

WOHD Oral 2019



World Oral
Health Day
20 March



**World Oral Health Day
Pakistan**

SPONSOR & SUPPORTERS



جسے زرا اور کھلکھلائے



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
Health Day**
20 March

SAYAhh
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

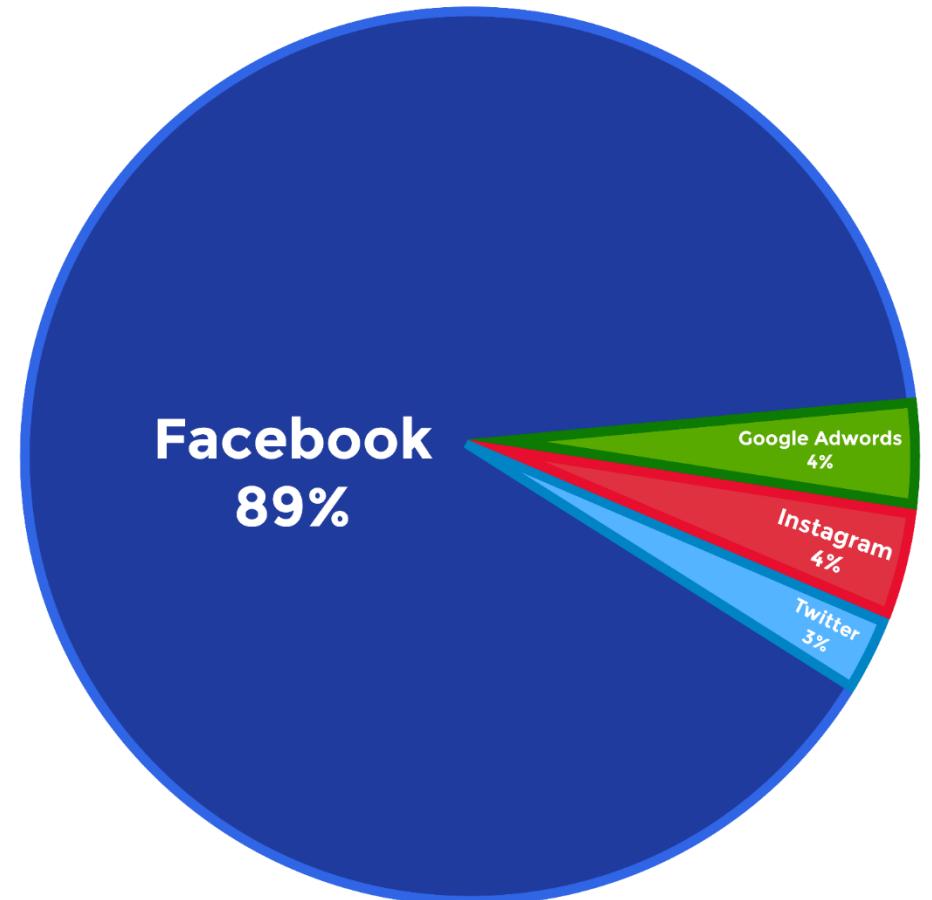
**Over 20,000
Physical Reach!**

- ✓ 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.



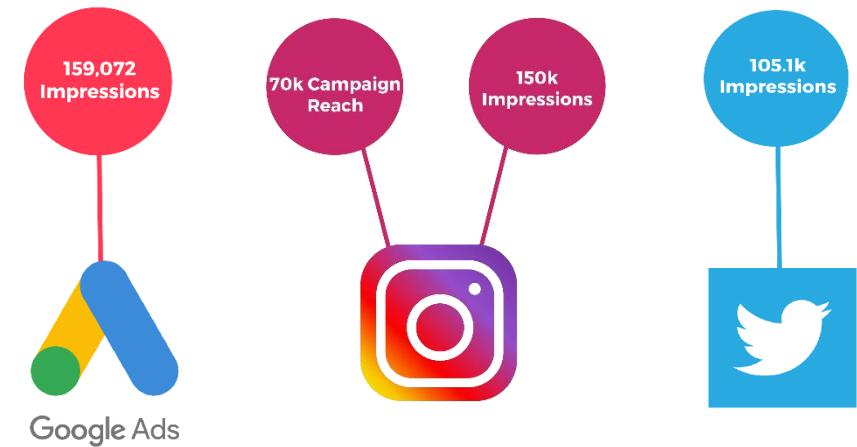
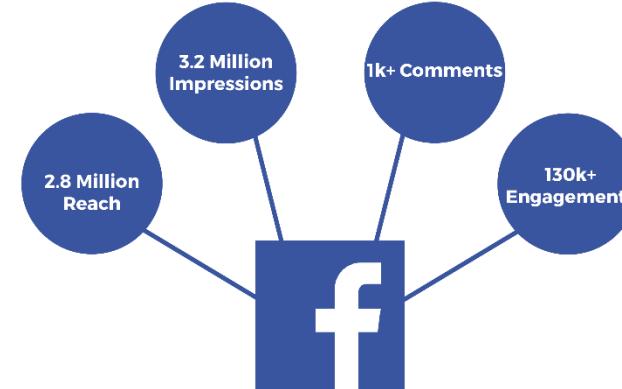
Instagram campaign successfully hit an impressive goal with 70,000 campaign reach and 150,000 impressions.



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

Women Medical & Dental College
Rehmat Hospital
(Abbottabad)

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AYUB MEDICAL COLLEGE
ABBOTTABAD

Ayub Medical College
(Abbottabad)

Partner Institutions: Faisalabad

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UNIVERSITY OF FAISALABAD FAISALABAD

University of Faisalabad (Faisalabad)

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DENTAL SECTION, ALLIED HOSPITAL PUNJAB MEDICAL COLLEGE FAISALABAD

Dental Section
Punjab Medical College (Faisalabad)

Partner Institutions: Hyderabad

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ISRA DENTAL COLLEGE
HYDERABAD

Isra Dental College (Isra University) Hyderabad

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LIAQUAT UNIVERSITY OF
MEDICAL & HEALTH SCIENCES
HYDERABAD

Liaquat University of Medical & Health Sciences (Jamshoro)

Partner Institutions: Hyderabad

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MEDICAL & HEALTH SCIENCES
HYDERABAD

Liaquat University of Medical & Health Sciences (Jamshoro)

Partner Institutions: Islamabad

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HBS DENTAL HOSPITAL
ISLAMABAD

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ISLAMIC INTERNATIONAL DENTAL COLLEGE
ISLAMABAD

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

Partner Institutions: Islamabad

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ISLAMABAD MEDICAL AND DENTAL COLLEGE
ISLAMABAD

Islamabad Medical & Dental College (IMDC)

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WATIM DENTAL & GENERAL HOSPITAL
ISLAMABAD

Watim Dental & General Hospital

Partner Institutions: Rawalpindi

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MARGALLA COLLEGE OF DENTISTRY
RAWALPINDI

Margalla College of Dentistry (Rawalpindi - Islamabad)

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RAWALPINDI

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Partner Institutions: Karachi

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KARACHI


Altamash Institute of
Dental Medicine
(Karachi)

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MEDICAL & DENTAL COLLEGE
KARACHI


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Medical & Dental College
(Karachi)

Partner Institutions: Karachi

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DOW DENTAL COLLEGE
KARACHI



Partner Institutions: Karachi

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PHARMACY

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

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FATIMA JINNAH DENTAL COLLEGE
KARACHI

FJDC Fatima Jinnah Dental College (Karachi)

Partner Institutions: Karachi

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Sindh Institute of Oral Health Sciences (SIOHS) JSMU (Karachi)

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KARACHI MEDICAL & DENTAL COLLEGE KARACHI

Karachi Medical & Dental College (Karachi)

Partner Institutions: Karachi

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LIAQUAT COLLEGE OF MEDICINE & DENTISTRY
KARACHI

Liaquat College of Medicine & Dentistry (Karachi)

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MADINA MEDICAL CENTER
KARACHI

Madina Medical Center (Karachi)

Partner Institutions: Karachi

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OR/ DIAGNOSIS

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

Sir Syed Dental College (Karachi)

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RECEPTION

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Ziauddin Dental College (Karachi)

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MARDAN

Bacha Khan Medical & Dental College (Mardan)

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MARDAN

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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

Lahore Medical & Dental College (Lahore)

Partner Institutions: Lahore

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SHAIKH ZAYED HOSPITAL
LAHORE

Shaikh Zayed Hospital (Lahore)

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de'MONTMORENCY COLLEGE OF DENTISTRY
LAHORE

de'Montmorency College of Dentistry (Lahore)

Partner Institutions: Lahore



Partner Institutions: Multan

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NISHTAR INSTITUTE OF DENTISTRY
MULTAN

NID
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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

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QUETTA

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Partner Institution: Sialkot

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SIALKOT

Islam Dental College (Sialkot)

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ISLAM DENTAL COLLEGE
SIALKOT

Islam Dental College (Sialkot)

Partner Institution: Mirpur

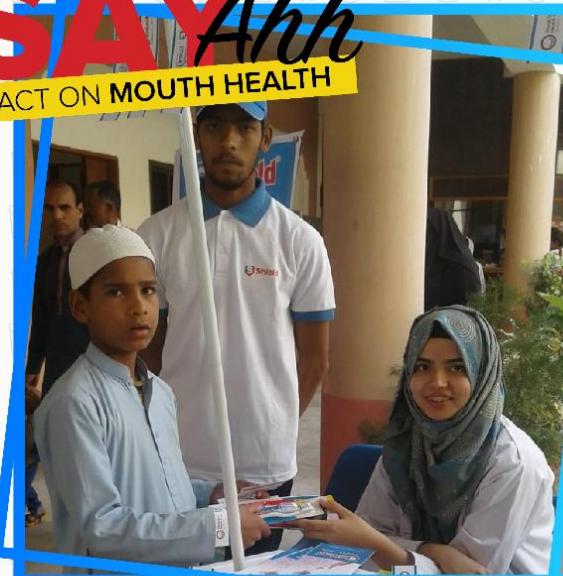
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BHITAI DENTAL & MEDICAL COLLEGE
MIRPURKHAS

Bhitai Dental & Medical College & Hospital (Mirpurkhas)

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BHITAI DENTAL & MEDICAL COLLEGE
MIRPURKHAS

Bhitai Dental & Medical College & Hospital (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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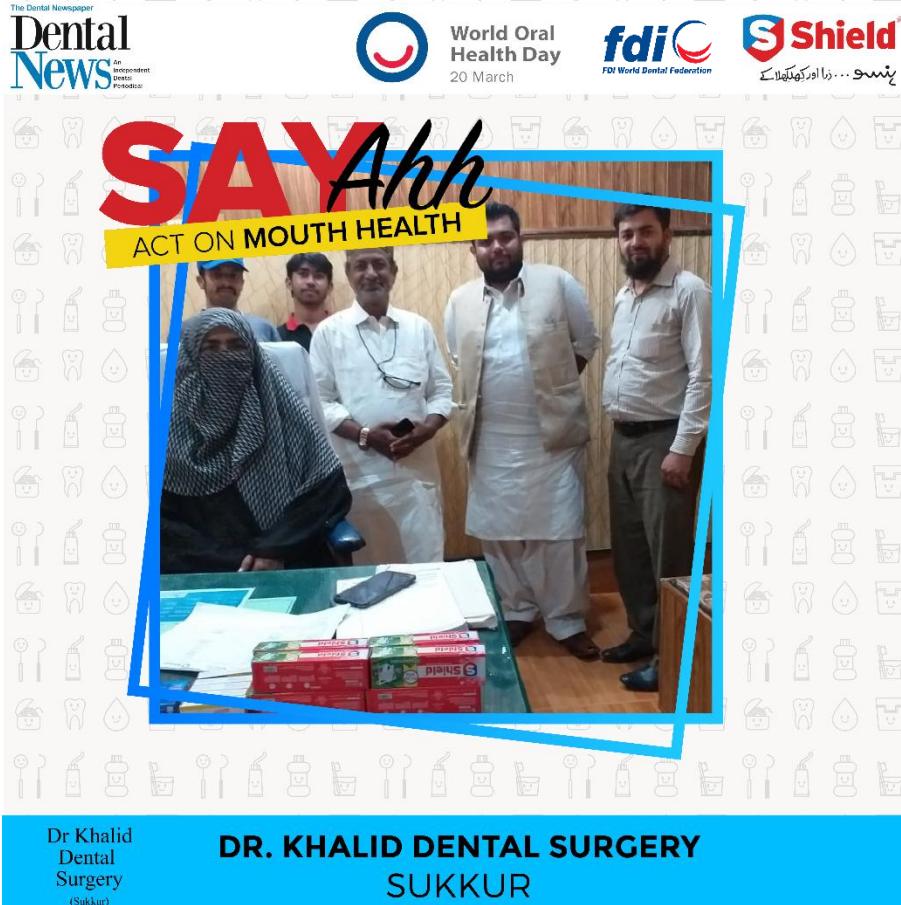
DHQ Hospital Chakwal (Chakwal)

DHQ HOSPITAL
CHAKWAL

Partner Institution: Larkana



Partner Institution: Sukkur



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Dr Khalid
Dental
Surgery
(Sukkur)

DR. KHALID DENTAL SURGERY
SUKKUR



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WOD Theme 2019
SAY Ahh
20 مارچ کو پاکستان پر کے
معروف دینش پتھروں میں
فری دیند
چیک آپ

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



Dr SYED M.FAIZAN
PRESIDENT PAKISTAN DENTAL COMMUNITY
DIRECTOR VANGUARD DENTAL SCHOOL, FACULTY BUMDC

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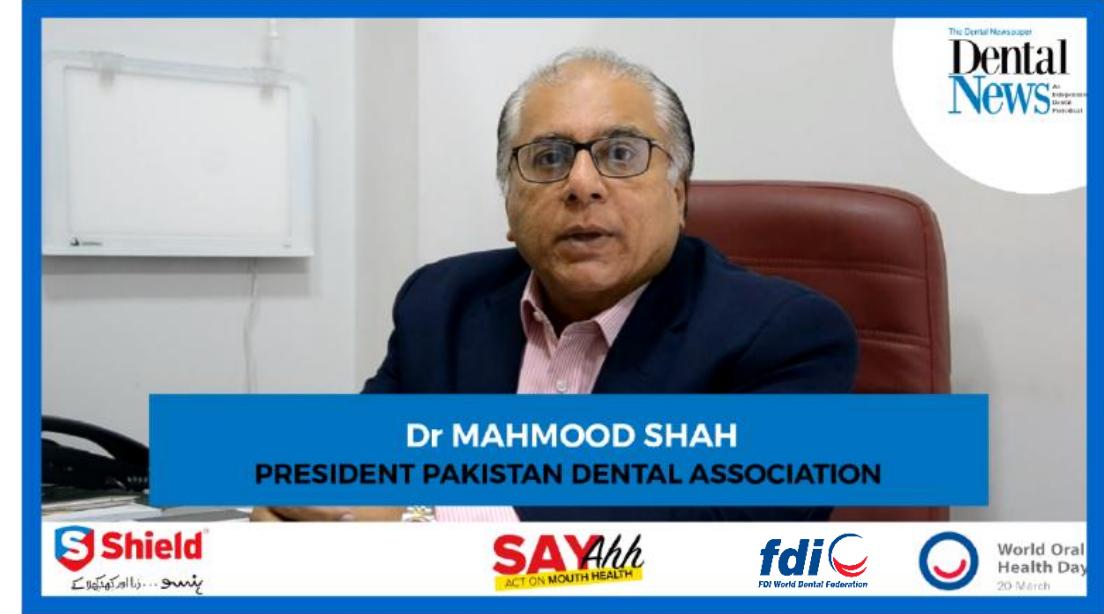
Dr SADIA SHAH
PROMINENT DENTAL SURGEON
DENTAL CONSULTANT CLINIC, LAHORE

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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



Prof. Dr MUHAMMAD ZULFIQAR
PRINCIPAL
MULTAN MEDICAL AND DENTAL COLLEGE, MULTAN

 Multan Medical & Dental College (Multan)



Dr KHALID BASHIR
MS PUNJAB DENTAL HOSPITAL
FAISALABAD

Public Service Video Messages by Renowned Doctors



Public Service Video Messages by Renowned Doctors



Public Service Video Message by Renowned Doctors



Smile & Win Competition (Online)



Walk a cause



Seminars



Poster Competition



Quiz Competition

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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

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**

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**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.

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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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Shield شفاعة ... رعاية افهالي

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.



Awareness Campaign

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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.

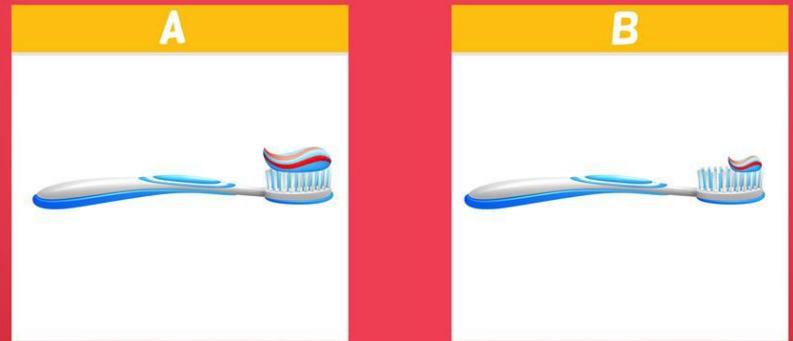
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1. EXACTLY HOW MUCH TOOTHPASTE YOUR CHILD SHOULD USE?

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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

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ARE TEETHING TOYS SAFE?

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TEETH STAINING



SYMPTOMS
Pale appearance of tooth even after brushing them daily.

CAUSES

- Use of tobacco.
- Poor dental hygiene
- Food like coffee, tea, certain type of fruits and vegetables.

THINGS TO AVOID

- Coffee.
- Tobacco.
- Some fruits
- vegetables.

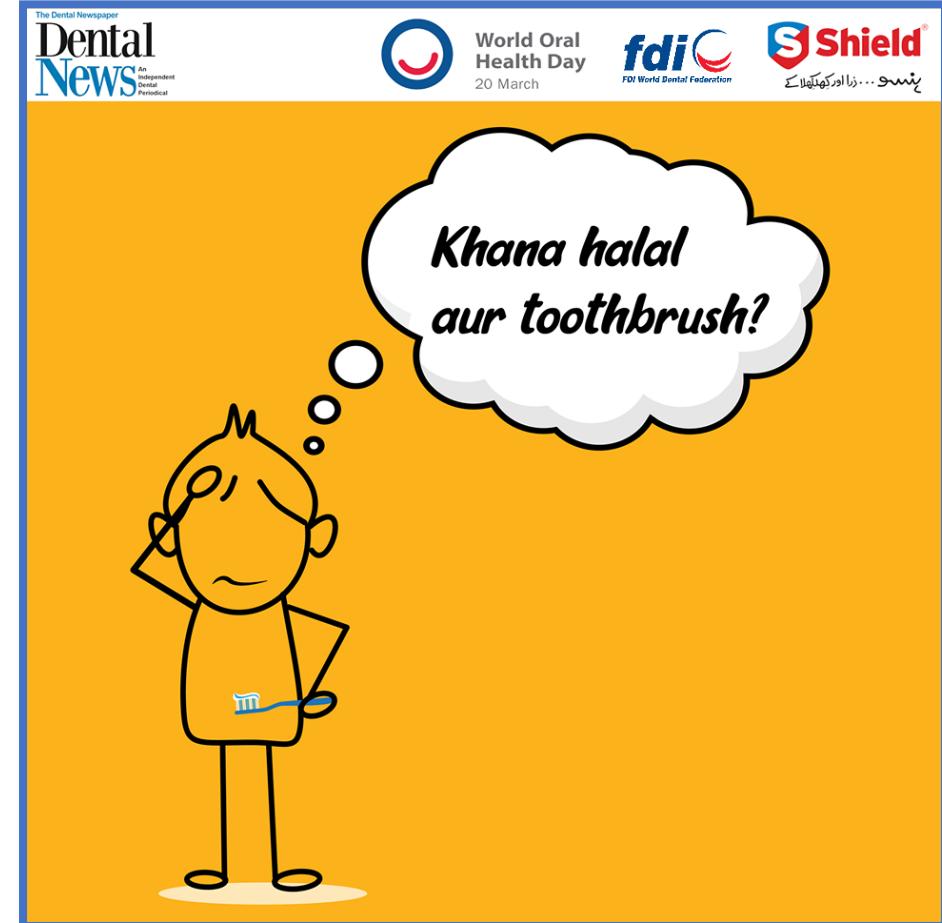
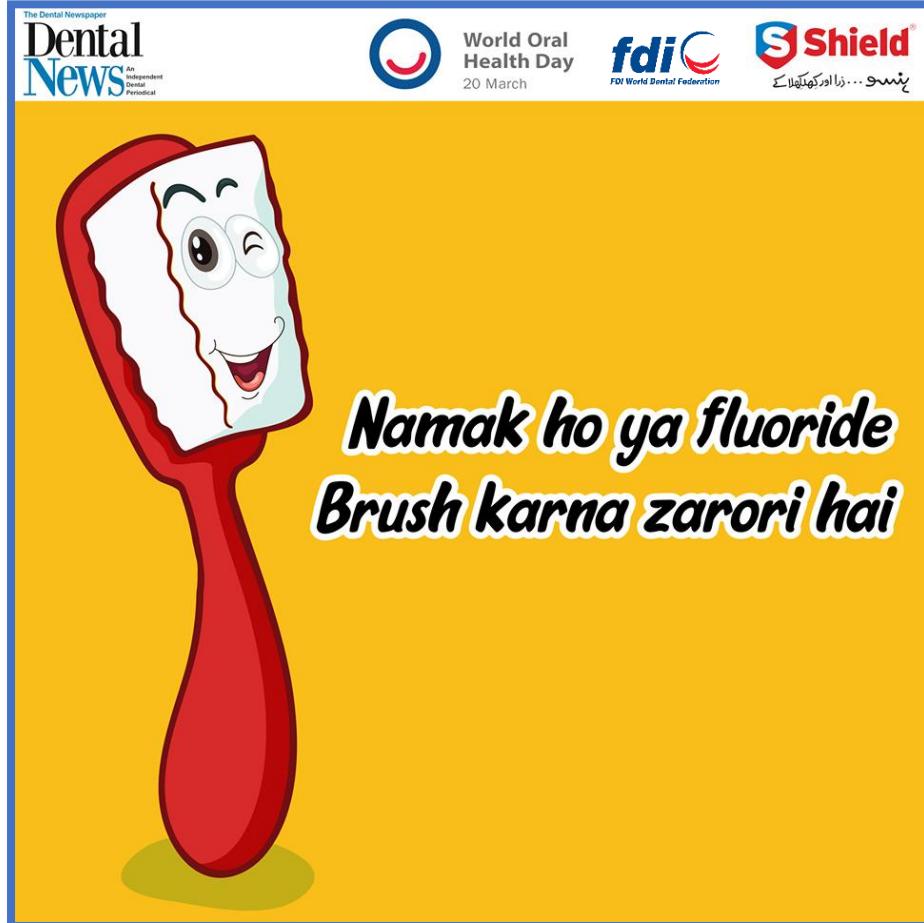
Engagement Campaign



Engagement Campaign



Engagement Campaign



Live Session with Dr Hira M Khan

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20 March

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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

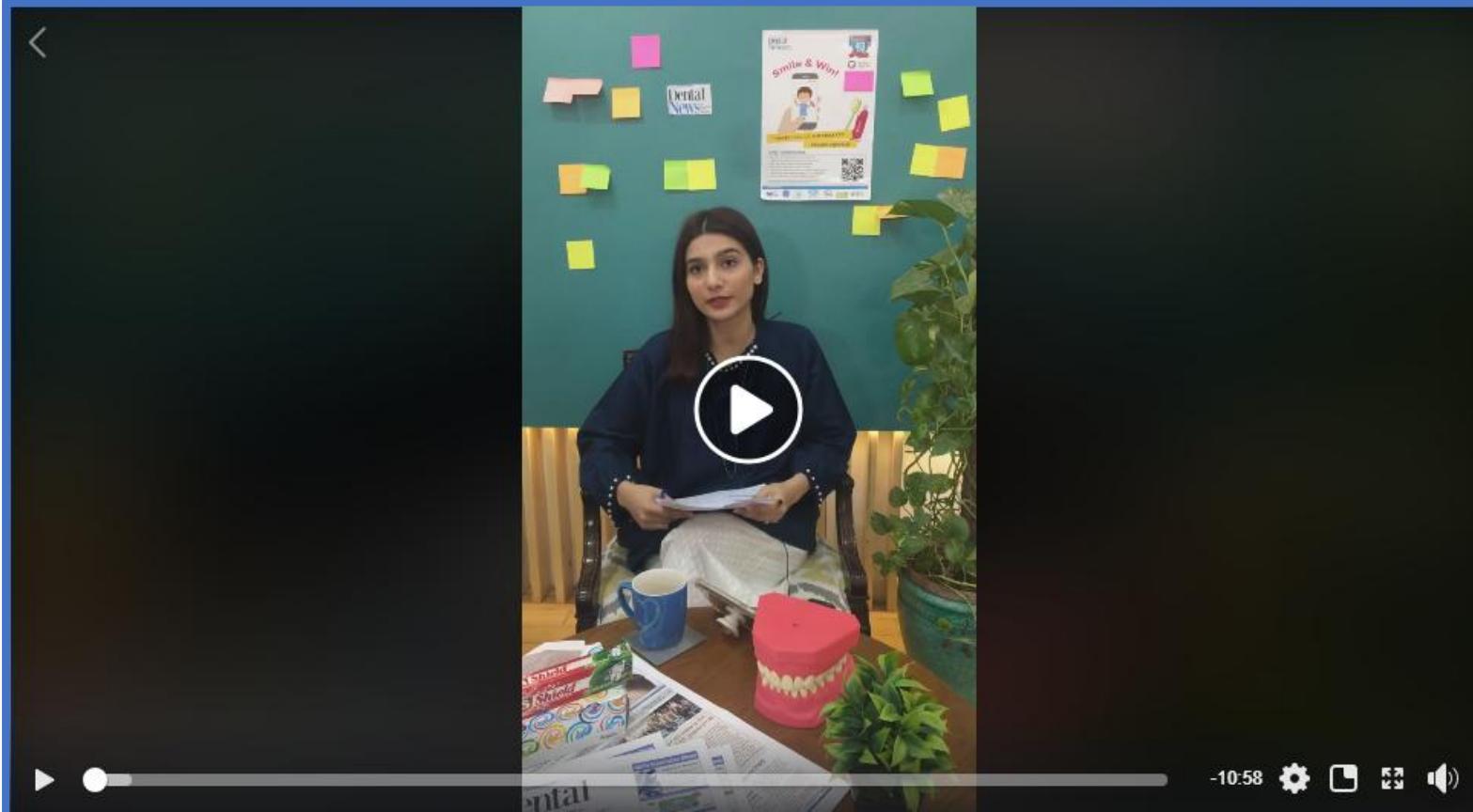
28TH FEBRUARY 2019 AT 3 PM SHARP!



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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Shield شفاف ... رعاية افهاليات



“

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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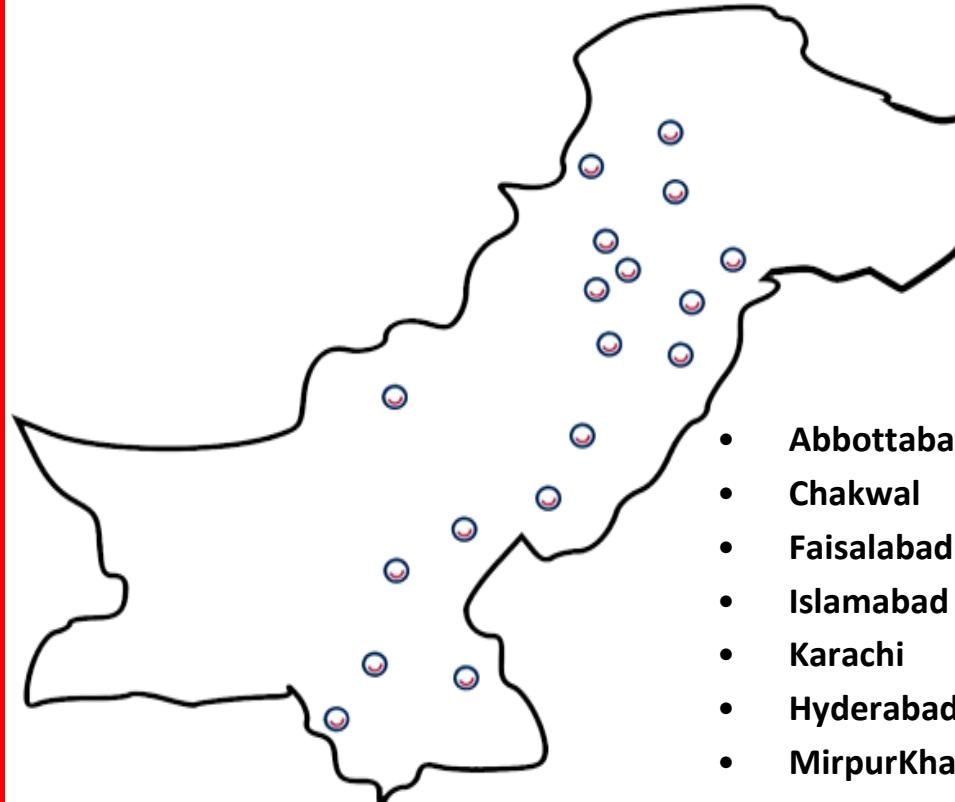
“ Esthetic builds confidence so
keep your mouth clean.
”

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.