



THE CANADIAN DENTAL  
HYGIENISTS ASSOCIATION  
L'ASSOCIATION CANADIENNE  
DES HYGIÉNISTES DENTAIRES



# Marketing Kit

2019

Sponsored by:



**National Dental Hygienists Week™ 2019**  
*See What's Happening!*

April 6-12  
**Oral Health For Total Health!**

PUT YOUR PURPLE ON!  
 SHOW YOUR PROFESSIONAL PRIDE  
 Powered by: **PHILIPS**

ATTACK THE PLAQUE COLOURING CONTEST

DOWNLOADABLE RESOURCES

Sponsored by: **Dentsply Sirona** **SUNSTAR G•U•M** **TD**

### Celebrate National Dental Hygienists Week™

April is Oral Health Month, and an important part of this celebration is National Dental Hygienists Week™ (NDHW™), which runs from April 6–12. Focusing on the importance of maintaining good oral health practices while emphasizing the role of the dental hygiene profession in preventing and treating oral health problems, this annual event is sponsored by CDHA. The week's theme, **"Oral Health for Total Health,"** reminds us that taking care of our mouth, teeth, and gums has a positive impact on other aspects of our lives.

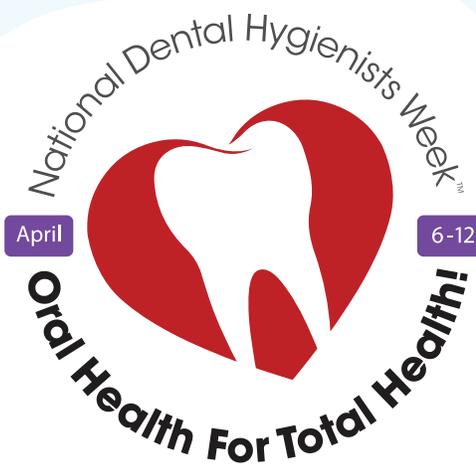
### How You Can Get Involved

CDHA encourages dental hygienists across the nation to help increase awareness of the importance of good oral health. Join your 29,549 dental hygienist colleagues who will be celebrating in diverse and creative ways, with community outreach events, contests, classroom presentations, mall displays, tours of dental offices, and much more!

- Check out our list of celebration ideas for office, schools, community, and media. [www.cdha.ca/NDHWcelebration](http://www.cdha.ca/NDHWcelebration).
- Visit [www.cdha.ca/NDHW](http://www.cdha.ca/NDHW) for all your campaign needs. Our website is full of useful resources, including a printable poster series, bookmarks and kids' activity/colouring sheets, media tips, celebration ideas, logos and web banners.
- Join the conversation. Connect with supporters from around the world on our Facebook page, Twitter or Instagram @thecdha (#ndhw19). Download our shareable messages from [www.cdha.ca/NDHWsocial](http://www.cdha.ca/NDHWsocial).
- Enter/promote our NDHW™ national children's colouring contest [www.cdha.ca/colouringcontest](http://www.cdha.ca/colouringcontest).
- Help us paint the country purple! Use our our sample letter at [www.cdha.ca/lightitup](http://www.cdha.ca/lightitup) to make a request to have a landmark in your community lit with purple.
- Participate in our Put Your Purple On #dhpurplepride campaign (\$500 prize) [www.cdha.ca/PutYourPurpleOn](http://www.cdha.ca/PutYourPurpleOn).
- Take up our Purple Power Media Challenge [www.cdha.ca/ndhwmedia](http://www.cdha.ca/ndhwmedia).
- Add an NDHW™ theme to your social media profile pictures at [www.twibbon.com/support/NDHW](http://www.twibbon.com/support/NDHW).
- Participate in our #dentalhygienesuperhero competition at [www.dentalhygienecanada.ca/healthcaresuperhero](http://www.dentalhygienecanada.ca/healthcaresuperhero).

This April, let's help everyone in Canada learn about oral health for total health. Together we can raise awareness of the importance of good oral health, promote prevention and early detection of oral health problems, and connect the public with the professionals who can help.

Thank you to our sponsors Dentsply Sirona, Sunstar G•U•M, and TD Insurance for supporting our celebration.



# Celebration Ideas

## Oral Health Month & National Dental Hygienists Week™ (NDHW™)

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Promote awareness of oral health in your community by using our celebration ideas or your own creative concepts. Even picking just one activity to take our message out into the community will make a difference, raising the profile of the profession and highlighting the value of dental hygienists.



### In your office

- Label all outgoing mail with NDHW stickers.
- Construct a Wall of Smiles bulletin board – posting all your clients' healthy smiles (with permission).
- Hand out NDHW Smile Certificates to children.
- Add the NDHW electronic graphic banners to your email signature and/or websites.
- Plan a “tooth fairy” themed day at the clinic.



### In your community

- Ask your local library or bookstore to set up a display featuring oral health themed books.
- Ask local hotels, malls or other businesses to announce Oral Health Month or NDHW on their outdoor billboards.
- Visit your local arena to host a mouthguard fitting session.
- Supply oral health info flyers to local stores to be included in shopping bags.



### Online & media

- Record and post a YouTube video on proper brushing and flossing techniques.
- Inform local radio and television stations about Oral Health Month and NDHW and offer to be interviewed on air.
- Ask the local newspaper to publish an oral health fact of the day/week during NDHW or the month of April.



### In schools

- Promote a sugar-free day in local schools. Organize a snack raid at a local school, examining, recording, then discussing nutrition and oral health.
- Visit high school health classes to talk about risky behaviours like smoking, oral piercing, HPV.
- Prepare a Teacher's Kit with activity and fact sheets about childhood oral health issues and deliver it to local schools.

Check out [www.cdha.ca/NDHW](http://www.cdha.ca/NDHW) for the full list of celebration ideas and resources to help you celebrate.

Don't forget – Gift From the Heart kicks off NDHW™  
Learn more at [www.giftfromtheheart.ca](http://www.giftfromtheheart.ca)

Be sure to share whatever you do with [marketing@cdha.ca](mailto:marketing@cdha.ca) so you can make this list next year and be considered for one of our awards.

# ORAL HEALTH PROMOTION PUBLICITY TIPS

## WHAT DO THE MEDIA LOOK FOR?

The media look for certain things when deciding whether an event or issue is newsworthy and deserves to be printed or aired. A story is more likely to be picked up if it contains these elements:

- |                  |              |
|------------------|--------------|
| ✓ Importance     | ✓ Proximity  |
| ✓ Human Interest | ✓ Timeliness |
| ✓ Prominence     | ✓ Uniqueness |

Key oral health messages you can communicate:

- Your oral health impacts overall health and wellness.
- Periodontal disease has been linked to serious illnesses including lung disease, diabetes and heart disease.
- Dental hygienists are registered health professionals who work in a variety of settings, with people of all ages, to prevent oral disease.
- Dental hygiene is the 6<sup>th</sup> largest registered health profession in Canada.
- Registered dental hygienists in all areas of Canada – except PEI, QC, NWT, YK and NU – are authorized by regulatory authorities to provide services directly to clients, without the supervision of a dentist.
- Steps to good oral health: Brush your teeth at least twice a day with a fluoride toothpaste, floss between your teeth daily, rinse using an antiseptic mouthwash, eliminate tobacco use, eat healthy foods and visit your dental hygienist regularly.

## TIPS TO GET YOU STARTED

**Targeting:** Think carefully about which media to contact based on which ones you believe will provide the most impact.



**Build Contacts:** Use a commercial media list, develop your own or call organizations and individuals that are involved in related activities and ask them to share their media list. Expand and update regularly.



**Make Connections:** When you first make contact with a journalist, verify deadlines for submitting releases and information. Making personal contact with the media gives them a point of reference to you, your group or organization. Your initial call should be short but informative: identify yourself, provide a concise description of your news/event, and offer to provide background information.



**Think about the needs of the media:** Try to develop ideas for visuals for television, photographic opportunities for the print media, and sound bytes for radio.



**Use credible spokespersons:** These people may be faculty experts from dental hygiene programs or other local oral health experts, business or community leaders, or clients who have experienced the benefits of dental hygiene treatment.



**Provide photographs.**



**Always be prepared with facts and information.**

**Deliver your announcements by fax, email, on social media or personally.**



**Follow up with a phone call.**

**Say, "Thank you!"**



## TOOLS FOR REACHING THE MEDIA

Once you have a media contact list, you can plan how to reach those media using one or more of the following tools:

**News releases** inform the media about new activities, programs, and special announcements.



**Backgrounders** are fact sheets that provide current or historical information and statistics which would add depth to information in the news release.

**Profiles** give biographical information on noteworthy individuals related to your news.



**Public Service Announcements (PSAs)** are short free announcements offered by the media.

**Interviews** allow for more in-depth exploration of ideas and concepts. Types can include interviews for background information, prearranged interviews for story coverage or on-the-spot interviews for quick reaction and comment.



**Feature Articles** are usually 500 words or longer that explore a particular theme.



**Notices** convey simple, straightforward information on upcoming events. Notices must include subject, date, time, location, and other basic pertinent information.

**Letters to the Editor** are featured in daily newspapers and can be written by a member of your organization.



**Opinion pieces** appear opposite the editorial page of daily newspapers, usually written by people who are not journalists—opinion leaders, presidents of associations, consumer advocates.

**CDHA members** may download a detailed media relations guide, feature articles, press releases and other publicity resources from [www.cdha.ca/NDHW](http://www.cdha.ca/NDHW) and our media centre [www.cdha.ca/press](http://www.cdha.ca/press)

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HYGIENISTS ASSOCIATION  
L'ASSOCIATION CANADIENNE  
DES HYGIÉNISTES DENTAIRES



For immediate release (Disponible en français sur la demande)

## Media Release

### Smile! It's Spring & Oral Health Month

April 2019 (Ottawa, ON) — As part of oral health month in Canada, National Dental Hygienists Week™ takes place from April 6 to 12. It's a perfect opportunity to set new goals to help your smile shine. Start with six simple steps: floss, brush, use an antibacterial oral rinse, eat a healthy diet, eliminate tobacco use, and see a dental hygienist regularly.

Sponsored by the Canadian Dental Hygienists Association (the collective national voice for more than 29,500 dental hygienists across the country), National Dental Hygienists Week™ focusses on "Oral Health for Total Health" as a reminder that taking care of our mouths, teeth, and gums benefits our overall physical and mental well-being. NDHW™ kicks off on April 6 with Gift from the Heart, [www.giftfromtheheart.ca](http://www.giftfromtheheart.ca), a national one-day campaign providing no-cost preventive dental hygiene services to thousands of Canadians who cannot afford professional oral health care. The awareness week continues with oral health promotions and events in schools, malls, and clinics so watch for signs of purple—the colour of dental hygiene—in your community!

Dental hygienists are primary health care providers who help us develop daily oral care routines and offer treatment recommendations and disease prevention strategies to keep us smiling for life. As health care superheroes, dental hygienists examine your mouth, head, and neck at every appointment and offer preventive treatments such as scaling and root planing, dental sealants, and fluoride. They may also provide dietary recommendations, tobacco cessation counselling, and sports mouthguard fittings. There is a lot of expertise behind that mask! If your dental hygienist has made a real difference in your life, consider nominating him or her as a health care superhero at [dentalhygienecanada.ca/healthcaresuperhero](http://dentalhygienecanada.ca/healthcaresuperhero). The competition closes April 30 and there are prizes to be won.

Visit [www.cdha.ca/NDHW](http://www.cdha.ca/NDHW) for resources and activities, including our national colouring contest. For additional information on caring for your teeth and mouth, visit [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca).

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[www.cdha.ca](http://www.cdha.ca)



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# Feature Articles 2019

## Seniors Can Keep on Smiling with Good Oral Health

The need for good oral health continues as a person ages, becomes chronically ill or moves to a long-term care residence. Unfortunately, many older adults, especially those who rely on others for care, have poor oral hygiene and high rates of oral disease.

Oral diseases can cause pain, discomfort, bad breath, and difficulties chewing and swallowing. They are also associated with more serious health complications like diabetes, stroke, heart and lung diseases. Fortunately, daily mouth care can remove food debris and bacteria that grow on gums, teeth, and dentures, improving oral and overall health.

Dental hygienists encourage all older adults to brush their teeth twice a day with fluoride toothpaste and clean between their teeth once a day. Denture wearers should remove their dentures at night to clean them and allow their gum tissue to breathe while sleeping. They should also clean any remaining teeth twice daily and brush and massage their gums either with a soft toothbrush

or a warm damp cloth. Caregivers must help when these tasks become challenging.

Whether you're at home or in a long-term care residence, daily mouth and denture care coupled with professional oral care from a dental hygienist can help to prevent oral diseases, reduce the risk of health complications, and keep you smiling!



Find more information at: [www.dentalhygienecanada.ca/seniors](http://www.dentalhygienecanada.ca/seniors)

## Teach Your Kids to Love Their Teeth



As parents and guardians, we are responsible for the health and well-being of our children, including their oral health. So, it's never too early to start teaching good oral hygiene habits to reduce the risks of tooth decay and oral disease.

Once baby's first tooth appears, parents and guardians should clean it with a small, soft toothbrush or gauze and use floss to clean between teeth that are touching.

Young children who are old enough to hold a toothbrush should be taught how to brush their teeth twice a day and to clean between their teeth. Parents and guardians need to help with toothbrushing until children are able to do it properly on their own. Teens should be reminded that brushing their teeth only takes two minutes twice a day, followed by oral rinsing and cleaning between the teeth. Asking them to go easy on the pop and junk food will help too.

If toothbrushing time is a daily struggle, try these tips to turn those tears into cheers:

1. **Offer little ones rewards**, such as stickers, high fives or extra bedtime stories, for good toothbrushing skills
2. **Play music in the bathroom**—any fun two-minute song will do!
3. **Show your kids** the latest interactive brushing apps
4. **Take them shopping** for their own toothbrushes
5. **Make brushing a family affair**. There's always room for one more at the sink!

Build good daily oral hygiene habits early. Teaching your kids to care for their teeth and scheduling regular dental hygiene appointments beginning at age one will give everyone something to smile about.

Find more tips at: [www.dentalhygienecanada.ca/kids](http://www.dentalhygienecanada.ca/kids)



# Feature Articles 2019

## Say No to Sugar and Yes to Oral Health



Canada's revised *Food Guide* confirms the importance of making healthy food and beverage choices for improved oral and overall health. With its specific emphasis on reducing sugar consumption, the *Food Guide* echoes what dental

hygienists have been saying for years: the more sugar we eat, the worse off our teeth and body will be.

As our partners in prevention, dental hygienists remind us to maintain a balanced, nutritious diet so that teeth and gums receive the nutrients that are essential to maintaining good oral health. Sugar-rich foods and drinks increase the risks of tooth decay, obesity, and type 2 diabetes. Carbonated soft drinks—high in both sugar and acid—contribute to the erosion of tooth enamel. But there is hope!

Taking the path to better oral health involves five simple steps:

1. Make water your beverage of choice.
2. Eat a variety of vegetables, fruit, whole grains, and protein daily.
3. Avoid sugary snacks, soft drinks, fruit juices, and chewy, sticky foods.
4. Brush twice a day for two minutes each time.
5. Clean between your teeth and use an antiseptic mouthwash daily.

During your next dental appointment, ask your dental hygienist about healthy food and beverage choices that will keep your smile bright for a lifetime.

Find more information at: [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca)

## Face the Facts About Your Oral Health



Separating fact from fiction, particularly on the internet, can be difficult. That's why dental hygienists share their wisdom at every dental appointment, helping you to recognize the fake news that prevents you from enjoying a perfect smile.

Here is what you need to know:

1. **Gum disease is not normal.** Red or bleeding gums may be a warning sign of gingivitis, the first stage of gum disease. When bacteria accumulate on your teeth and gums, you are at greater risk of infection. Fortunately, gingivitis can be reversed with improved oral hygiene at home, and it can be prevented in the first place by brushing twice daily and cleaning between the teeth.
2. **Even if your teeth look great and don't hurt, they may not be healthy.** Regular dental hygiene care is important for the early detection and prevention of cavities and oral diseases.

Often by the time there is pain, advanced disease is present. Early detection by a dental professional can prevent lengthy and costly treatments.

3. **Teeth whitening is safe if done properly.** Bleaching your teeth is not dangerous if it is done with careful planning and advice from your oral health professional. To keep your teeth safe, arrange for a full oral exam prior to tooth whitening and ask about the best bleaching options for you.
4. **Your oral health has an impact on your overall health.** Research shows that a healthy mouth contributes to a healthy body. Chronic gum disease is associated with cardiovascular and lung diseases and strokes, as well as diabetes and rheumatoid arthritis. Improvements in oral hygiene care can reduce inflammation and improve overall health.

Find more information at: [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca)



# Feature Articles 2019

## Who's on Your Oral Health Care Team?



The team that helps you take care of your oral health is made up of many professionals, each with a unique and important role. You'll find your dental hygienist front and centre, working closely with dentists, denturists, and dental

assistants to ensure that you enjoy optimal oral health at every stage of life.

As primary health care providers, dental hygienists examine your mouth, head, and neck at every appointment and provide clinical therapy, such as removing calculus, plaque, and stains, and applying fluoride and sealants to help prevent

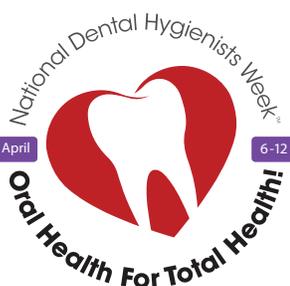
and stabilize cavities. They also offer oral hygiene instruction and education, tobacco cessation and nutritional counselling, sports mouthguard fittings, and oral cancer screenings. In some provinces, they can prescribe medications.

While most dental hygienists work in traditional dental offices, some work in public health units, hospitals, and long-term care facilities. A growing number are establishing offices of their own or launching mobile dental hygiene practices allowing them to travel to their clients.

Regardless of where your dental hygiene visit takes place, remember to talk to your dental hygienist about how to improve your oral and overall health.

Find more information at: [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca)

## Springtime Smiles: April is Oral Health Month



As part of oral health month in Canada, National Dental Hygienists Week™ takes place from April 6 to 12. It's a perfect opportunity to set new goals to help your smile shine. Start with six simple steps: floss, brush, use an antibacterial oral rinse, eat a healthy diet, eliminate tobacco use, and see a dental hygienist regularly.

Sponsored by the Canadian Dental Hygienists Association (the collective national voice for more than 29,500 dental hygienists across the country), National Dental Hygienists Week™ focusses on "Oral Health for Total Health" as a reminder that taking care of our mouths, teeth, and gums benefits our overall physical and mental well-being.

Dental hygienists are primary health care providers who help us develop daily oral care routines and offer treatment recommendations and disease prevention strategies to keep us smiling for life. If your dental hygienist has made a real difference in your life, consider nominating him or her as a health care superhero at [dentalhygienecanada.ca/healthcaresuperhero](http://dentalhygienecanada.ca/healthcaresuperhero). The competition closes April 30 and there are prizes to be won.

Find more information at: [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca)

## Protect Your Pearly Whites At Home in 5 Simple Steps



Dental hygienists, our partners in disease prevention, know that good oral health is essential for overall health and well-being. They show us how to take care of our teeth and gums at every appointment and encourage us to commit to a consistent oral hygiene routine at home. Five simple steps is all it takes:

1. Brush teeth at least twice a day with fluoride toothpaste.
2. Clean between teeth daily.
3. Rinse using an antibacterial mouthwash once a day.
4. Make healthy food and beverage choices.
5. Eliminate tobacco use.

Coupled with regular dental hygiene appointments, your home oral hygiene routine can offer powerful protection for your pearly whites!



# Feature Articles 2019

## Cannabis Use and Your Oral Health

With the recent legalization of cannabis in Canada, it's important to be aware that cannabis use can have an impact on your oral health.

Cannabis use has many side effects that vary based on the person and the potency of the product. In some cases, dental hygiene appointments may need to be rescheduled to minimize risk.

Here are 5 side effects to keep in mind:

1. **Increased heart rate and anxiety**, which may worsen or last longer with anesthetics used for dental hygiene treatments
2. **Confusion and lack of focus**, which may impair your judgement and ability to consent to treatment
3. **Increased bleeding**, which may complicate dental hygiene care and healing
4. **Reduced saliva production and heightened food cravings**, both of which increase the amount of time your teeth are exposed to sugars, leading to a greater risk of cavities, gum disease, and oral infections

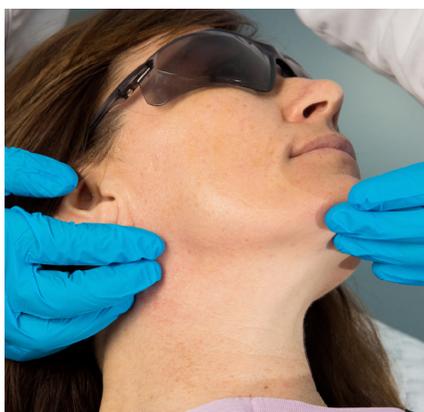
5. **Interaction with medications**, which may alter their effectiveness

Dental hygienists understand the oral health risks associated with cannabis use and are prepared to discuss them with you during your regular dental hygiene appointments.



To join the cannabis conversation, visit:  
[www.dentalhygienecanada.ca/cannabis](http://www.dentalhygienecanada.ca/cannabis)

## Oral Cancer: Spot the Warning Signs



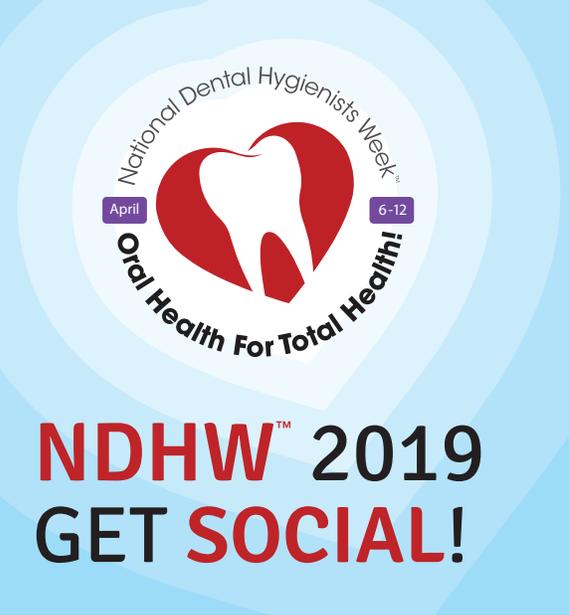
Oral and oropharyngeal cancers, now among the 10 most common cancers worldwide, often go unnoticed at first because they can develop without pain or symptoms. But, if the cancer is detected early and before it has spread to other tissues, it can usually be treated successfully.

Dental hygienists provide oral cancer screenings at each appointment and will make referrals to specialists if they spot anything unusual. Between appointments, however, we all have a role to play by watching for any of the following changes in our mouths:

- Alterations to the colour or texture of gums, cheeks, lips or tongue
- Mouth lumps or sores that do not heal within 14 days
- Chronic sore throat or cough
- Difficulty swallowing
- Lumps in the neck, including those that aren't bothersome
- Mouth or ear pain

Tobacco use, alcohol consumption, sun exposure to the lips, and the human papillomavirus are all known risk factors for oral cavity cancers. By modifying our lifestyle, ensuring that our children receive the HPV vaccine, examining our mouths for suspicious changes, and scheduling regular dental hygiene visits, we can reduce our risk of illness.

Visit [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca) for tips and tools to help you check your mouth for oral cancer today.



# NDHW™ 2019 GET SOCIAL!

## NDHW™ SOCIAL MEDIA TIPS AND SAMPLE POSTS

A great way to share oral health and dental hygiene messages with a wider audience during National Dental Hygienists Week™ is by supporting CDHA's social media campaign. In 2018, NDHW™ social media activity reached an audience of 7.1 million people, and we'd like to exceed that number this year. Use the content below leading up to and during NDHW™, April 6-12, to help our "oral health for total health" message go viral!

By posting messages on Facebook, Twitter, YouTube, and Instagram you can help educate Canadians about the importance of maintaining good oral health practices, remind them that taking care of their mouth, teeth, and gums positively impacts other aspects of their lives, and help them understand the role and importance of the dental hygiene profession.

### WHAT TO POST? 5 SIMPLE GUIDELINES

1. **Provide value:** be worth people's time. Interest them, make them smile.
2. **Make it personal:** focus on needs, interests, and personalities of your followers.
3. **Invite interaction:** ask questions, encourage comments, likes and shares.
4. **Use interesting visuals:** images, infographics, photos.
5. **Have fun:** get creative. Don't be afraid to show your lighthearted side.

### KEY ORAL HEALTH MESSAGES TO SHARE

- Oral health affects your overall health and wellness.
- Periodontal disease has been linked to serious illnesses, including lung disease, diabetes, and heart disease.
- Key steps to good oral health: brush your teeth at least twice a day with a fluoride toothpaste, clean between your teeth daily, rinse using an antibacterial mouthwash, eliminate tobacco use, eat healthy foods, and visit your dental hygienist regularly.
- Dental hygienists are registered health care professionals who work in a variety of settings, with people of all ages, to prevent oral disease.
- Registered dental hygienists in all areas of Canada—except PEI, QC, NWT, YK, and NU—are authorized to provide services directly to clients, without the supervision of a dentist.
- Dental hygiene is the sixth largest registered health profession in Canada with 29,549 professionals.

**#NDHW19** is the official hashtag for the week.

(A hashtag is a special word or phrase, preceded by a hash/pound sign, used to identify and search for messages on a specific topic.) Other hashtags you can use include:

- |                      |                         |
|----------------------|-------------------------|
| #DHPurplepride       | #oralhealth4totalhealth |
| #iamadentalhygienist | #gft2019                |
| #voice4oralhealth    | #dentalhygienesuperhero |

Use these hashtags and/or tag **@thecdha** in all of your posts and promotions so that we can see how CDHA members are celebrating and measure our audience reach for the week.

### FRAME YOUR PROFILE

Add an #NDHW19 frame to your social media profile pictures at:

[twibbon.com/support/ndhw](http://twibbon.com/support/ndhw)



**SEE REVERSE FOR  
SAMPLE POSTS**



## SAMPLE TWITTER POSTS (140 CHARACTERS - UP TO 280 IF YOU MUST)

Share these posts verbatim or modify them to personalize your message.

- Your dental hygienist will work with you during regular appointments to develop an individualized oral health care plan. #NDHW19
- Dental hygienists are primary health care providers who work in a variety of settings, with people of all ages. #iamadentalhygienist
- #Iamadentalhygienist. Ask me what I do! Or find out at [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca)
- Smile! Your oral health starts here—with your dental hygienist. #iamadentalhygienist
- Registered dental hygienists provide preventive oral health care. #iamadentalhygienist
- Be a tooth two-timer! Brush your teeth at least twice a day with a fluoride toothpaste (2 x 2 minutes). #NDHW19
- You are what you eat! Make healthy food choices. Nutritious foods, low in sugar, are good for both oral and overall health. #NDHW19
- Protect your pearly whites! Wear a mouthguard when playing sports. Your dental hygienist can make a custom-fitted one for you. #NDHW19
- Butt out! Choose to be tobacco free. Using tobacco products can stain your teeth and increase your risk of developing oral cancer. #NDHW19
- During #NDHW19 and all year long, dental hygienists conduct oral cancer screenings. Find out more at [www.dentalhygienecanada.ca/oralcancer](http://www.dentalhygienecanada.ca/oralcancer)
- Dental hygienists are key players in Canada's health care system. #iamadentalhygienist
- Dental hygiene is the sixth largest registered health care profession in Canada, with 29,549 professionals. #NDHW19
- #oralhealth4totalhealth. Healthy teeth and gums are a key part of your overall health. #NDHW19
- Dental hygienists...The heroes behind the mask. #dentalhygienesuperhero

## LONGER POSTS FOR FACEBOOK OR OTHER CHANNELS

- National Dental Hygienists Week™, April 6-12, highlights the importance of maintaining good oral health practices and helps Canadians understand the role of dental hygienists in the health care system. The theme of this annual event is "Oral Health for Total Health," reminding us all that taking care of our mouth, teeth, and gums positively impacts other aspects of our lives. Learn more about your oral health at [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca).
- A dental hygienist is not just a person who cleans your teeth. A dental hygienist helps prevent tooth decay and gum disease, educates clients on proper brushing and flossing techniques, treats sensitivity, screens for oral cancer, can help you quit smoking, and so much more. Learn more at [www.cdha.ca/ndhwinthenews](http://www.cdha.ca/ndhwinthenews).
- Don't be one of the 26% of Canadians who hasn't seen a dental professional in the last year. Schedule a visit with your dental hygienist today to protect your health for tomorrow! #NDHW19 Visit [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca) to find out more.

## GET SOCIAL. SPREAD THE WORD. HAVE FUN!

If you have any questions about this campaign, please contact Angie D'Aoust at [marketing@cdha.ca](mailto:marketing@cdha.ca).

# Sample

Take this document to your Mayor, Provincial or Federal representative and ask them to announce Oral Health Month and/or National Dental Hygienists Week™ in Chambers or the House.



## Official National Dental Hygienists Week™ Proclamation

**WHEREAS** 59% of Canadian children and 96% of adults have experienced cavities, and 21% of Canadian adults have experienced periodontal (gum) issues;

**And WHEREAS** research shows a direct link between oral health and overall health and well-being such as periodontal disease being linked to a number of serious illnesses including lung disease, diabetes and heart disease;

**AND WHEREAS** oral health issues are easily preventable and treatable, and Canadians, especially children and seniors, can be greatly assisted through early detection and intervention;

**AND WHEREAS** dental hygiene is the 6th largest registered health profession in Canada with 29,549 registered dental hygienists working in a variety of settings, with people of all ages, addressing issues related to oral health.

**AND WHEREAS** greater awareness of proper oral health practices and the need to regularly visit a dental professional is paramount to ensuring Canadians lead healthier and happier lives.

**AND WHEREAS** promoting the importance of the issues and celebrating the successes of the profession and contributions of dental hygienists will lead to increased public awareness

**NOW THEREFORE,** I \_\_\_\_\_,  
(name)  
\_\_\_\_\_ of \_\_\_\_\_, do hereby proclaim the  
(title) (city/riding)

week of April 6-12, 2019 as:

## National Dental Hygienists Week™

**Dated** at \_\_\_\_\_ this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_  
(city) (day) (month) (year)



To whom it may concern:

We are writing to request that the municipal landmark \_\_\_\_\_ in the community of \_\_\_\_\_ be lit in purple to celebrate National Dental Hygienists Week™ as part of the Canadian Dental Hygienists Association's national "Put Your Purple On!" campaign.

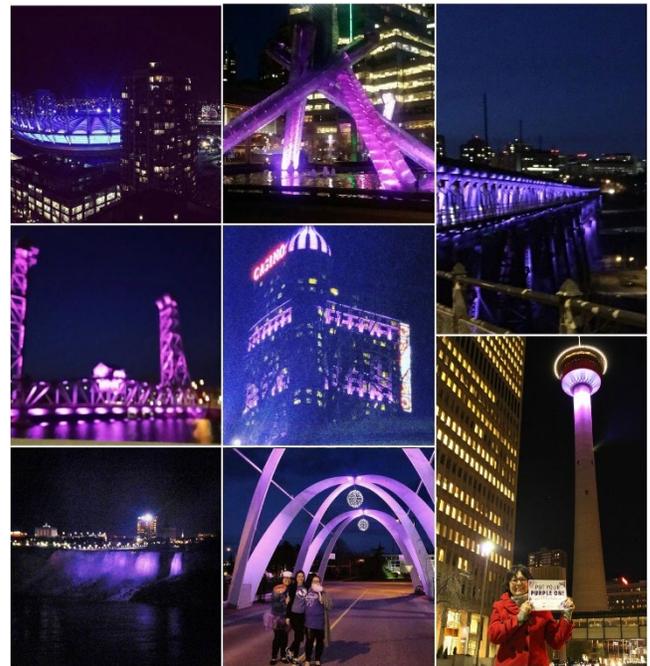
National Dental Hygienists Week™ (NDHW™) is celebrated annually in the second week of April, highlighting the importance of maintaining good oral health practices while helping Canadians to understand the vital role that dental hygienists play in the health care system. This year, NDHW™ runs from April 6 to 12, and the week's theme is "Oral Health for Total Health," reminding us that taking care of our mouth, teeth, and gums positively impacts other aspects of our lives.

Why purple? The colour purple is associated with dental hygiene, and has been the official colour of dental professionals since 1897 when lilac was first chosen for the emblem of the National Association of Dental Faculties. Purple has long been the trim colour for dental hygiene graduates' caps and gowns and is said to signify compassion, purpose, and inspiration.

Last year, there were 16 Canadian landmarks lit in purple including BC Place Stadium, Vancouver Olympic Cauldron & district markers, Calgary Tower, RBC Convention Centre (Winnipeg), Brampton City Hall, Toronto CN Tower, Peace Bridge (Fort Erie/Buffalo), and more. For the first time an international landmark, the Millenium Bridge in Newcastle, was also lit purple.

We'd like to give every community in Canada, and globally, the opportunity to share in our celebrations. Please let us know if you are interested in joining our "Put Your Purple On!" campaign this April. You may contact me at \_\_\_\_\_.

Serving the profession since 1963, CDHA is the collective national voice of more than 29,549 registered dental hygienists working in Canada, directly representing 19,000 individual members including dental hygienists and students. Dental hygiene is the sixth largest registered health profession in Canada with professionals working in a variety of settings, including independent dental hygiene practice, with people of all ages, addressing issues related to oral health. To learn more about your oral health, visit [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca).



Regards,



# PUT YOUR PURPLE ON!

#DHPURPLEPRIDE  
DENTALHYGIENECANADA.CA

POWERED BY:

PHILIPS

PHILIPS

sonicare

ZOOM!



THE CANADIAN DENTAL  
HYGIENISTS ASSOCIATION  
L'ASSOCIATION CANADIENNE  
DES HYGIÉNISTES DENTAIRES

Total

# Your Health Begins With Your Dental Hygienist!



There is a direct link between oral health and your overall health. Brush, floss, rinse, eat healthy, and see your dental hygienist regularly.

**Learn more:**  
[www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca)

Your own NDHW message

Sponsored by:



# TEETH TRIVIA

1. Which animal has the greatest number of teeth?  
A) Dog B) Cat C) Pig D) Armadillo E) Snail
2. Number of yards of dental floss the average person buys a year  
A) 18 B) 50 C) 100
3. What percentage of Canadians regularly see a dental professional  
A) 50% B) 74% C) 90%
4. Number of teaspoons of sugar in a regular can of pop?  
A) 5 B) 8 C) 10
5. An elephant grinds down its own molars how many times in its lifetime?  
A)-1 B)-6 C) 10
6. The toothbrush was first patented when?  
A) 1600s B) 1700s C) 1800s
7. What's the average amount the Tooth Fairy pays per tooth?  
A) 25 cents B) \$2 C) \$1
8. Which is the more popular toothbrush colour? Red or blue?  
\_\_\_\_\_
9. Average amount of time most people brush?  
A) 30 seconds B) 60 seconds C) 90 seconds
10. In the news – what dental product was recently used to facilitate a jail break?  
\_\_\_\_\_
11. The largest mammal on earth has no teeth. What is it?  
\_\_\_\_\_
12. How many types of bacteria make up dental plaque  
A) 25 B) 300 C) 3000
13. Mummies have been found in Egypt with tooth fillings  
True or False
14. The first toothbrushes were tree twigs.  
True or False
15. George Washington's false teeth were made of wood?  
True or False
16. One of the ingredients ancient Romans used to make a paste to clean their teeth was honey.  
True or False
17. Irene Newman became the world's first dental hygienist in what year?  
A) 1890 B) 1905 C) 1925
18. What animal will go into the open mouth of a crocodile to clean its teeth?  
\_\_\_\_\_
19. Percentage of Canadian adults with a history of cavities.  
A) 50% B) 75% C) 96%
20. Percentage of Canadians that have not seen a dental professional in the last year.  
A) 55% B) 26% C) 30%
21. Is there someone whose job includes squeezing Prince Charles's toothpaste onto his toothbrush.  
Yes or No
22. At birth the only fully developed human organ is the tongue.  
True or False
23. The average woman smiles how many times a day?  
A) 25 B) 50 C) 62
24. Which actress was voted as having the 2012 best smile in Hollywood?  
A) Halle Berry B) Julia Roberts C) Jennifer Lopez
25. The average toothbrush has how many bristles?  
A) 200 B) 1000 C) 2000

**3x** Triple bonus points - ODONTALGIA means what?

ANSWERS  
1. E) Snail | 2. A) 18 – Should be 122 | 3. B) 74% | 4. B) 8 | 5. B)-6 | 6. C) 1800s H.N. Wadsworth got the first patent for an American toothbrush in 1857 | 7. B) \$2 1950 was 25 cents, in 1988 it was \$100. | 8. Blue | 9. C) 60 seconds (recommended minimum 2 minutes) | 10. Braided dental floss | 11. Blue Whale | 12. B) 300 | 13. True | 14. True | 15. False – Gold Human Teeth, hippopotamus tusk, elephant ivory | 16. True – Honey and eggshells | 17. B) 1905 | 18. A bird | 19. C) 96% | 20. B) 26% | 21. Yes – the royal valet | 22. True | 23. C) 62 | 24. C) Jennifer Lopez | 25. C) 2000 | Triple bonus points - ODONTALGIA means toothache

# TOP 10 ORAL HEALTH TIPS

**1 Be a tooth two-timer!**  
Brush your teeth at least twice a day with a fluoride toothpaste. (2 x 2 minutes).

**2 Fight with floss!**  
Floss between your teeth. Using dental floss daily can help keep gums healthy.

**3 Rinse germs down the drain!**  
Rinse using an antibacterial mouthwash to kill germs that cause cavities and gum disease.

**4 You are what you eat!**  
Make healthy food choices. Nutritious food, low in sugar, is good for both oral and overall health.

**5 Protect your pearly whites!**  
Wear a mouthguard when playing or practising sports. Your dental hygienist can make a custom fitted one for you.

**6 Butt Out!**  
Choose to be tobacco free. Using tobacco products can stain your teeth and increase your risk of developing oral cancer.

**7 Sealants for success!**  
Want your child to stay cavity free? Ask your dental hygienist if pit and fissures sealants are a good option for your child.

**8 Open up!**  
Check your mouth once a month. Know what's normal. If you have a sore that does not heal within two weeks, get it checked by a health professional.

**9 Re-think your drink!**  
Drinking sweetened beverages and acidic fluids increases your risk of developing cavities.

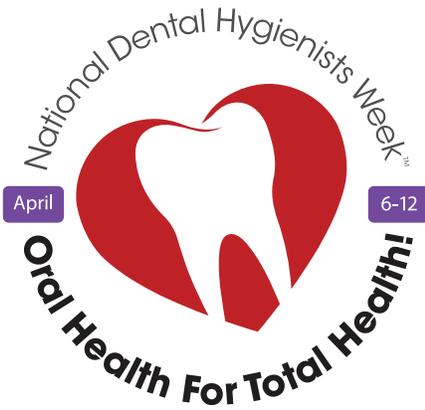
**10 Book it!**  
Visit your dental hygienist regularly. Begin visits by age one and continue throughout your life.



[www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca)

Sponsored by:





Canadian Dental Hygienists Association

# KIDS' ZONE

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## DENTAL DECODER!

Unscramble the letters to form dental words and use the highlighted letters to answer the mystery question.

sofsl

rhbus

otoht

ilsme

edacy

hccepk

rxya

menale

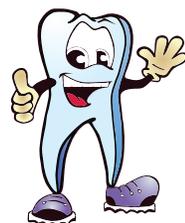
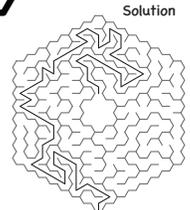
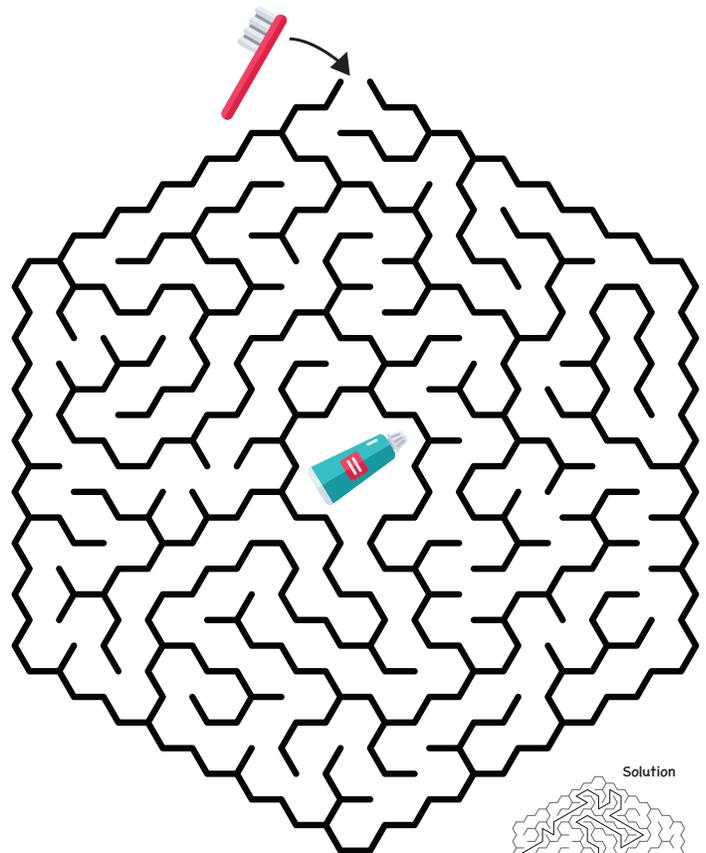
What did the dentist call the astronaut's cavity?



"A        
   "

Solution  
 "A Black Hole"

## FIND YOUR WAY TO THE TOOTHPASTE!



### FUN FACT:

Tooth enamel is the hardest substance in the human body.

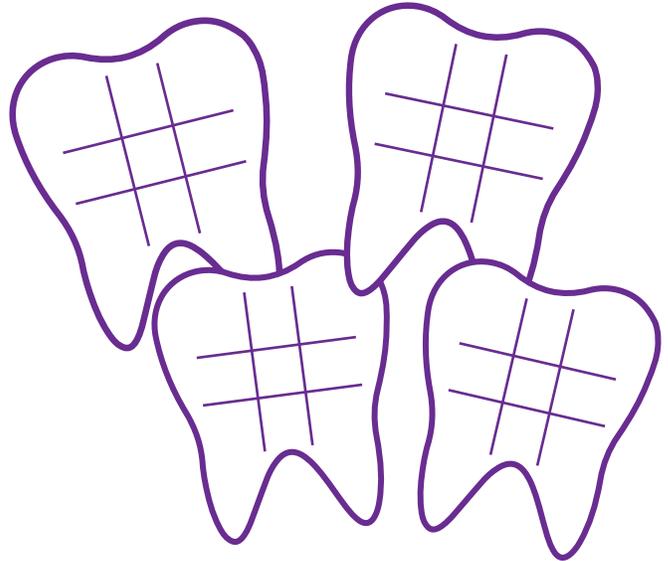


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# KIDS ZONE

## TIC-TAC-TOE

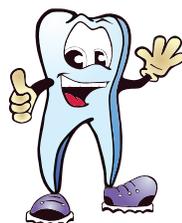


## WORD SEARCH

Can you find all the hidden words?

- TOOTH
- WHITE
- RINSE
- FLOSS
- SMILE
- TOOTHBRUSH
- GUMS
- HYGIENIST
- TOOTHPASTE
- CAVITY
- EXAM
- MOLAR
- APPOINTMENT
- DENTIST
- CHECKUP
- TEETH
- XRAY
- FILLING
- ENAMEL

G	L	A	U	X	Y	M	R	C	F	E	G	M	A	K
O	P	P	G	I	R	B	B	G	A	L	I	E	E	V
C	T	P	U	H	S	M	I	L	E	V	T	I	S	J
T	O	O	T	H	B	R	U	S	H	S	I	G	Z	Q
I	M	I	Y	J	H	C	V	D	A	B	N	T	X	C
F	H	N	N	A	E	D	H	P	W	I	Y	M	Y	I
V	Y	T	P	V	E	C	H	E	L	T	E	E	T	H
S	G	M	Z	G	Z	T	O	L	C	S	Y	C	R	C
W	I	E	L	I	O	X	I	R	N	K	X	N	C	O
H	E	N	W	O	V	F	V	I	L	E	U	R	B	B
I	N	T	T	H	G	P	R	I	L	N	G	P	A	H
T	I	X	D	E	N	T	I	S	T	A	U	L	D	Y
E	S	K	T	O	O	T	H	V	R	M	M	L	K	K
E	T	E	X	A	M	C	C	V	S	E	S	O	F	O
O	K	B	B	M	O	L	A	R	F	L	O	S	S	H



### FUN FACT:

Like fingerprints, everyone's tongue print is different.



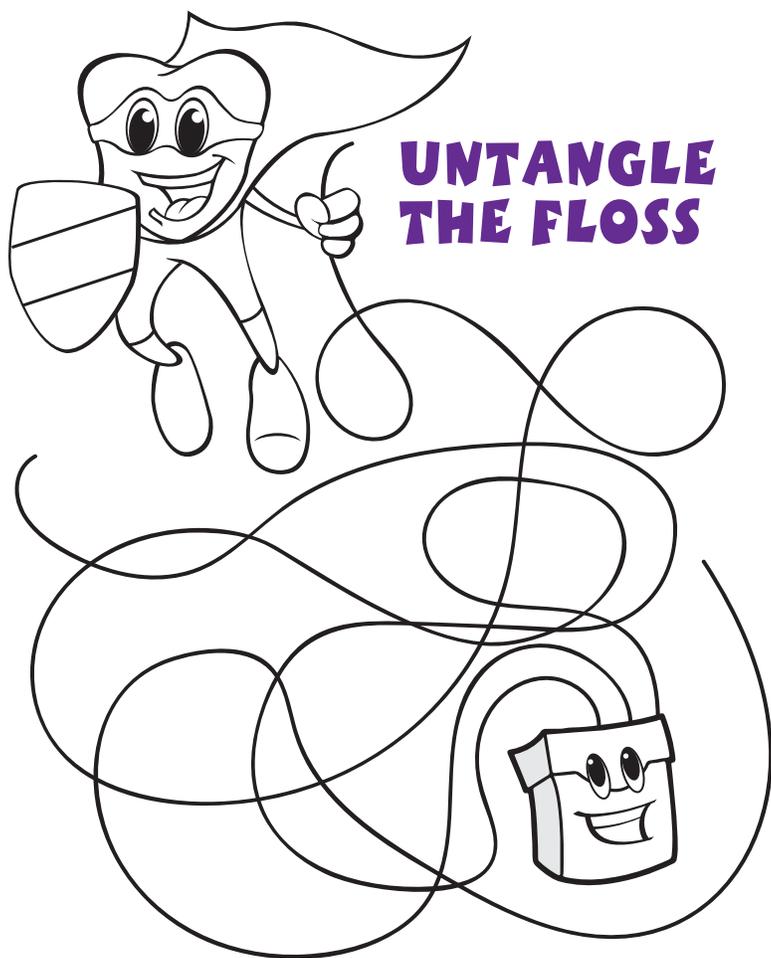
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# KIDS ZONE



What did the dental hygienist see at the North Pole?

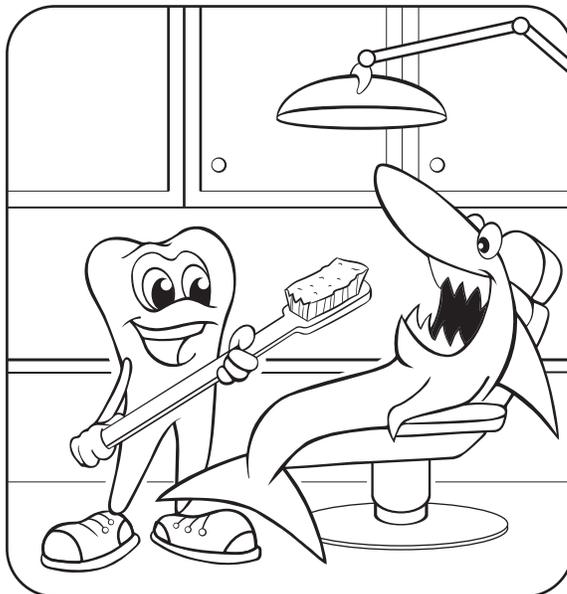
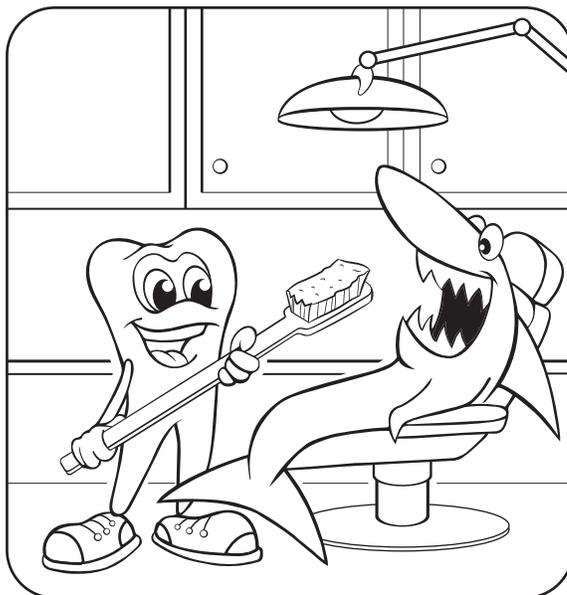
- A molar bear



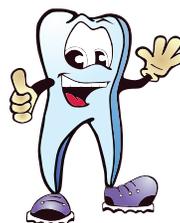
## UNTANGLE THE FLOSS

## ORAL SLEUTH!

Spot the six (6) differences.



1) Light bulb is missing; 2) upper shark tooth is missing; 3) toothbrush handle is shorter; 4) buckle is missing on left shoe; 5) tongue is hidden; 6) chair base is shorter.



## FUN FACT:

Giraffes only have bottom teeth.



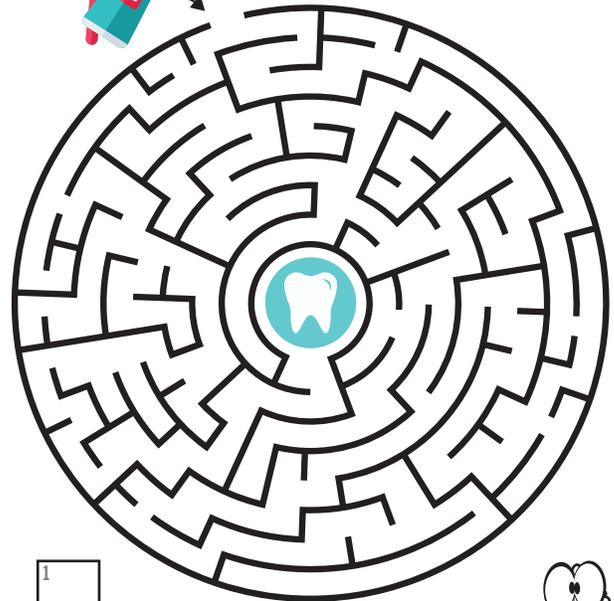
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# KIDS' ZONE

## A-MAZING SMILE

Complete the maze to help keep this smile sparkling!



## CROSSWORD

### ACROSS

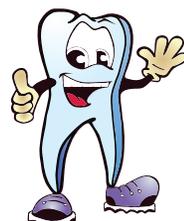
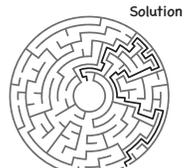
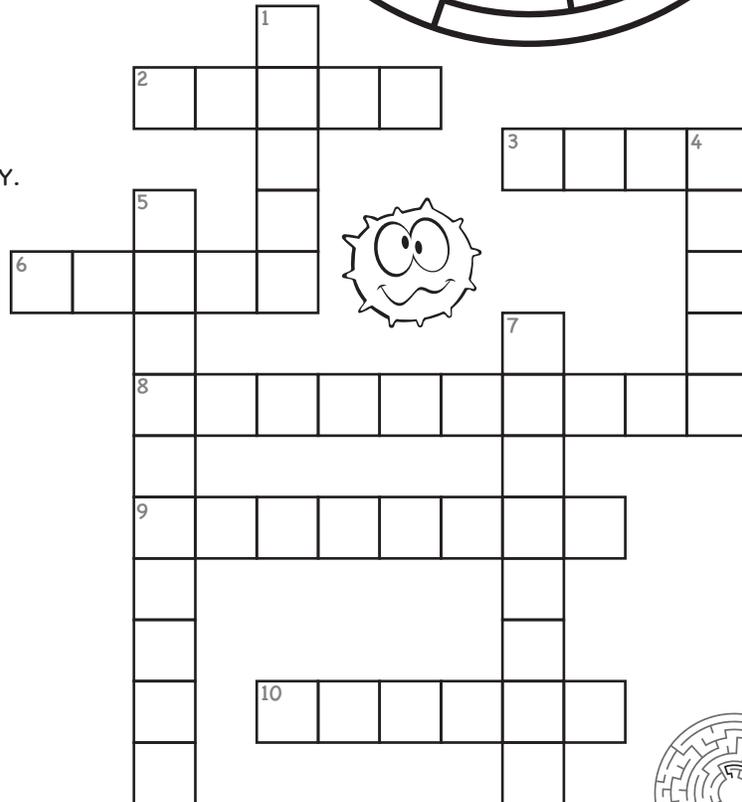
2. CHILDREN USUALLY HAVE 20 OF THEM.
3. DENTAL HYGIENISTS CHECK YOUR TEETH AND \_\_\_\_\_ AT EVERY VISIT.
6. \_\_\_\_\_ CAN HELP YOU CLEAN BETWEEN YOUR TEETH.
8. A PEA-SIZED AMOUNT OF THIS IS PLENTY.
9. \_\_\_\_\_ IN PLAQUE CAN LEAD TO CAVITIES.
10. THE HARD OUTER LAYER OF A TOOTH.

### DOWN

1. ANOTHER NAME FOR BACTERIA.
4. SHOW OFF YOUR HEALTHY \_\_\_\_\_.
5. A BRISTLED TEETH CLEANER.
7. FLOSSING AND BRUSHING CAN PREVENT \_\_\_\_\_.

### WORD BANK

- |            |          |
|------------|----------|
| GERMS      | GUMS     |
| TEETH      | SMILE    |
| TOOTHBRUSH | CAVITIES |
| FLOSS      | ENAMEL   |
| TOOTHPASTE | BACTERIA |



### FUN FACT:

The blue whale, the largest mammal on earth, eats only tiny shrimp because it has no teeth.





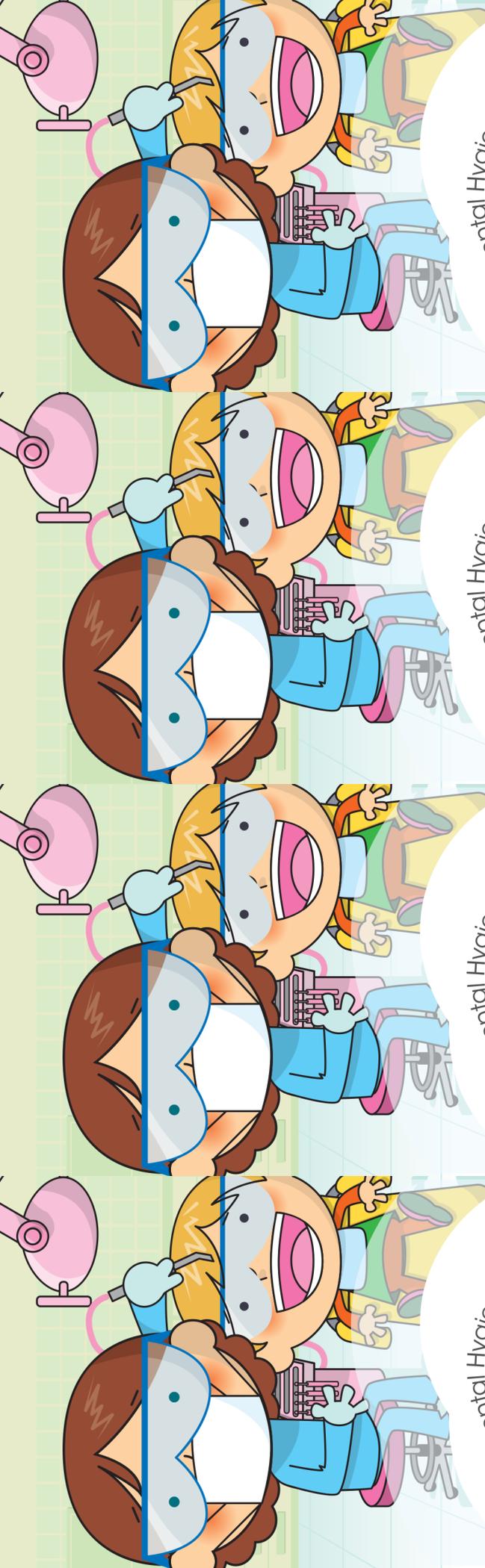
**DID YOU KNOW THAT THE MOST COMMON DISEASE AMONG CHILDREN IS TOOTH DECAY? TOOTH DECAY IS PREVENTABLE! BRUSH, FLOSS, EAT HEALTHY, AND SEE YOUR DENTAL HYGIENIST REGULARLY.**

**LEARN MORE,  
VISIT [WWW.DENTALHYGIENECANADA.CA](http://WWW.DENTALHYGIENECANADA.CA)**

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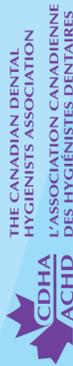
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April 6-12  
**Oral Health For Total Health!**

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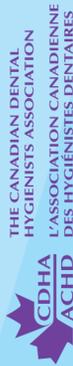
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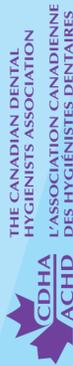
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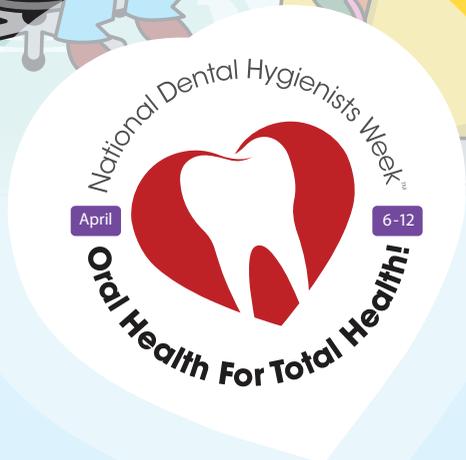


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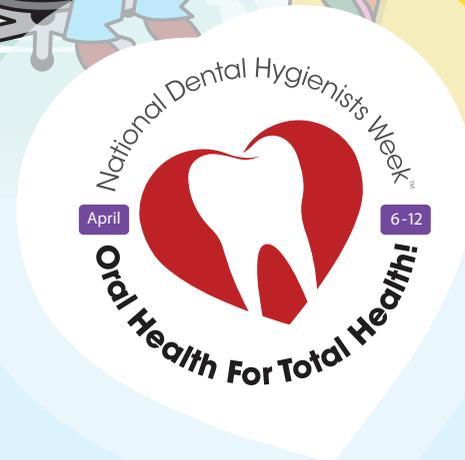
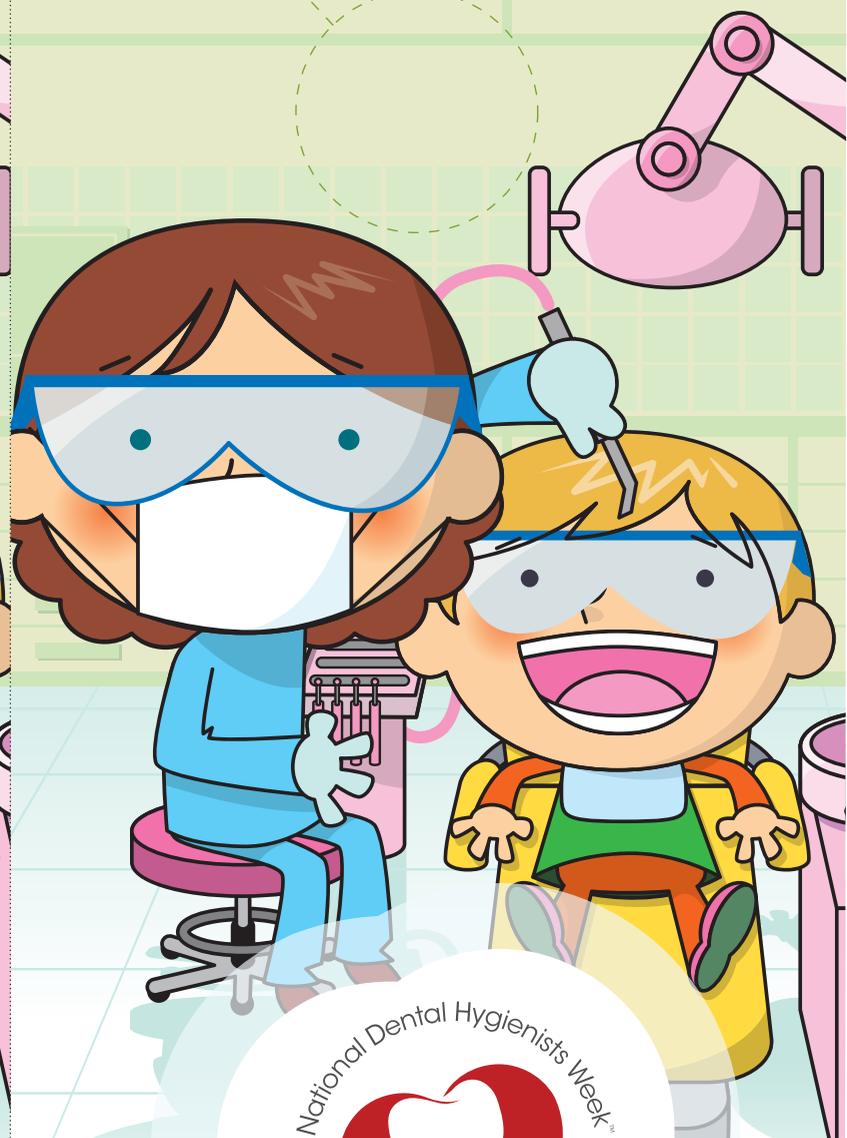




# KEEP CAVITIES AWAY!

**BRUSH FOR 2 MINUTES  
TWICE A DAY**

LEARN MORE, VISIT  
[WWW.DENTALHYGIENECANADA.CA](http://WWW.DENTALHYGIENECANADA.CA)



# ATTACK THAT PLAQUE!

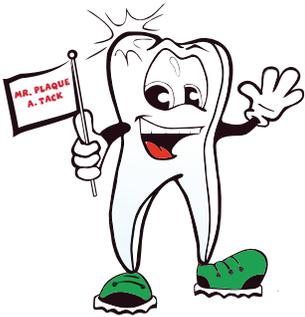
**BRUSH, FLOSS, RINSE, EAT HEALTHY,  
AND VISIT YOUR DENTAL HYGIENIST**

LEARN MORE, VISIT  
[WWW.DENTALHYGIENECANADA.CA](http://WWW.DENTALHYGIENECANADA.CA)



# BRUSHING CHART

Name: \_\_\_\_\_



Use the chart below to track your progress day and night. Colour in a box every time you brush. If you can brush twice each day for 4 weeks... **YOU WIN!**

	Week 1	Week 2	Week 3	Week 4
Monday	 	 	 	 
Tuesday	 	 	 	 
Wednesday	 	 	 	 
Thursday	 	 	 	 
Friday	 	 	 	 
Saturday	 	 	 	 
Sunday	 	 	 	 

Sponsored by:



Child's first & last name:

age:

email:

phone number:

dental hygienist/clinic:

**Contest deadline:**

May 1, 2019

**Submit your entry today!**

email to: [marketing@cdha.ca](mailto:marketing@cdha.ca)

or mail to: 1122 Wellington St W  
 Ottawa, Ontario  
 K1Y 2Y7

**Categories:**

- 5 years old & UNDER
- 6-9 years old
- 10-13 years old

**Prizes:**

Win a Toys R Us gift card  
 and kids oral health prize  
 packs from Sunstar G·U·M

- First prize \$75
- 2nd prize \$50
- 3rd prize \$25

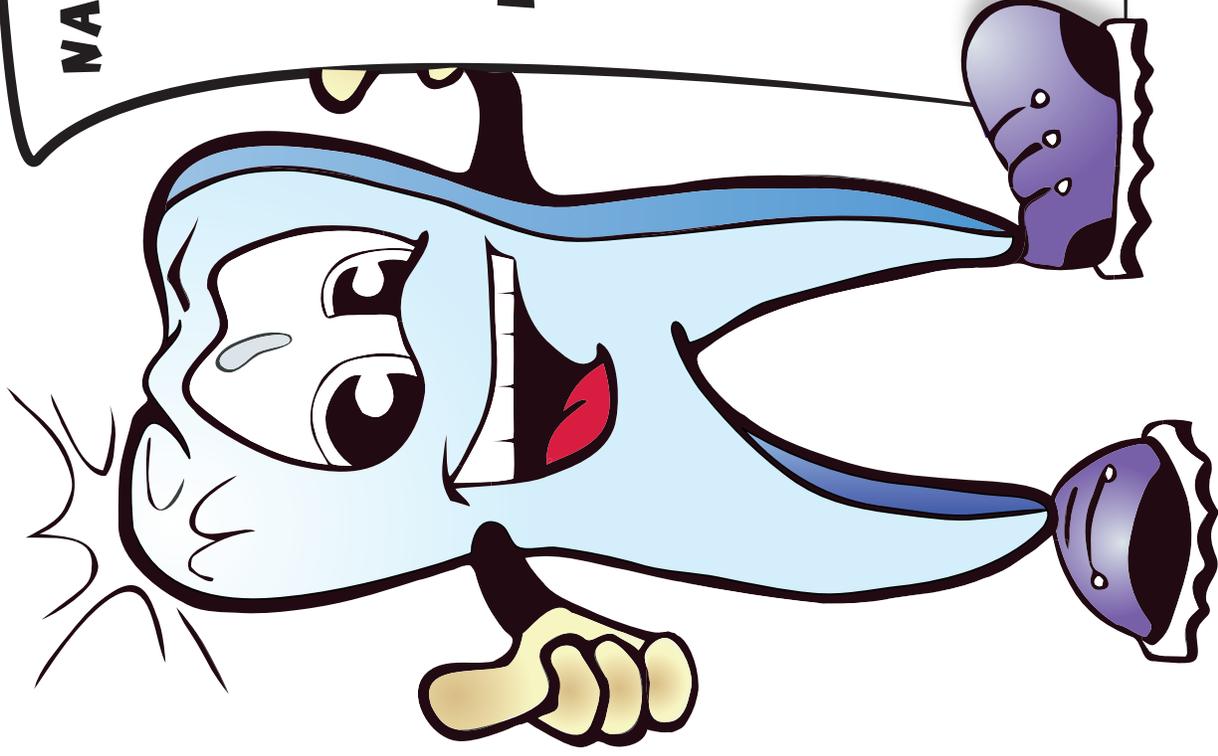
SUNSTAR



[gumbrand.ca](http://gumbrand.ca)



[dentalhygienecanada.ca](http://dentalhygienecanada.ca)



**NATIONAL DENTAL HYGIENIST WEEK™ (NDHW)  
APRIL 6-12<sup>TH</sup>**

# **HEALTHY SMILE CERTIFICATE**

**IN RECOGNITION OF A+ BRUSHING & FLOSSING**

**TO:** \_\_\_\_\_

**PRESENTED BY:** \_\_\_\_\_



Sponsored by:





*Total*

# Your Health Begins With Your Dental Hygienist!

There is a direct link between oral health and your overall health. Brush, floss, rinse, eat healthy, and see your dental hygienist regularly.

Learn more, visit [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca)



*Total*

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# COME ON IN!

Your Total  
Health Starts  
Here

There is a direct link between oral health and your overall health. Brush, floss, rinse, eat healthy, and see your dental hygienist regularly.

Learn more:

[www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca)



# KEEP OUT...

...Plaque,  
Gum Disease  
& Cavities!

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# DO YOU KNOW A DENTAL HYGIENE SUPERHERO?

## Join Forces with the Canadian Dental Hygienists Association in Our Superhero Competition

Let's recognize those masked health care superheroes who work hard, take pride in what they do, and make our communities better places in which to live, work, and play.

Nominees will be evaluated on their client focus, social responsibility, leadership, integrity, respect, and transparency.

Every dental hygienist has a special superpower to share. Big or small, whatever the contribution to the profession, we want to hear your story.

***Thousands of dollars in prizes!***

**Competition runs January 2 - April 30, 2019**

For more information visit:  
[www.dentalhygienecanada.ca/healthcaresuperhero](http://www.dentalhygienecanada.ca/healthcaresuperhero)

**#dentalhygienesuperhero**

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