

WOHD Oral 2019



World Oral
Health Day
20 March



World Oral Health Day Pakistan

SPONSOR & SUPPORTERS



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PLANMECA



World Oral Health Day 20th March



**World Oral
Health Day**
20 March

World Oral Health Day is celebrated throughout the world on **20th March**. In Pakistan this was the **9th year** running where **Shield Corporation** as part of their CSR activities sponsored the mega event.

Dental News, in collaboration with **World Dental Federation (FDI)** and **Pakistan Dental Association**, arranged countrywide activities to mark **World Oral Health Day 2019 in Pakistan**, supported by **APDF, JPDA, DTI, IADSR and DHAP** and the local sponsor, **Shield Corporation**, makers of **Shield Toothbrushes and Toothpaste..**

Activities in WOHD 2019



**World Oral
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20 March

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ACT ON MOUTH HEALTH

- ✓ **Walk a cause**
- ✓ **Seminars**
- ✓ **Free Dental Check-ups** at 50 Dental Institutions/healthcare centers, in 16 cities across Pakistan
- ✓ **Smile & Win** competition (online)
- ✓ **Public service video messages** by renowned dentists on importance of oral health.
- ✓ **Quiz Competition**
- ✓ **Awareness Campaign**
- ✓ **Engagement Campaign**
- ✓ **Live session** on Oral Care
- ✓ **Public Service Messages** from Dental Community

Free Dental Check-ups

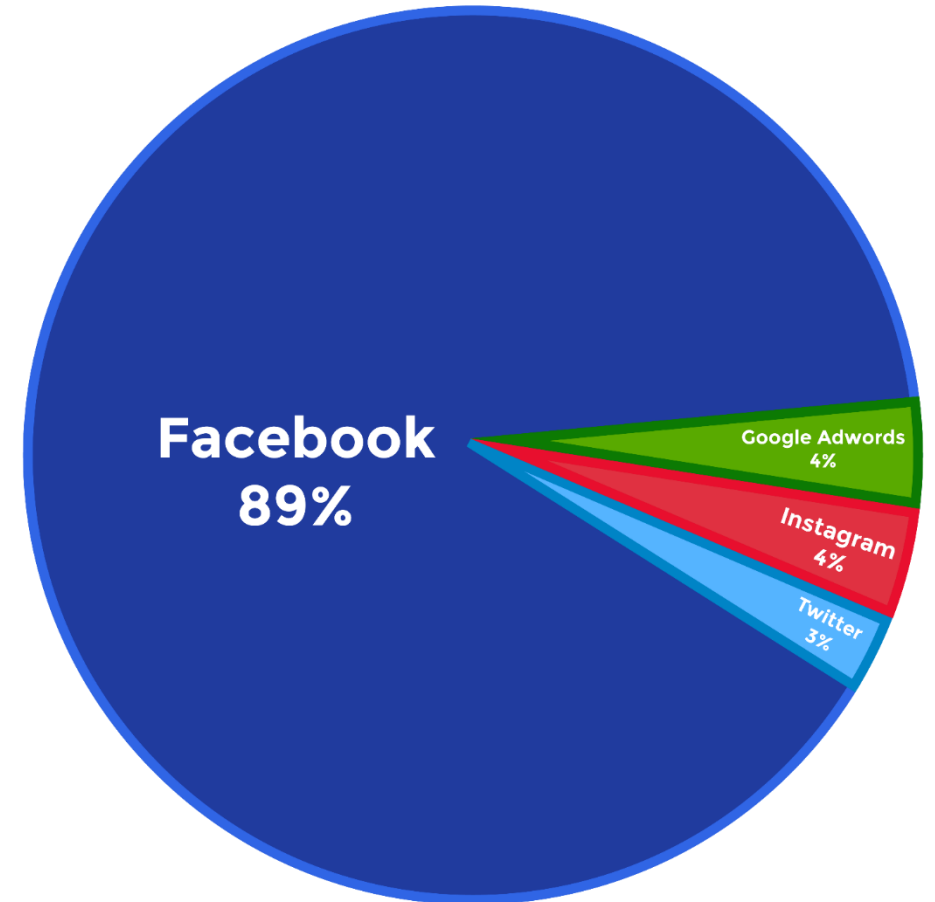
**Over 20,000
Physical Reach!**

- ✓ **49** Dental institutions/
hospitals
- ✓ **1** Rural health center (Lawa)

Digital Campaign Spread

**Over 3.6 Million
Digital Impression!**

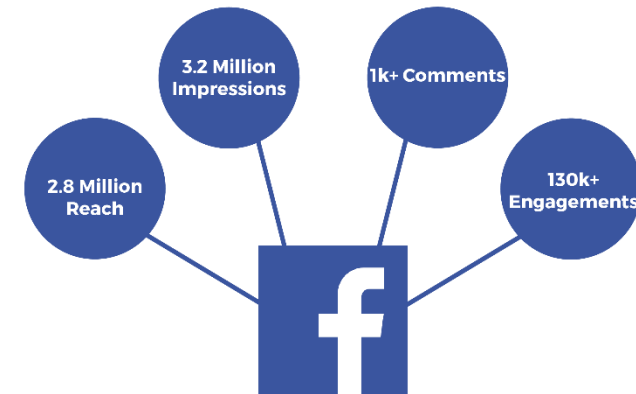
Facebook 89% Google Adword 4% Instagram 4% Twitter 3%



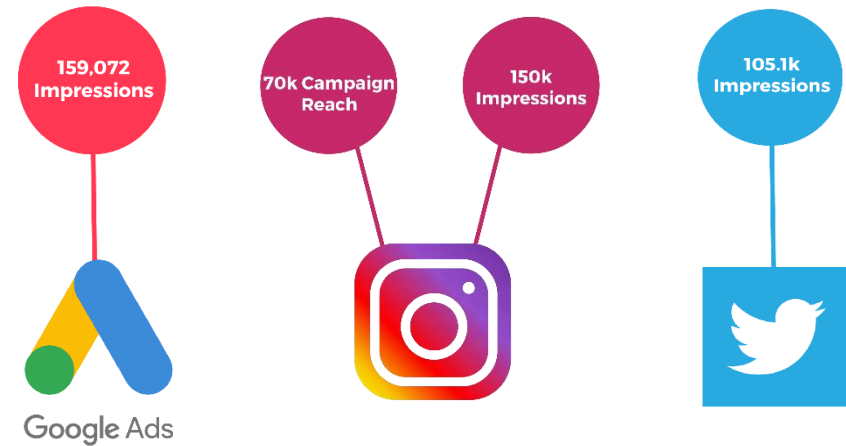
Digital Campaign Spread



Facebook reach for the whole campaign was remarkable. A reach of 2.8M and 3.2M impressions were attained, which can be summarized to an engagement rate of 130k+ and 1k+ comments.



Instagram campaign successfully hit an impressive goal with 70,000 campaign reach and 150,000 impressions.



AdWords gained a reach of about 159,072 Impressions.

Twitter postings were actively done throughout the campaign duration in the form of activity updates and oral care tips, with 105.1k of audience impression.



Event Overview



Partner Institutions: Abbottabad

The Dental Newspaper
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**WOMEN DENTAL COLLEGE
ABBOTTABAD**

The Dental Newspaper
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**AYUB MEDICAL COLLEGE
ABBOTTABAD**

Partner Institutions: Faisalabad

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 **UNIVERSITY OF FAISALABAD**
FAISALABAD

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 **DENTAL SECTION
PUNJAB MEDICAL COLLEGE**
FAISALABAD

Partner Institutions: Hyderabad

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ISRA DENTAL COLLEGE
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LIAQUAT UNIVERSITY OF
MEDICAL & HEALTH SCIENCES
HYDERABAD

Partner Institutions: Hyderabad

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LIAQUAT UNIVERSITY OF
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Partner Institutions: Islamabad

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HBS DENTAL HOSPITAL
ISLAMABAD

HBS Dental College,
HBS Dental Hospital
(Islamabad)

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فری ڈینٹل چیک اپ

ISLAMIC INTERNATIONAL DENTAL COLLEGE
ISLAMABAD

Islamic International
Dental College,
Riphah Int'l University
(Islamabad)

Partner Institutions: Islamabad

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ISLAMABAD MEDICAL AND DENTAL COLLEGE
ISLAMABAD

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WATIM DENTAL & GENERAL HOSPITAL
ISLAMABAD

Partner Institutions: Rawalpindi

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Margalla College of Dentistry
(Rawalpindi - Islamabad)

**MARGALLA COLLEGE OF DENTISTRY
RAWALPINDI**

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Margalla College of Dentistry
(Rawalpindi - Islamabad)

**MARGALLA COLLEGE OF DENTISTRY
RAWALPINDI**

Partner Institutions: Karachi

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**ALTAMASH INSTITUTE OF DENTAL MEDICINE**
KARACHI

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**BAHRIA UNIVERSITY
MEDICAL & DENTAL COLLEGE**
KARACHI

Partner Institutions: Karachi

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**BAQAI DENTAL COLLEGE
KARACHI**

Baqai Medical University
باقائی طبی یونیورسٹی

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**DOW DENTAL COLLEGE
KARACHI**

Dow Dental College
(Karachi)

Partner Institutions: Karachi

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PHARMACY

DR. ISHRAT-UL-EBAD INSTITUTE OF ORAL HEALTH SCIENCES
DOW UNIVERSITY
KARACHI

Dr. Ishrat-ul-Ebad Khan
Institute of Oral
Health Sciences
(Karachi)

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FATIMA JINNAH DENTAL COLLEGE
KARACHI

Fatima Jinnah
Dental College
(Karachi)

Partner Institutions: Karachi

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پنسو... ذرا اور کھلکھلا کے
20 مارچ اور روزِ پوسٹ
کراچی اور سندھ کے سب سے بڑے
ہیڈ اسپتال چیک اپ
ORGANIZED BY
Dental
Sindh Institute of Oral Health Sciences
Jinnah Sindh Medical University
Karachi
SUPPORTED BY
fdi
at King Fahd Center
Karachi



 **SINDH INSTITUTE OF ORAL HEALTH SCIENCES
JINNAH SINDH MEDICAL UNIVERSITY
KARACHI**

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KARACHI**

Partner Institutions: Karachi

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 **LIAQUAT COLLEGE OF MEDICINE & DENTISTRY**
KARACHI

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 **MADINA MEDICAL CENTER**
KARACHI

Partner Institutions: Karachi

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ORAL DIAGNOSIS

 **DENTAL SECTION, SIR SYED COLLEGE
OF MEDICAL SCIENCES FOR GIRLS
KARACHI**

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RECEPTION

 **ZIAUDDIN COLLEGE OF DENTISTRY,
ZIAUDDIN UNIVERSITY
KARACHI**

Partner Institution: Mardan

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 **BACHA KHAN MEDICAL & DENTAL COLLEGE**
MARDAN

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 **BACHA KHAN MEDICAL & DENTAL COLLEGE**
MARDAN

Partner Institutions: Peshawar

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**SARDAR BEGUM DENTAL COLLEGE
PESHAWAR**

Sardar Begum
Dental College
(Peshawar)

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**RCD
REHMAN COLLEGE OF DENTISTRY
PESHAWAR**

REHMAN COLLEGE OF
DENTISTRY
(Peshawar)

Partner Institutions: Peshawar



Partner Institutions: Lahore

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**INSTITUTE OF DENTISTRY CMH
LAHORE MEDICAL COLLEGE
LAHORE**

Institute of Dentistry
CMH Lahore
Medical College

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**LAHORE MEDICAL & DENTAL COLLEGE
LAHORE**

Lahore Medical &
Dental College
(Lahore)

Partner Institutions: Lahore

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 **SHAIKH ZAYED HOSPITAL
LAHORE**

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 **de'MONTMORENCY COLLEGE OF DENTISTRY
LAHORE**

Partner Institutions: Lahore



Partner Institutions: Multan


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Nishtar Institute of Dentistry
(Multan)

**NISHTAR INSTITUTE OF DENTISTRY
MULTAN**

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Multan Medical &
Dental College
(Multan)

**MULTAN MEDICAL & DENTAL COLLEGE
MULTAN**

Partner Institution: Quetta

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Bolan Medical College
(Quetta)

**BOLAN MEDICAL COLLEGE
QUETTA**

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Bolan Medical College
(Quetta)

**BOLAN MEDICAL COLLEGE
QUETTA**

Partner Institution: Sialkot

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SIALKOT

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 **BHITAI DENTAL & MEDICAL COLLEGE**
MIRPURKHAS

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MIRPURKHAS

Partner Institutions: Chakwal

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Rural
Health
Center
Tehsil Lawa
District Chakwal

RURAL HEALTH CENTER, TEHSIL LAWA DISTRICT CHAKWAL
CHAKWAL

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DHQ
Hospital
Chakwal
(Chakwal)

**DHQ HOSPITAL
CHAKWAL**

Partner Institution: Larkana

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Bibi Aseefa Medical
& Dental College
(Larkana)

**BIBI ASEefa DENTAL COLLEGE
LARKANA**

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Bibi Aseefa Medical
& Dental College
(Larkana)


**BIBI ASEefa DENTAL COLLEGE
LARKANA**

Partner Institution: Sukkur

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**Dr Khalid
Dental
Surgery
(Sukkur)**

**DR. KHALID DENTAL SURGERY
SUKKUR**

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**Dr Khalid
Dental
Surgery
(Sukkur)**

**DR. KHALID DENTAL SURGERY
SUKKUR**

Public Service Video Message by Renowned Doctors



Public Service Video Messages by Renowned Doctors



Public Service Video Messages by Renowned Doctors



Public Service Video Messages by Renowned Doctors



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Dr MUHAMMAD IMRAN
HEAD OF COMMUNITY DEPARTMENT
NISHTER COLLEGE OF DENTISTRY, MULTAN

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Dr QURAT UL AIN
ASSISTANT PROFESSOR, HEAD OF COMMUNITY DENTISTRY
HBS DENTAL COLLEGE/HOSPITAL

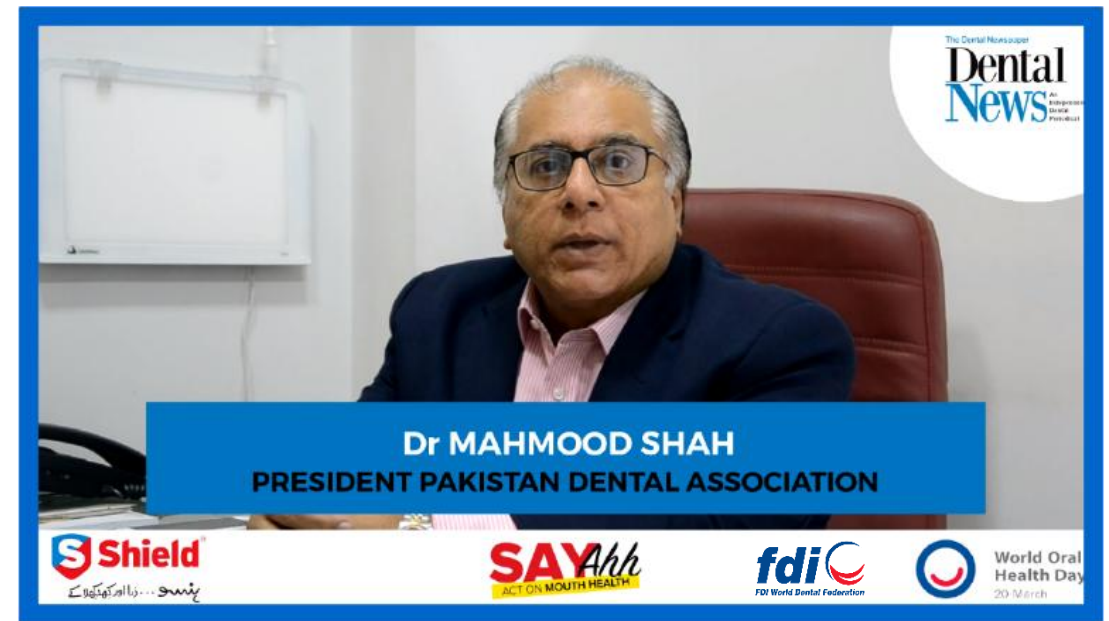
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Public Service Video Messages by Renowned Doctors



Public Service Video Messages by Renowned Doctors



Public Service Video Messages by Renowned Doctors



Public Service Video Messages by Renowned Doctors



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Prof. Dr JAVED AKHTAR QAZI
HEAD OF ORAL MEDICINE & PERIODONTICS
PESHAWAR DENTAL COLLEGE, PESHAWAR



Peshawar Dental College
(Peshawar)

 **Shield**
سہیل ڈنٹل کلینک

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Periodical

PROF. Dr SAQIB RASHID
HEAD OF OPERATIVE DEPARTMENT
FATIMA JINNAH DENTAL COLLEGE


IADR
International Association
of Dental Research

 **Shield**
سہیل ڈنٹل کلینک

 **SAY Ahh**
ACT ON MOUTH HEALTH

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 **World Oral
Health Day**
20 March

Public Service Video Message by Renowned Doctors



Smile & Win Competition (Online)



Walk a cause



Seminars



Poster Competition



Quiz Competition

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پیشہ زرا اور کھیلنے کے


ANSWER & Win


ARE YOU SUPPOSED TO REPLACE YOUR
BRUSH AFTER EVERY EPISODE OF FLU,
COLD, OR VIRAL?

YES **NO**

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ANSWER & Win

HOW OFTEN YOU SHOULD
VISIT YOUR DENTIST?

After every 3 months **After every 6 months**

Quiz Competition

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ANSWER & Win


FIRST TOOTHBRUSH WITH
BRISTLES WAS MANUFACTURED
BY WHICH COUNTRY?

AFRICA **CHINA**

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ANSWER & Win

WORLD ORAL HEALTH DAY IS
ON WHAT DATE?

**16th
September** **20th March**

Awareness Campaign

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پنسو... رزا اور کھیلنا کے

**BRUSH DAILY
NOT HARDLY!
BE GENTLE
WITH YOUR
TEETH**



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**ARE YOU SUPPOSED TO RINSE YOUR
MOUTH AFTER BRUSHING YOUR TEETH?**

A) YES, OBVIOUSLY.


B) NO.


C) I DON'T KNOW.




Awareness Campaign

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**DOES YOUR TOOTHPASTE HAVE FLUORIDE
CONCENTRATION OVER 1000PPM?**


A) YES.
B) NO.
C) I DON'T KNOW.



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DO YOU FLOSS?


A) YES, AFTER EVERY MEAL.
B) NO, I DON'T THINK IT'S NECESSARY.
C) OCCASIONALLY.




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**WHEN DO YOU BRUSH YOUR TEETH
IN THE MORNING?**


A) AFTER WAKING UP.
B) AFTER BREAKFAST.
**C) I DON'T BRUSH MY TEETH IN
THE MORNING.**



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**WHEN DO YOU BRUSH YOUR TEETH
AT NIGHT?**


A) AFTER DINNER.
B) BEFORE GOING TO BED.
**C) I DON'T BRUSH MY TEETH
AT NIGHT.**




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DOES YOUR CHILD BRUSH HIS/HER
TEETH TWICE A DAY?

A YES.

B NO.

C I DON'T KNOW.

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DOES YOUR CHILD USE A TOOTHPASTE
CONTAINING FLUORIDE?

A YES.

B NO.

C I DON'T KNOW.

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HOW OFTEN DO YOU REPLACE YOUR
CHILD'S TOOTHBRUSH?

A EVERY MONTH.


B EVERY THREE MONTHS.

C EVERY SIX MONTHS.

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WHEN YOU SHOULD START AN ORAL
CARE ROUTINE FOR YOUR CHILD?

A WITHIN A FEW DAYS AFTER BIRTH

B AFTER ERUPTION OF THE BABY'S FIRST TOOTH.

C I DON'T KNOW.

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**1. EXACTLY HOW MUCH TOOTHPASTE
YOUR CHILD SHOULD USE?**

A



B



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**BABY IS TEETHING BUT SHOWS SIGN
OF DISCOMFORT?**

**RUB YOUR
BABY'S GUMS**



Use a clean finger or
moistened gauze pad
to rub your baby's gums.

**KEEP IT
COOL**



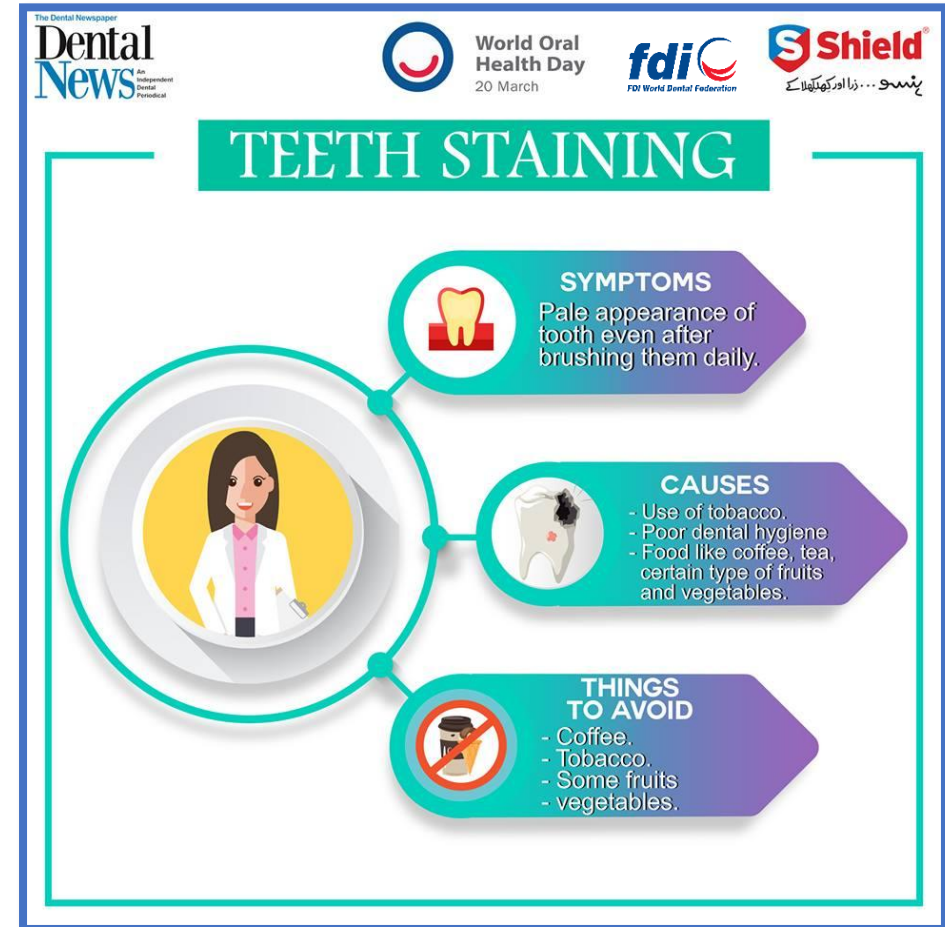
A cold washcloth, spoon or
chilled teething ring can be
soothing on a baby's gums.

**TRY HARD
FOODS**

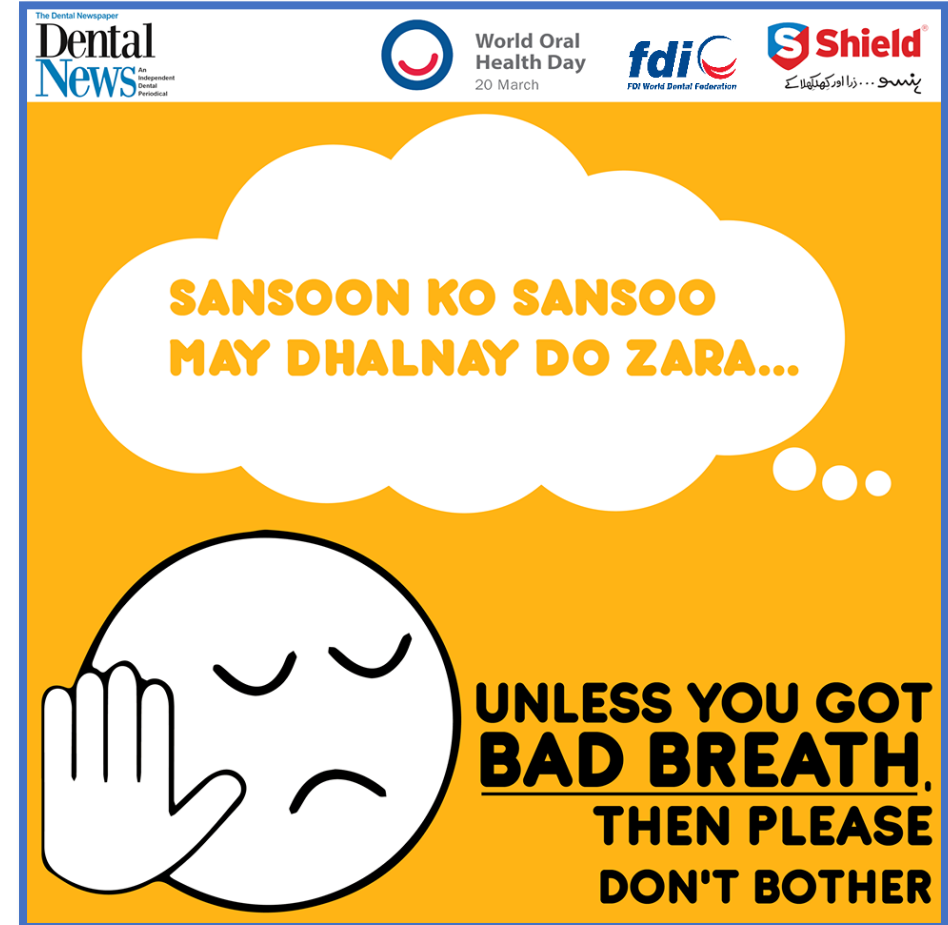


(e.g Sugar cane- best for
oral health) - Try an
over - the - counter remedy.

Awareness Campaign



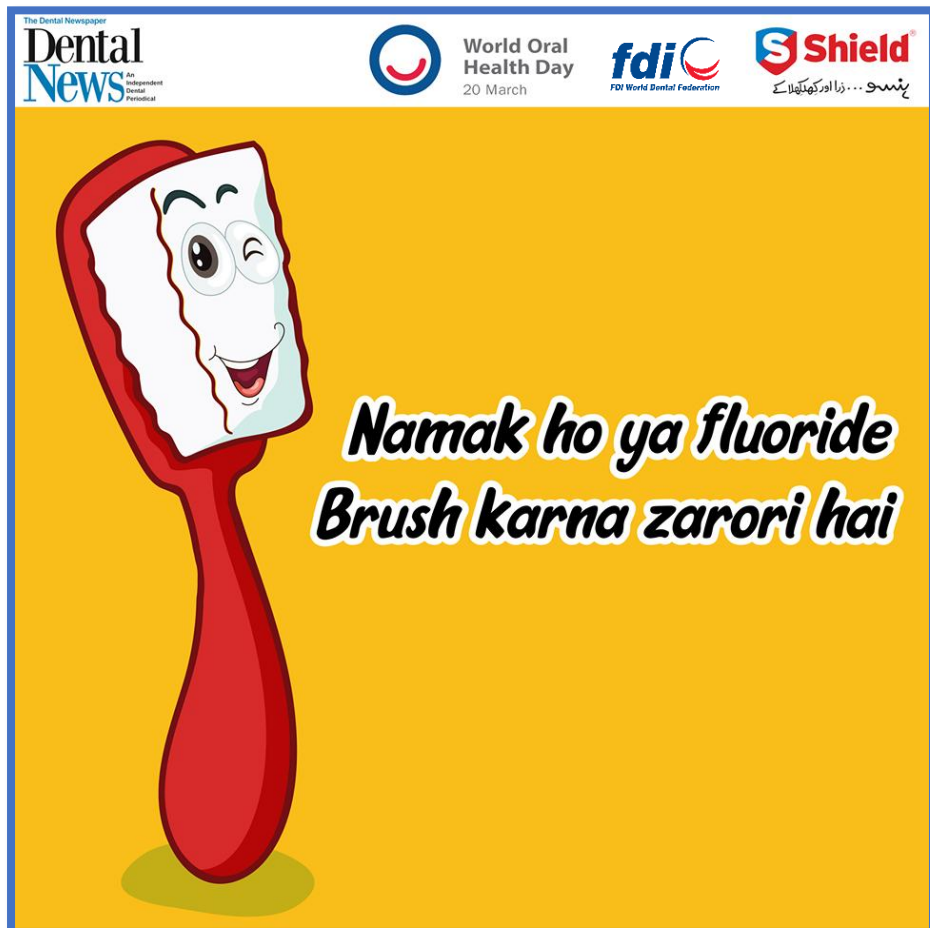
Engagement Campaign



Engagement Campaign



Engagement Campaign



Live Session with Dr Hira M Khan

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DO YOU HAVE ANY QUESTION?



ASK THE DENTIST

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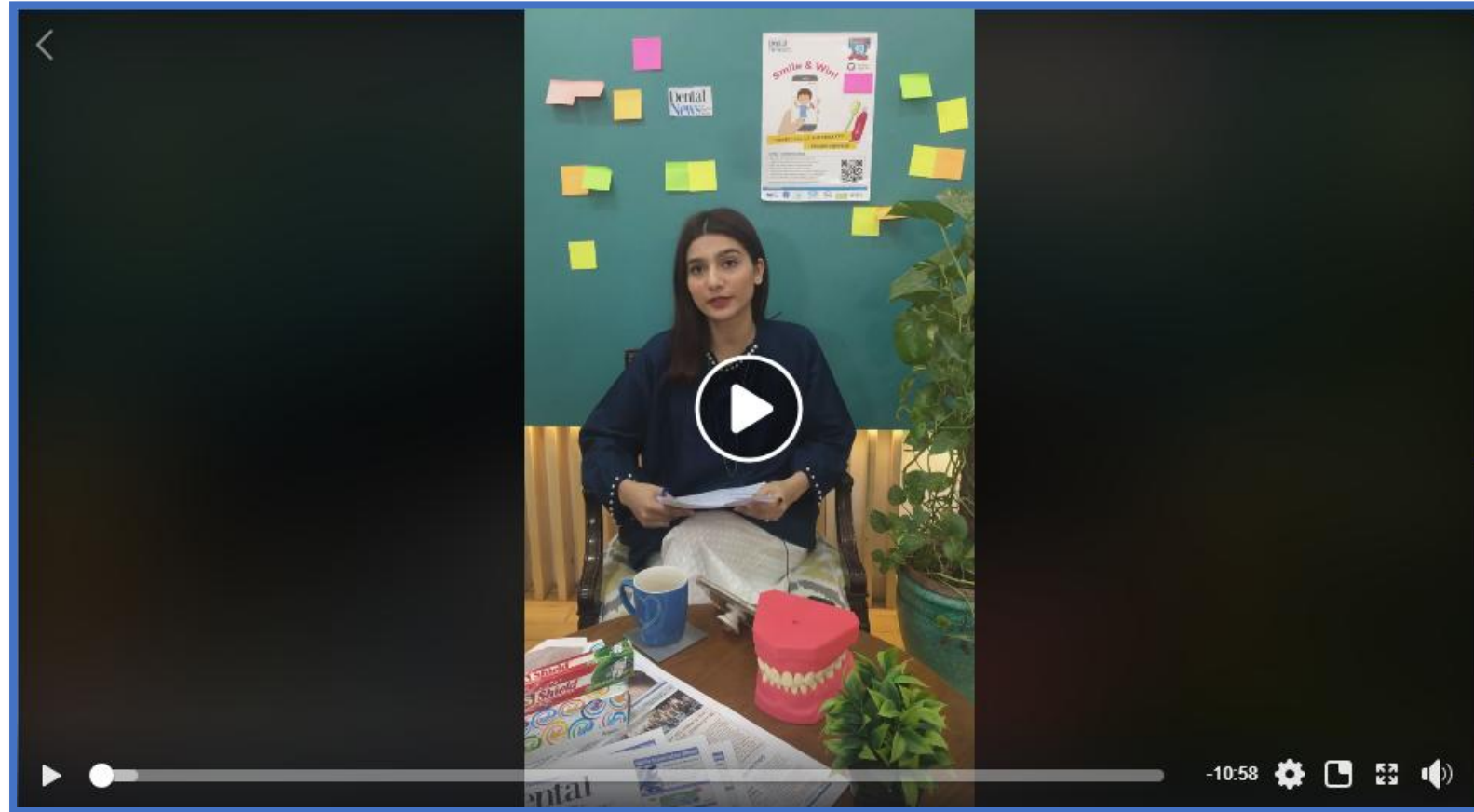
ASK THE DENTIST
TUNE IN FOR OUR FACEBOOK LIVE SESSION WITH
DR. HIRA M.KHAN
28TH FEBRUARY 2019 AT 3 PM SHARP!



**SUBMIT YOUR QUERIES AND
GET THEM ANSWERED BY
THE DENTIST**


**LIVE SESSION ON 28TH FEBRUARY 2019
3 PM SHARP PST**

Live Session with Dr Hira M Khan




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“
Oral health is an important part of your overall health. Regular dental checkups are important because they can help spot oral health problems early on when treatment is likely to be simpler and more affordable. They also help prevent many oral problems from developing in the first place. Visiting your dentist regularly is also important because some diseases or medical conditions have symptoms that can appear in the mouth.”


Dr. Marium Azfar
ASSOCIATE PROFESSOR
SINDH INSTITUTE OF ORAL HEALTH SCIENCES, JSMU

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“
**Don't let your breath
speak louder than
your words.**”


Absar Khan
STUDENT
Liaquat University of Medical and Health Science

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“The best gift we can give to someone is a Smile so take care of it and maintain oral hygiene.”

Rafey Hameed
STUDENT
Liaquat University of Medical and Health Science

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“Oral hygiene needs awareness in Pakistan. Recent years celebrating oral health day might have been a contributing factor. The concept of oral hygiene needs to be introduced on a primary level. Oral Health awareness campaigns in schools of both privileged and underprivileged areas should take place. Not only the children needs to be educated but parents should also be made a part of such activities.”

Dr Noor ul Ain Mehak
TRAINEE
Dow Dental College

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“ Start your oral care today, Oral care is not expensive, Neglecting it is!! ”

Dr. Erum
HEAD
Department of Orthodontics, SIOHS, JSMU, Karachi.

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“ Brushing twice a day keeps the dentist away! Remember Dental treatment is not expensive and only not maintaining proper oral hygiene is costly. ”

Dr. Riaz Gilani
FCPS II RESIDENT
Department of Orthodontics

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**“ Brush twice a day;
Visit Dentist twice a year;
Floss once a day;
Replace your toothbrush
3 to 4 times a year. ”**

Dr. Suraiya Hirani
Sir Syed College of Medical Sciences

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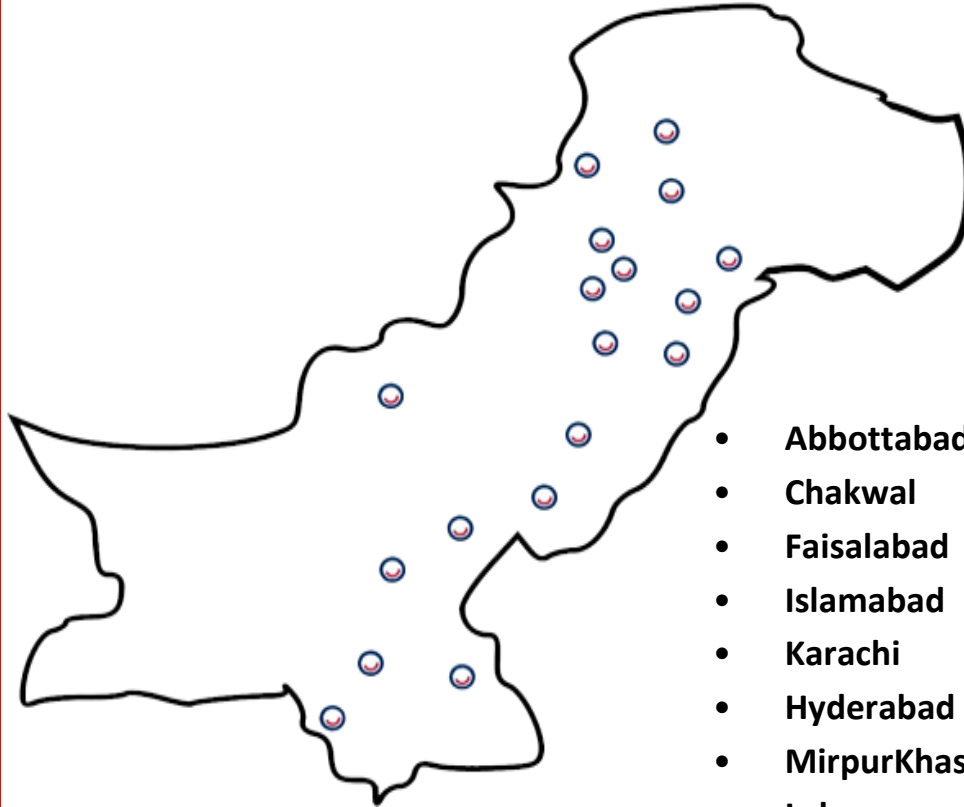
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**“ Esthetic builds confidence so
keep your mouth clean. ”**

Sanjeet Damani
FINAL YEAR STUDENT
Liaquat University of Medical & Health Sciences

Map of Pakistan with WOHD Activity



- Abbottabad
- Chakwal
- Faisalabad
- Islamabad
- Karachi
- Hyderabad
- MirpurKhas
- Lahore
- Multan
- Peshawar
- Rawalpindi
- Rahimyarkhan
- Quetta
- Sialkot
- Sukkur
- Shaikhupura
- Larkana

Summary

Dental News was able to realize the goals and objectives of WOHD'19 campaign, which were mainly targeted toward creating oral care awareness among masses, and ensuring their wellbeing. Our impressive scores and substantial statistics speak clearly of our success.

With the combined efforts of all the contributors, Dental News, was able to make its desired mark in 'Oral Care Awareness'. The well-tailored campaign that was as per the guidelines of the FDI received tremendous recognition and engagement.

Acknowledgement

We gratefully acknowledge the support of Pakistan Dental Association, FDI, APDF, JPDA, DTI, IADSR, DHAK, and Shield Corporation for supporting and sponsoring the event.

We also acknowledge the contributions of the partnering institutions for joining hands with us in reaching out to the masses to create oral health awareness.

Thank you!

Team Dental News



- ✓ Syed Hashim Hasan,
- ✓ M. Irfan Ali,
- ✓ S. M. Shakil,
- ✓ M. Azhar Iqbal,
- ✓ Dr Hira M. Khan,
- ✓ Rukhsana M Qasim,
- ✓ Sheikh Sadiq Ali,
- ✓ Khwaja Ikhlaq,
- ✓ Sabika Sheikh,
- ✓ Farkhunda Ali,
- ✓ and all the stakeholders who were involved in the execution of this mega event.