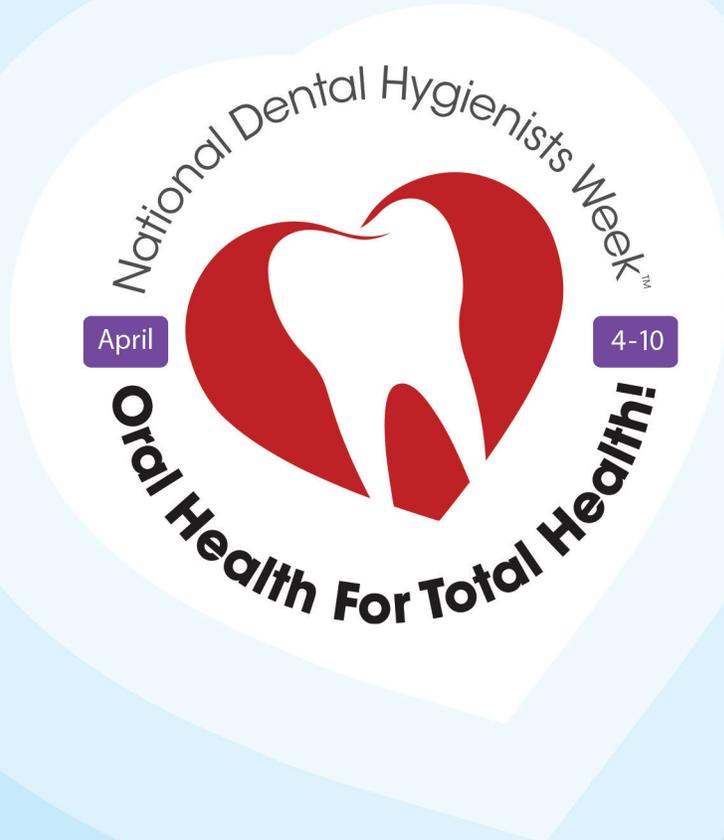




THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION
L'ASSOCIATION CANADIENNE
DES HYGIÉNISTES DENTAIRE



Marketing Kit

2020

Sponsored by:



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 4-10. 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.

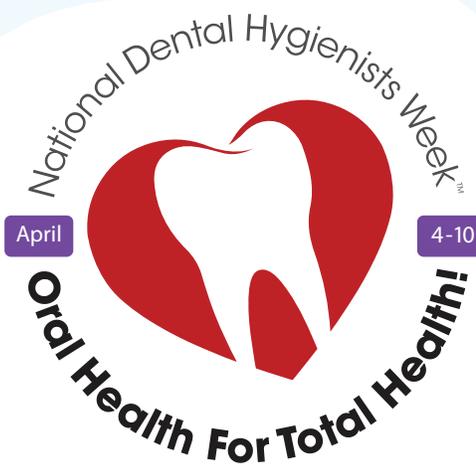
How You Can Get Involved

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.
- Visit 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 (#ndhw20). Download our shareable messages from www.cdha.ca/NDHWsocial.
- Enter/promote our NDHW™ national children's colouring contest www.cdha.ca/colouringcontest.
- Help us paint the country purple! Use our our sample letter at 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.
- Take up our Purple Power Media Challenge www.cdha.ca/ndhwmedia.
- Add an NDHW™ theme to your social media profile pictures at www.twibbon.com/support/NDHW.
- Participate in our #dentalhygienesuperhero competition at 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™)

Sponsored by:



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 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

Be sure to share whatever you do with 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
- ✓ Human Interest
- ✓ Prominence
- ✓ Proximity
- ✓ Timeliness
- ✓ 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 6th 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 and our media centre www.cdha.ca/press

Sponsored by:





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



For immediate release (Disponible en français sur la demande)

Media Release

April is Time to Celebrate Oral Health for Total Health

April 2020 (Ottawa, ON) — As part of oral health month in Canada, National Dental Hygienists Week™ takes place from April 4 to 10. It's the perfect time to learn more about improving your oral health, with guidance from your dental hygienist. Let your smile shine brightly by taking six simple steps: floss, brush, use an antibacterial oral rinse, eat a healthy diet, eliminate tobacco use, and see your 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 4 with Gift from the Heart, www.giftfromtheheart.ca, a national 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 educational events and purple—the colour of dental hygiene—landmark lightings in communities across Canada.

Dental hygienists are essential primary health care providers who help us develop daily oral care routines and offer treatment recommendations and disease prevention strategies. 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, oral cancer screenings 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. The competition closes May 11 and there are prizes to be won.

Visit www.cdha.ca/NDHW for resources and activities, including our national colouring contest. For additional information on caring for your oral health, visit www.dentalhygienecanada.ca.

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Angie D'Aoust, Director of Marketing and Communications
1-800-267-5235 ext. 134, or by email adaoust@cdha.ca

www.cdha.ca



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Feature Articles 2020

Clearing the Air on Vaping and Oral Health



Vaping in Canada is on the rise, but it's an activity that is far from risk free. Across North America, there is growing evidence of its harmful effects on both oral and overall health.

Vaping is the act of inhaling and exhaling

an aerosol produced by devices, such as e-cigarettes, vape pens, electronic nicotine delivery systems (ENDS), and e-hookahs. It can expose you to nicotine or THC, which may be addictive and have many adverse side effects, including lung damage, dry mouth, cavities, periodontal disease, and oral cancer.

Did you know?

1. The e-liquid contained in vaping devices is made up of chemicals and compounds that may be harmful to your body.
2. Many e-cigarette users are exposed to even more nicotine than found in regular cigarettes.
3. Nicotine alters brain development in teenagers and can affect memory and concentration.
4. Additional health risks include explosions, burn injuries, unintentional poisoning, second-hand vapour, and associated lung injury.
5. Vaping is not recommended as a safe alternative to smoking.

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

To join the vaping conversation, visit www.dentalhygienecanada.ca

Seniors Sporting Healthy Smiles

Thanks to healthier lifestyles, advances in oral and medical care, and a growing awareness of the importance of dental hygiene, older adults can expect to keep most, if not all, of their teeth as they age. But keeping those natural teeth healthy can be a challenge.

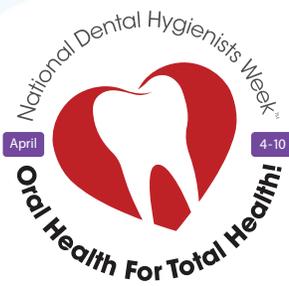
In fact, many older adults, especially those who rely on others for care, have poor oral hygiene and high rates of oral disease. Oral diseases can cause pain, discomfort, bad breath, and difficulties chewing and swallowing. They may also be associated with more serious health complications like diabetes, stroke, heart and lung diseases.

For these reasons, 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 gums 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 difficult.

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



Feature Articles 2020

Watch Out for that Sweet Tooth



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. Even Canada's revised *Food Guide* echoes what dental hygienists, essential health professionals, have been saying for years: the more sugar we eat, the worse off our teeth and body will be.

But there is hope! Just a few adjustments to your diet and dental hygiene routines can make a huge difference:

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

Ask your dental hygienist about healthy food and beverage choices at your next appointment. Together, you can keep your smile bright for a lifetime.

Find more information at www.dentalhygienecanada.ca

Turn Kids' Toothbrushing Tears to Cheers

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

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

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 can 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.

Building good daily home oral hygiene habits and scheduling regular dental hygiene appointments beginning at age one will give everyone in your household something to cheer about.

Find more tips at www.dentalhygienecanada.ca/kids





Feature Articles 2020

April is Time to Celebrate Oral Health for Total Health



National Dental Hygienists Week™ takes place from April 4 to 10 as part of oral health month in Canada. It's a perfect time to set new oral care goals for yourself, with guidance from your dental hygienist, an essential primary health care provider.

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. All it takes is a few simple steps: floss, brush, use an antibacterial oral rinse, eat a healthy diet, eliminate tobacco use, and schedule regular dental hygiene appointments.

Dental hygienists help us develop daily oral hygiene routines and offer treatment recommendations and disease prevention strategies to keep us smiling for life. If your dental hygienist has already made a real difference in your life, consider nominating him or her as a health care superhero at dentalhygienecanada.ca/healthcaresuperhero. The competition closes May 11 and there are prizes to be won. Together we will all smile brightly this spring!

Brush, Floss, Rinse, Repeat



Dental hygienists want us all to commit to a good daily oral hygiene routine because they know that oral health is essential for overall health and well-being. As our partners in prevention, they show us how to take care of our teeth and gums at every appointment by focusing on three simple steps:

1. **BRUSH** teeth at least twice a day with fluoride toothpaste
2. **CLEAN** between teeth daily, using floss or other interdental devices
3. **RINSE** using an antibacterial mouthwash once a day

Coupled with healthy diet and lifestyle choices, a consistent home oral hygiene routine can offer powerful protection for our pearly whites!

Find more information at www.dentalhygienecanada.ca

How Well Do You Know Your Oral Health Care Team?



As essential primary health care providers, dental hygienists are key members of the team of professionals who help you take care of your oral health.

Working closely with dentists, denturists, and dental assistants, 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, a growing number are establishing clinics of their own or launching mobile dental hygiene practices allowing them to travel to their clients. Others work in public health units, hospitals, and long-term care facilities.

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



Feature Articles 2020

Your Oral Health—What You Don't Know?



Dental hygienists are essential primary health care providers who teach Canadians how to maintain healthy teeth and gums every day. They share their wisdom at dental hygiene appointments, helping us to separate fact from fiction when it comes to enjoying a perfect smile.

Here is what we all need to know:

1. Teeth don't have to hurt for there to be a problem. 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.

- 2. 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.
- 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. Always arrange for a full oral exam prior to tooth whitening and ask about the best bleaching options for you.

Improvements in home oral hygiene care, coupled with regular dental hygiene appointments, can reduce inflammation and improve our oral and overall health.

Find more information at www.dentalhygienecanada.ca

Reduce Your Risk of Oral Cancer

Tobacco use, alcohol consumption, sun exposure to the lips, and the human papillomavirus are all known risk factors for oral 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 this risk of illness.

Did you know that dental hygienists provide oral cancer screenings at each appointment and will make referrals to specialists if they spot anything unusual? They also remind us to watch for the following changes in our mouths between appointments:

- 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

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.



Visit www.dentalhygienecanada.ca for tools to help you check your mouth for oral cancer today.



NDHW™ 2020 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 2019, NDHW™ social media activity reached an audience of 8.4 million people, and we'd like to exceed that number this year. Use the content below leading up to and during NDHW™, April 4-10, 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 essential 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.

#NDHW20 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 | #gfth2020 |
| #voice4oralhealth | #dentalhygienesuperhero |
| #ihavepurpleplans | |

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. Be sure your posts are set to public.

FRAME YOUR PROFILE

Add an #NDHW20 frame to your social media profile pictures at:

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. #NDHW20
- Dental hygienists are essential 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
- 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). #NDHW20
- You are what you eat! Make healthy food choices. Nutritious foods, low in sugar, are good for both oral and overall health. #NDHW20
- Protect your pearly whites! Wear a mouthguard when playing sports. Your dental hygienist can make a custom-fitted one for you. #NDHW20
- Butt out! Choose to be tobacco free. Using tobacco products can stain your teeth and increase your risk of developing oral cancer. #NDHW20
- During #NDHW20 and all year long, dental hygienists conduct oral cancer screenings. Find out more at 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. #NDHW20
- #oralhealth4totalhealth. Healthy teeth and gums are a key part of your overall health. #NDHW20
- Dental hygienists...The heroes behind the mask. #dentalhygienesuperhero

LONGER POSTS FOR FACEBOOK OR OTHER CHANNELS

- National Dental Hygienists Week™, April 4-10, 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.
- 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.
- 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! #NDHW20 Visit 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.

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 4-10, 2020 as:

National Dental Hygienists Week™

Dated at _____ this _____ day of _____,

(city)

(day)

(month)

(year)



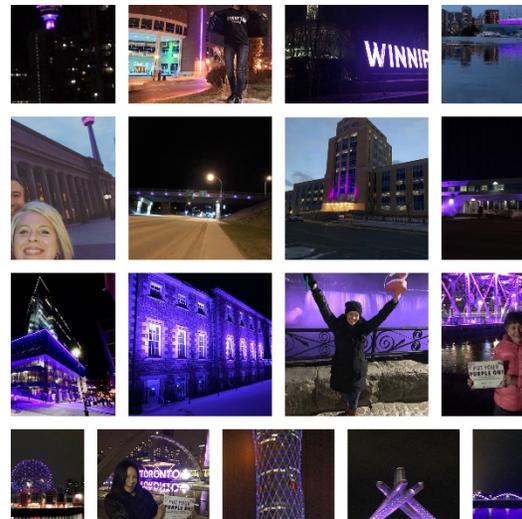
To whom it may concern:

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 April 4-10, 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. Our theme "Oral Health for Total Health," reminds 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 20 Canadian landmarks lit in purple, including BC Place Stadium, Science World/TELUS World of Science Vancouver, Vancouver Olympic Cauldron & district markers, Victoria Street Bridge, Fort St. John City Hall, Columbia Ave. Overpass Bridge (Castlegar, Calgary Tower, Reconciliation (Langevin) Bridge (Calgary) Edmonton High-Level Bridge, WINNIPEG sign at The Forks, Niagara Falls, 3D Toronto sign Nathan Philips Square, Peace Bridge (Fort Erie/Buffalo), Brampton City Hall Clock Tower, Welland Bridge, CN Tower, Halifax Convention Centre, St. John’s Convention Centre, Confederation Building (St. John's), Government House (St. John's). Two international landmarks, the Tornado Tower (houses Canadian embassy) in Doha, Qatar, and the M&T Bank (Maryland) were 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 _____.

CDHA is the collective national voice of more than 29,549 dental hygienists in Canada, directly representing 20,000 individual members, including students. Since 1963, CDHA has worked to advance the profession and promote the importance of oral health. 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. For more information on oral health, visit www.dentalhygienecanada.ca.

Regards,



PUT YOUR PURPLE ON!

#DHPURPLEPRIDE
DENTALHYGIENECANADA.CA

POWERED BY:

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ZOOM!



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

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:

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Your own NDHW message

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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 45-70 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

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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.

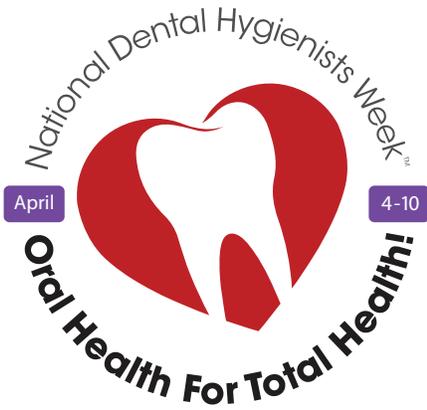
10 Book it!
Visit your dental hygienist regularly. Begin visits by age one and continue throughout your life.



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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

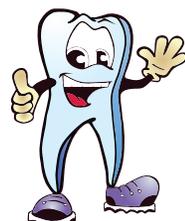
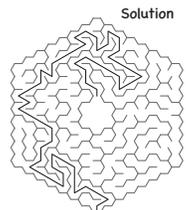
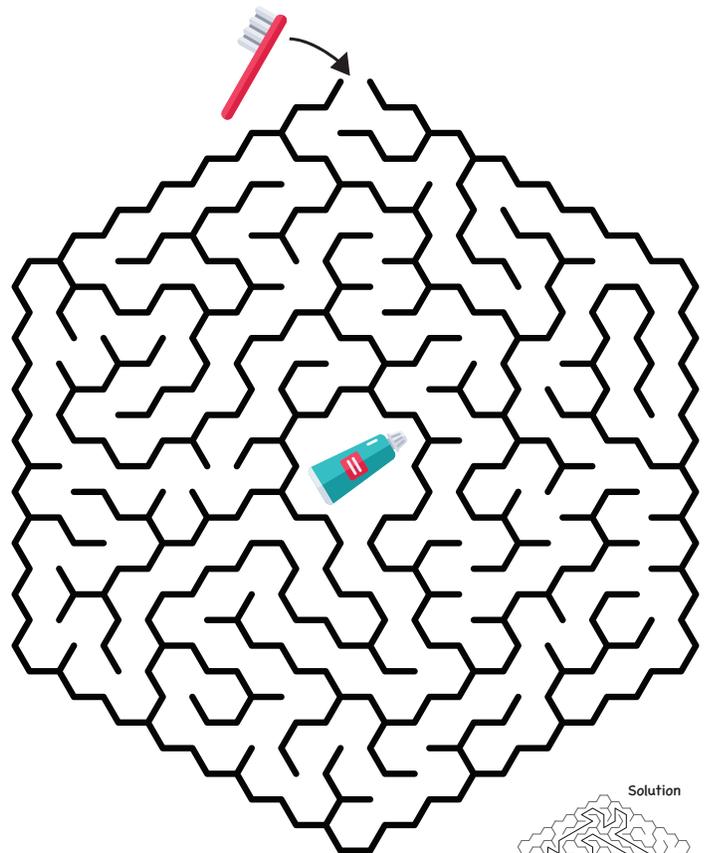
What did the dentist call the astronaut's cavity?



"A
 "

Solution
 "A Black Hole"

FIND YOUR WAY TO THE TOOTHPASTE!



FUN FACT:

Tooth enamel is the hardest substance in the human body.

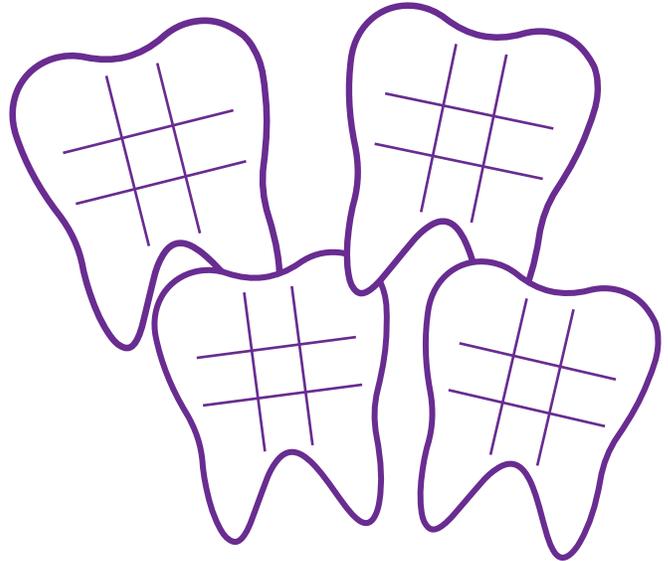


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KIDS ZONE

TIC-TAC-TOE

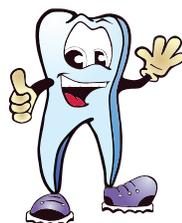


WORD SEARCH

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.



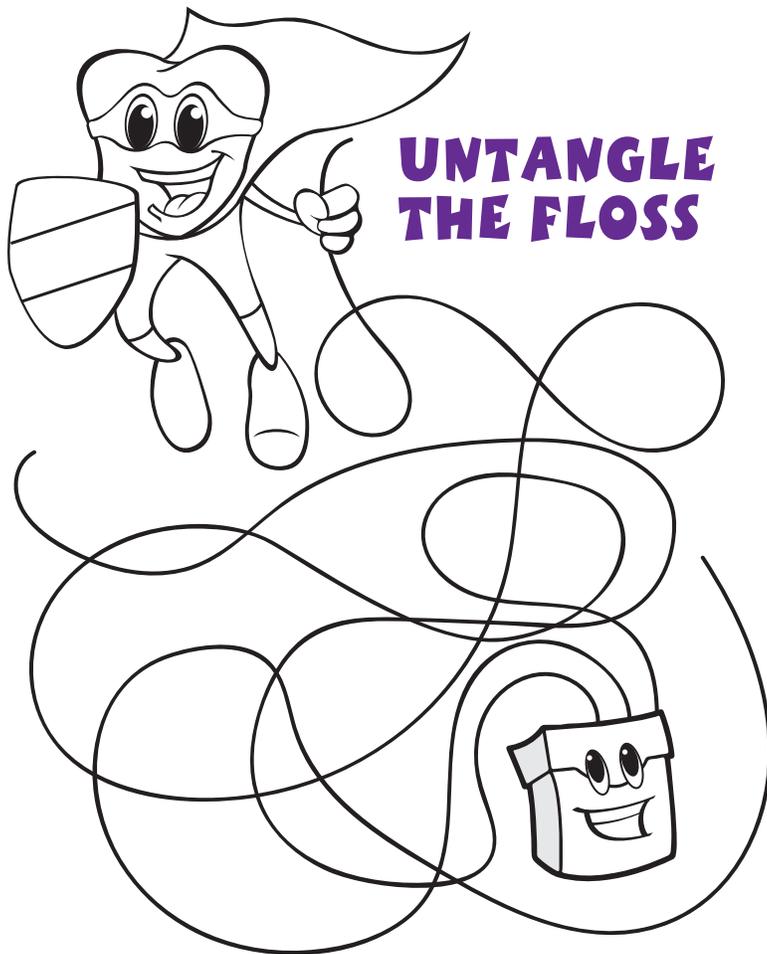
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KIDS ZONE



What did the dental hygienist see at the North Pole?

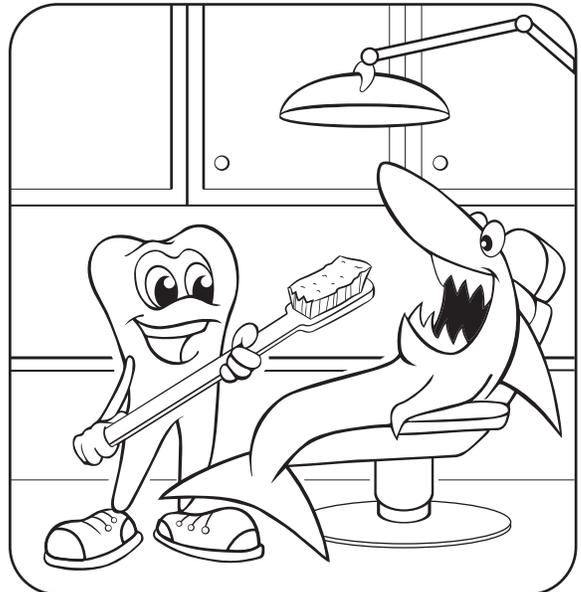
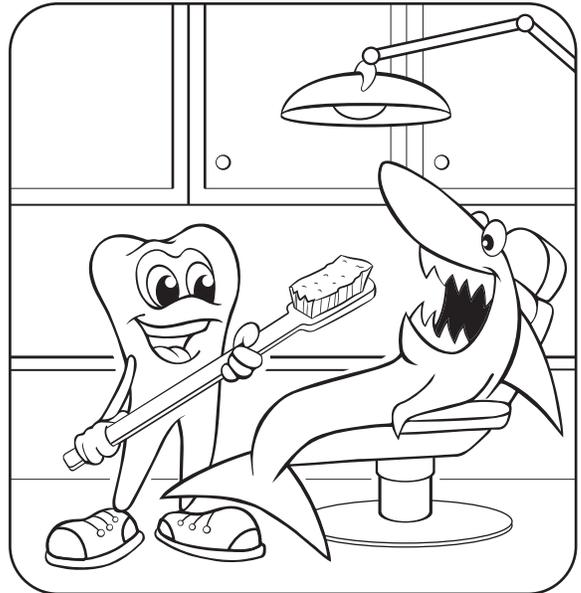
- A molar bear



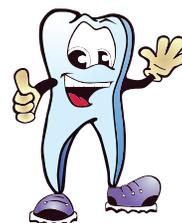
UNTANGLE THE FLOSS

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.



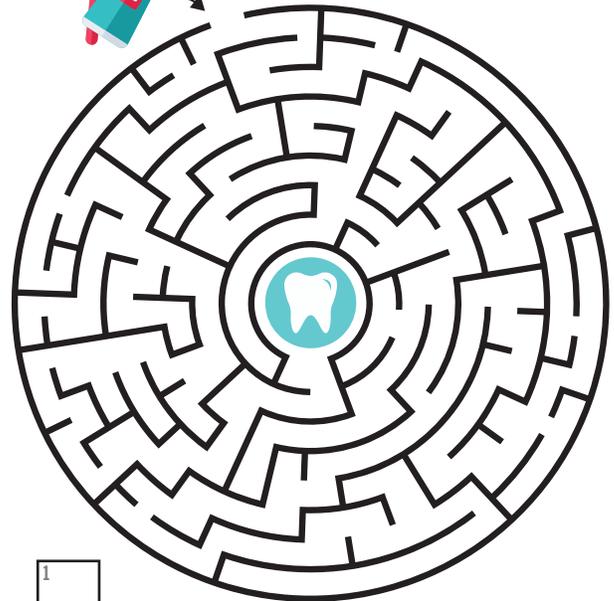
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KIDS' ZONE

A-MAZING SMILE

Complete the maze to help keep this smile sparkling!



CROSSWORD

ACROSS

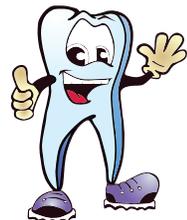
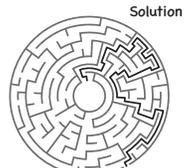
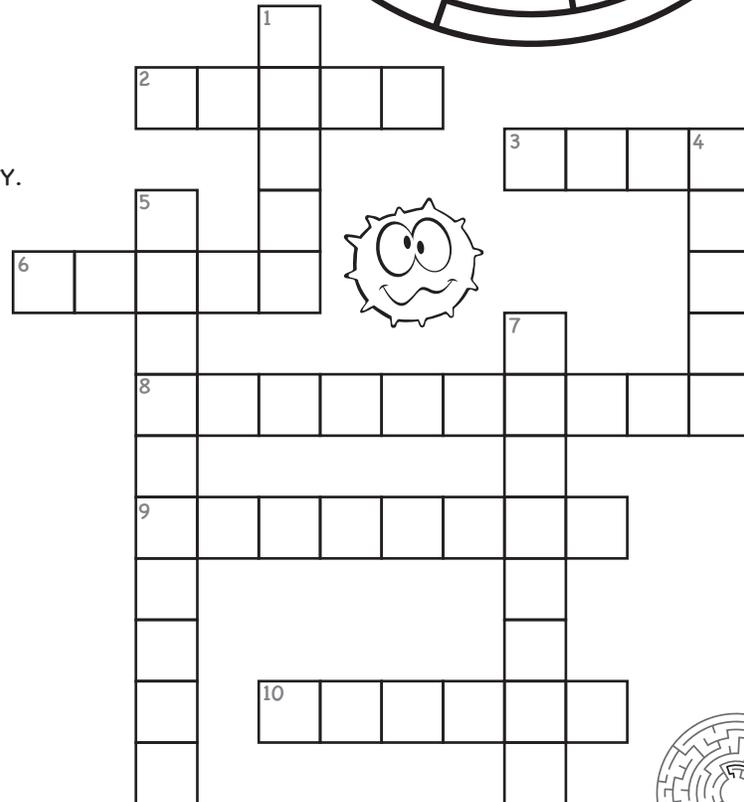
2. CHILDREN USUALLY HAVE 20 OF THEM.
3. DENTAL HYGIENISTS CHECK YOUR TEETH AND _____ AT EVERY VISIT.
6. _____ CAN HELP YOU CLEAN BETWEEN YOUR TEETH.
8. A PEA-SIZED AMOUNT OF THIS IS PLENTY.
9. _____ IN PLAQUE CAN LEAD TO CAVITIES.
10. THE HARD OUTER LAYER OF A TOOTH.

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.



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DID YOU KNOW THAT THE MOST COMMON DISEASE AMONG CHILDREN IS TOOTH DECAY? TOOTH DECAY IS PREVENTABLE!

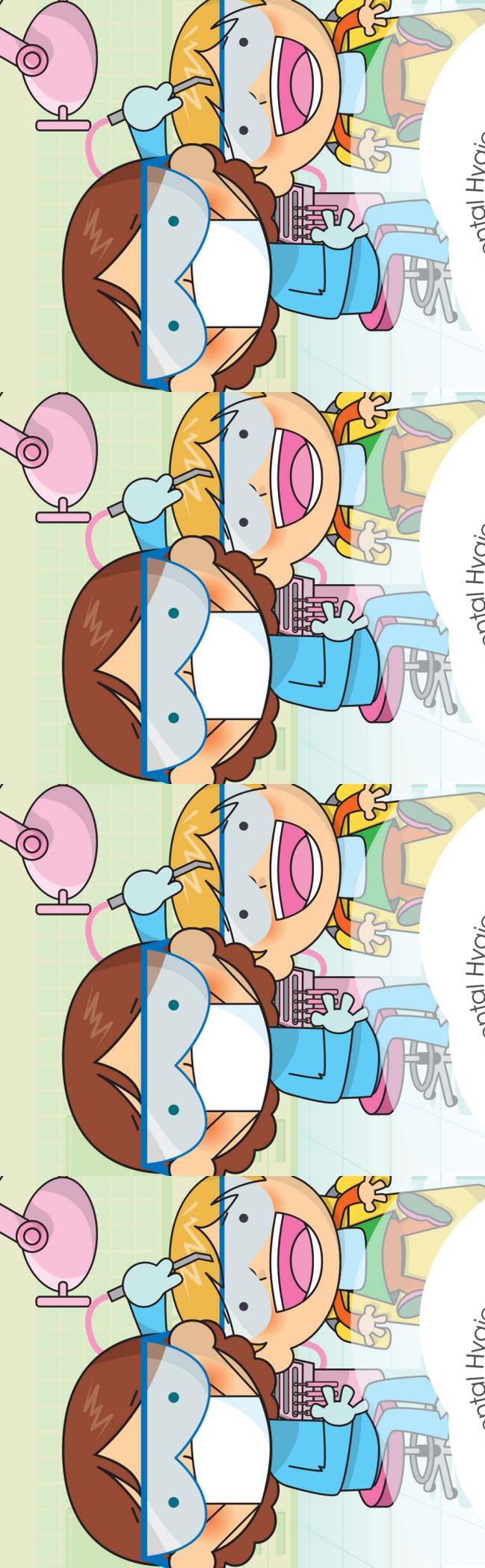
BRUSH, FLOSS, EAT HEALTHY, AND SEE YOUR DENTAL HYGIENIST REGULARLY.

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National Dental Hygienists Week™
April 4-10
Oral Health For Total Health!

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

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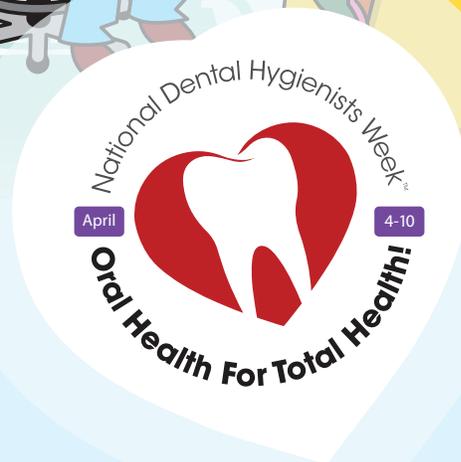
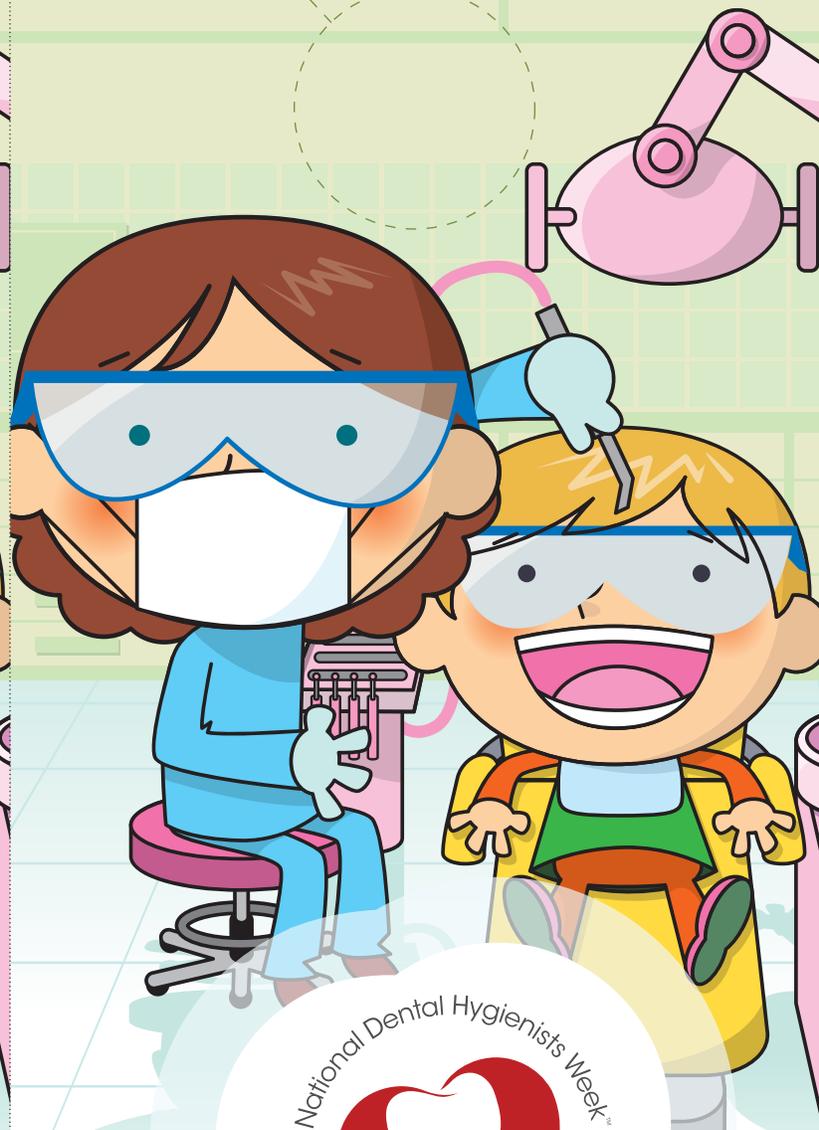
KEEP CAVITIES AWAY!

**BRUSH FOR 2 MINUTES
TWICE A DAY**

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ATTACK THAT PLAQUE!

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

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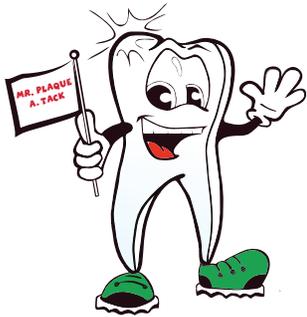


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BRUSHING CHART

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!**

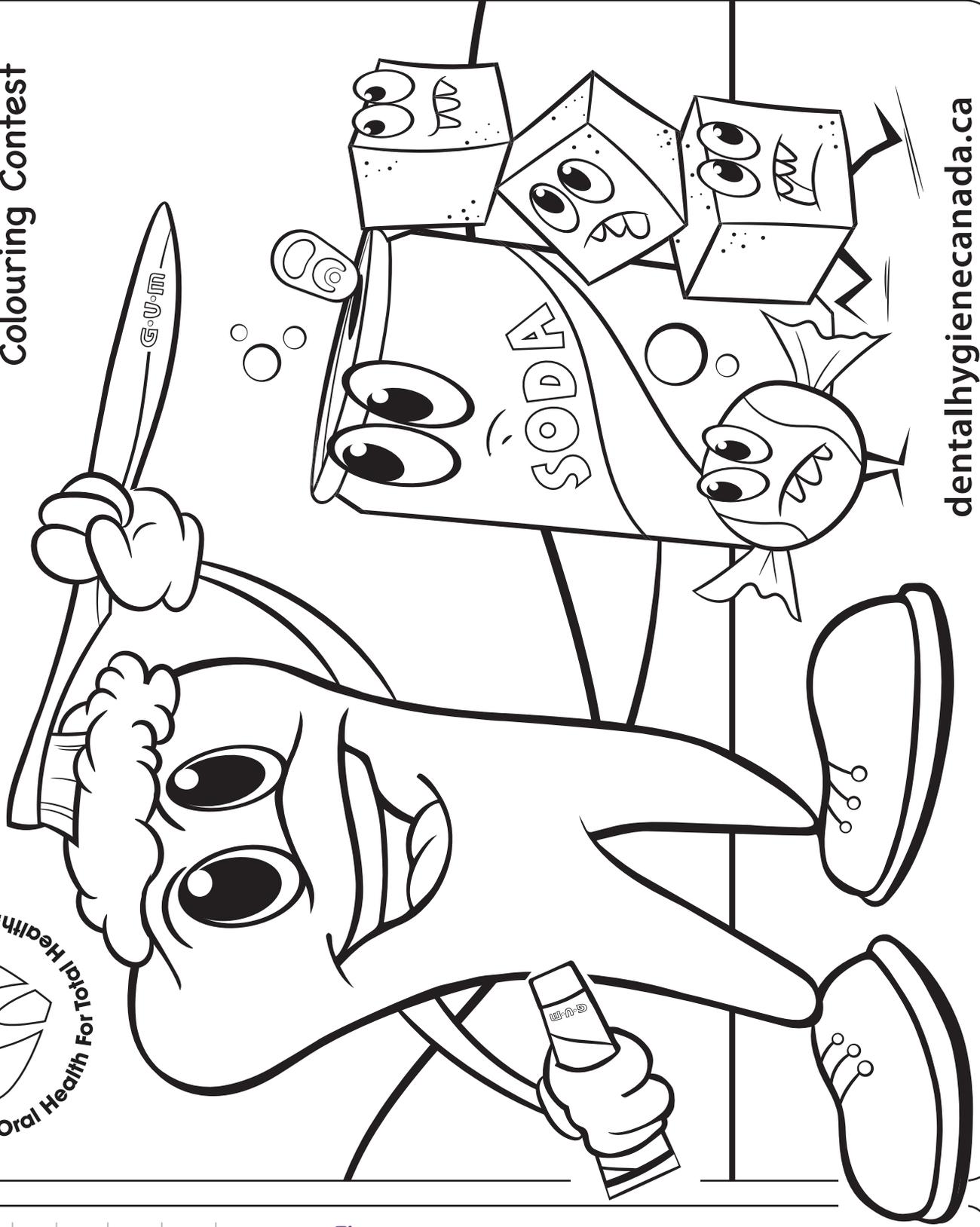
	Week 1	Week 2	Week 3	Week 4
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

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Attack the Plaque!

Colouring Contest



dentalhygienecanada.ca

Child's first & last name:

age:

email:

phone number:

dental hygienist/clinic:

Contest deadline:

May 1, 2020

Submit your entry today!

email to: 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:

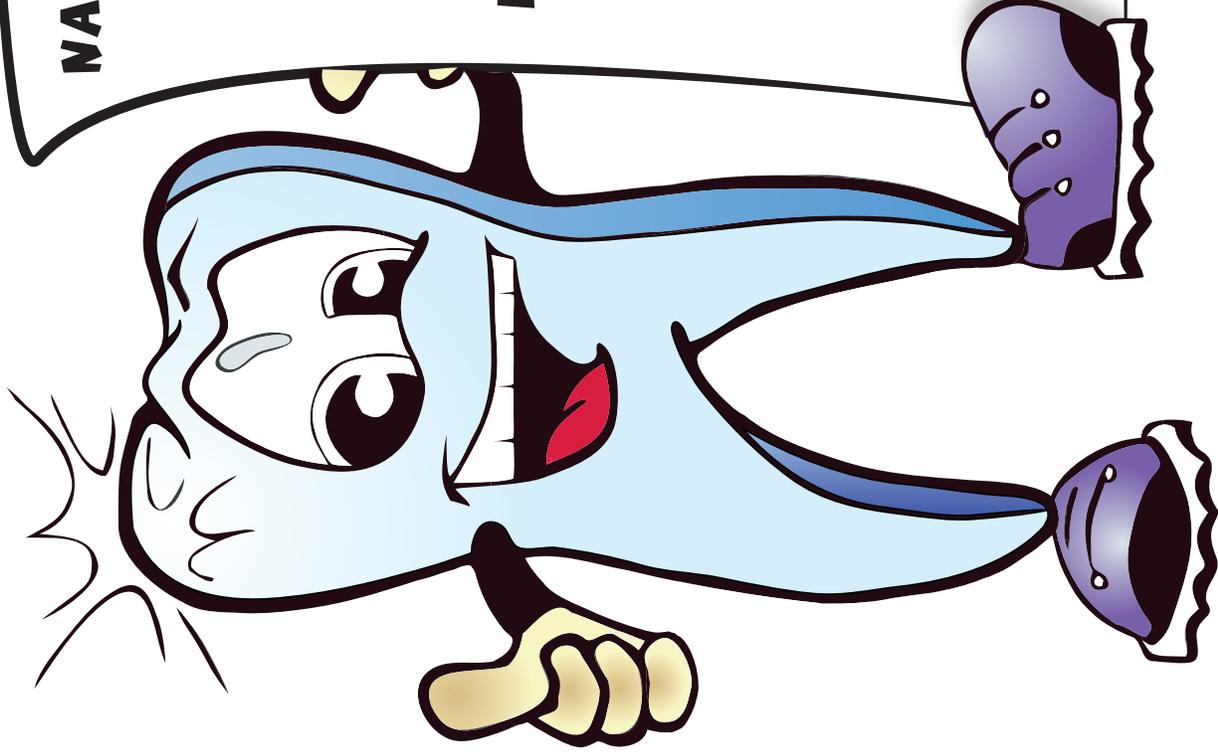
Win a Toys R Us gift card
and kids' oral health prize
packs from Sunstar GUM

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

SUNSTAR



gumbrand.ca



**NATIONAL DENTAL HYGIENIST WEEK™ (NDHW)
APRIL 4-10TH**

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



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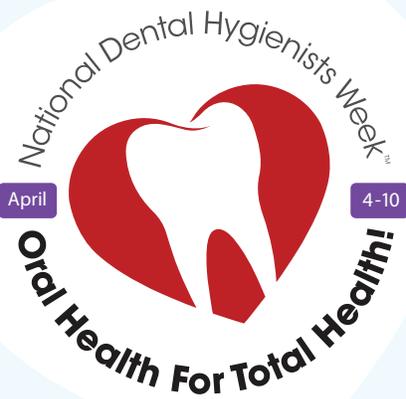


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COME ON IN!

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.

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KEEP OUT...

...Plaque, Gum Disease & Cavities!

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

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#dentalhygienesuperhero

DO YOU KNOW A DENTAL HYGIENE SUPERHERO?

Your oral health care professional

UNMASKED

COMPETITION RUNS FEBRUARY 1 - MAY 11, 2020

Dental hygienists are health care superheroes who educate and empower clients to embrace the “oral health for total health” motto.

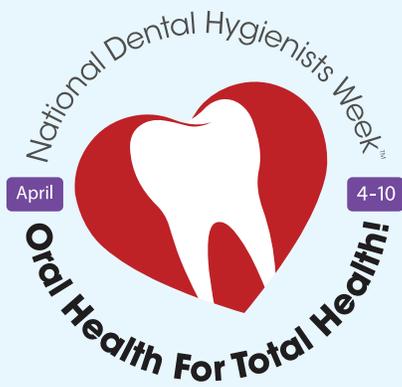
We want to celebrate those who are ambassadors of the profession, dedicated to modelling exceptional client care.

Help us unmask these superheroes. Tell us your stories about the dental hygienists who are changing lives every day.

\$1,000 grand prize
for the top superhero
plus
a travel grant to
CDHA's Yukon Summit

Sponsored by:  **SENSODYNE**

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