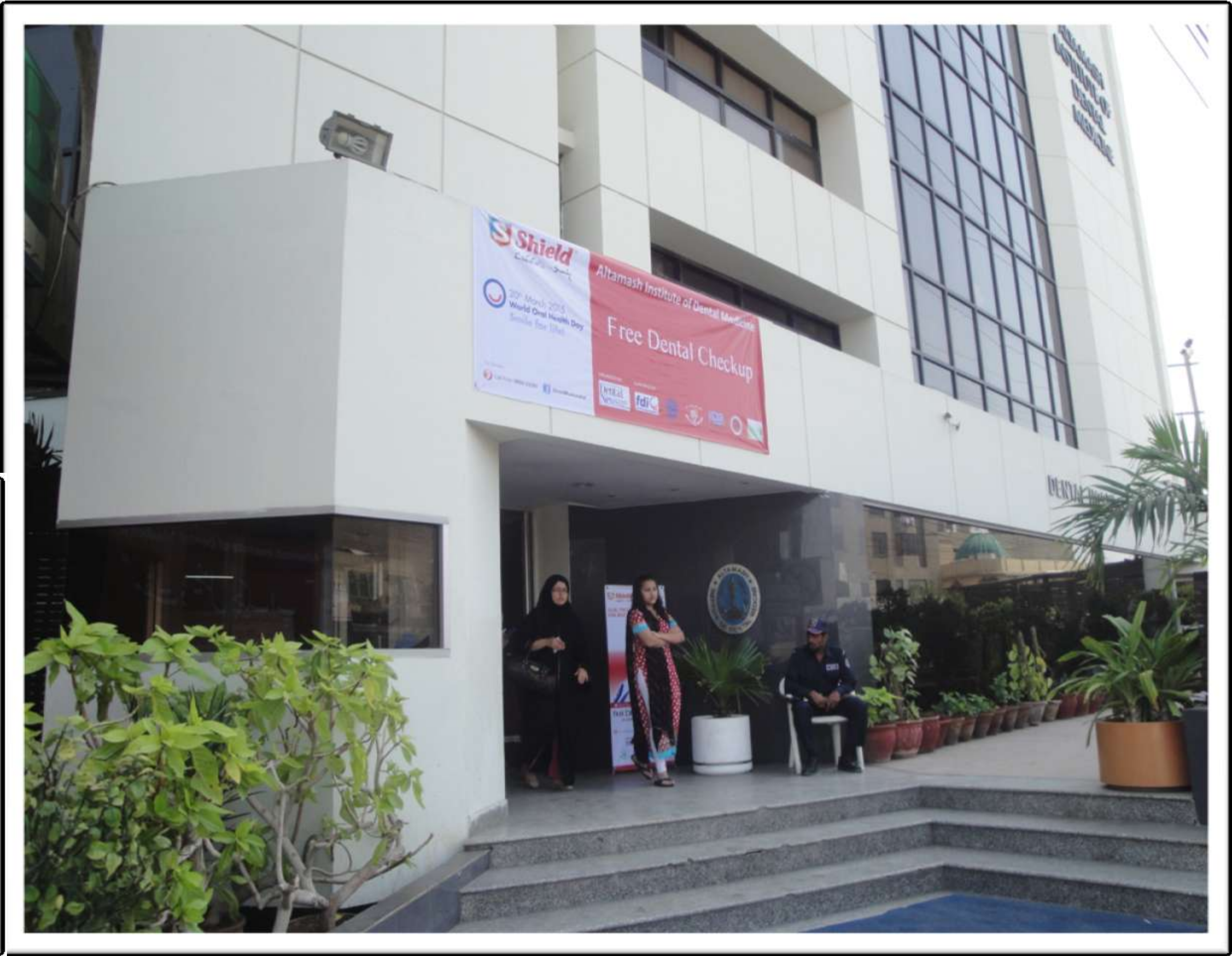
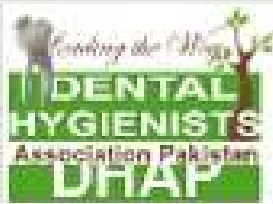
Partner in Pakistan



Organized by



Supported by





CITY: **KARACHI**  
INSITUTION: **BAHRIA UNIVERSITY MEDICAL & DENTAL COLLEGE**

Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **KARACHI**  
INSITUTION: **BAQAI DENTAL COLLEGE**

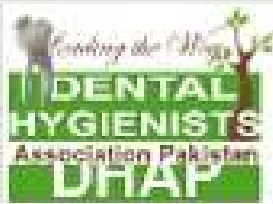
Partner in Pakistan



Organized by



Supported by





CITY: **KARACHI**  
INSITUTION: **DOW DENTAL COLLEGE**

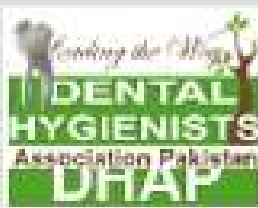
Partner in Pakistan



Organized by



Supported by





CITY: **KARACHI**  
INSITUTION: **DOW INTERNATIONAL DENTAL COLLEGE**

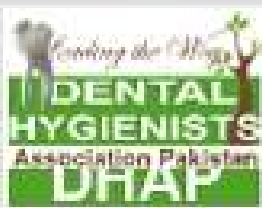
Partner in Pakistan



Organized by



Supported by





CITY: **KARACHI**  
INSITUTION: **FATIMA JINNAH DENTAL COLLEGE**

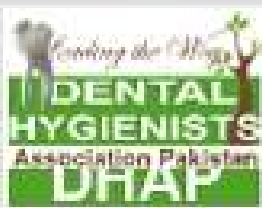
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **KARACHI**  
INSITUTION: **HAMDARD UNIVERSITY DENTAL HOSPITAL**

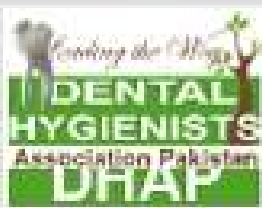
Partner in Pakistan



Organized by



Supported by





CITY: **KARACHI**  
INSITUTION: **JINNAH MEDICAL & DENTAL COLLEGE**

Partner in Pakistan



Organized by



Supported by





CITY: **KARACHI**  
INSITUTION: **KARACHI MEDICAL & DENTAL COLLEGE**

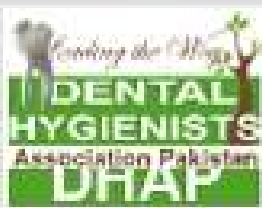
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **KARACHI**

INSITUION: **LIAQUAT COLLEGE OF MEDICINE & DENTISTRY**

Partner in Pakistan



Organized by

The National Dental Newspaper  
**Dental News**  
An Independent Dental Periodical Circulated Throughout Pakistan

Supported by





CITY: **KARACHI**  
INSITUTION: **SIR SYED DENTAL COLLEGE**

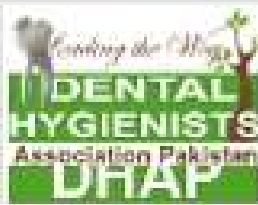
Partner in Pakistan



Organized by



Supported by





CITY: **KARACHI**  
INSITUTION: **DR ZIAUDDIN UNIVERSITY**

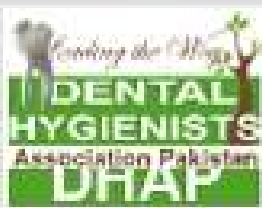
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
Smile for life!



/DentalNewsPk



www.wohdpk.com



CITY: **LAHORE**  
INSITUTION: **CMH LAHORE MEDICAL COLLEGE & INSTITUTE OF DENTISTRY**

Partner in Pakistan



Organized by



Supported by





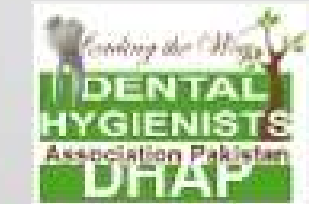
CITY: **LAHORE**  
INSITUTION: **de'MONTMORENCY COLLEGE OF DENTISTRY**

Partner in Pakistan



Organized by  
The National Dental Newspaper  
**Dental News**  
An Independent Dental Periodical Circulated Throughout Pakistan

Supported by  
**fdi**  
FDI World Dental Federation



 20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**

 /DentalNewsPk

 [www.wohdpk.com](http://www.wohdpk.com)



CITY: **LAHORE**  
INSITUTION: **FMH MEDICAL & DENTAL COLLEGE**

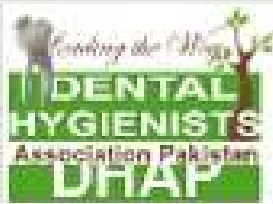
Partner in Pakistan



Organized by



Supported by





CITY: **LAHORE**  
INSITUTION: **LAHORE MEDICAL & DENTAL COLLEGE**

Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **LAHORE**  
INSITUTION: **SH. ZAYED POSTGRADUATE MEDICAL INSTITUTE**

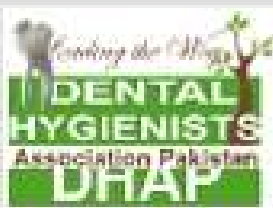
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **LAHORE**  
INSITUTION: **UNIVERSITY OF LAHORE**

Partner in Pakistan



Organized by



Supported by





CITY: **LARKANA**  
INSITUTION: **BIBI ASEefa DENTAL COLLEGE**

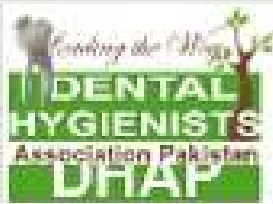
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **MULTAN**  
INSITUTION: **NISHTER MEDICAL & DENTAL COLLEGE**

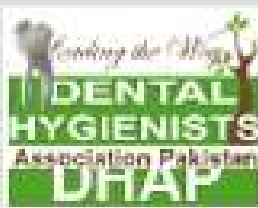
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **PESHAWAR**  
INSITUTION: **KHYBER COLLEGE OF DENTISTRY**

Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **PESHAWAR**  
INSITUTION: **SARDAR BEGUM DENTAL COLLEGE**

Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **QUETTA**  
INSITUTION: **BOLAN MEDICAL & DENTAL COLLEGE**

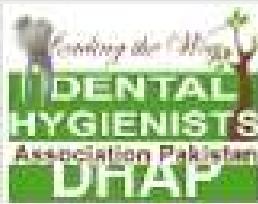
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



CITY: **RAWALPINDI**  
INSITUTION: **MARGALLA COLLEGE OF DENTISTRY**

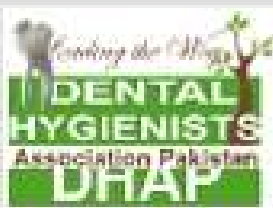
Partner in Pakistan



Organized by



Supported by





CITY: **SIALKOT**  
INSITUTION: **ISLAM DENTAL COLLEGE**

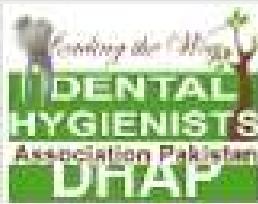
Partner in Pakistan



Organized by



Supported by



20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**



/DentalNewsPk



www.wohdpk.com



# PATIENTS TURNOUT IN OPDs

## ABBOTTABAD

- Ayub Medical And Dental College

## 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

250

260

385

460

310

305

220

250

227

265

320

312

240

250

349

330

220

245

## LAHORE

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

## 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

## SIALKOT

- Islam Dental College

427

260

233

250

464

300

330

300

325

400

270

230

272

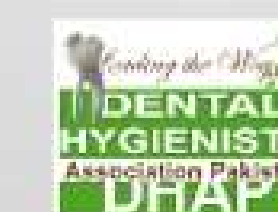
310

265

Organized by



Supported by



Partner in Pakistan





# Acknowledgments

**World Oral Health Day was celebrated in Pakistan with the help of following organizations.**

- 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

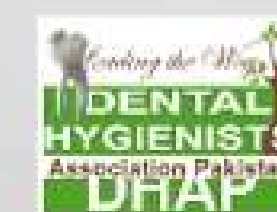
## WOHD Pakistan Team

- 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

Organized by



Supported by



Partner in Pakistan





# *Thank you!*

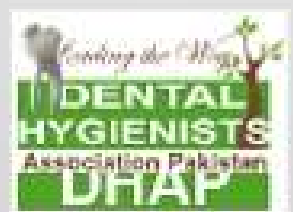


Organized by

The National Dental Newspaper  
**Dental  
News**  
An Independent  
Dental Periodical  
Circulated  
Throughout Pakistan

Supported by

**fdi**  
FDI World Dental Federation



 20<sup>th</sup> March 2015  
**World Oral Health Day**  
**Smile for life!**

 /DentalNewsPk

 [wohdpk.com](http://wohdpk.com)

Partner in Pakistan

