



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



# Marketing Kit

## 2024

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## 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 more than 31,000 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 offices, 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 (#ndhw24). 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 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).
- To be eligible to win the photo contest, you MUST incorporate the [PYPO poster](#) in your photo.
- 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).

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.

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, 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!"



**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.

## 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.



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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For immediate release (Disponible en français sur la demande)

## Media Release

### April Highlights Importance of Oral Health for Total Health

April 2024 (Ottawa, ON) — April is Oral Health Month in Canada, and an important part of the celebration is National Dental Hygienists Week™ (NDHW™), which takes place from April 4 to 10. The week's theme is "Oral Health for Total Health," reminding us that taking care of our teeth and gums has an impact on so much more than just our mouth.

Championed by the Canadian Dental Hygienists Association (CDHA, the collective national voice of more than 31,000 dental hygienists across the country), NDHW™ "is a perfect time to set new oral care goals for yourself," says CDHA President Francine Trudeau. "With support from your dental hygienist, who sees first-hand how good oral health benefits both your physical and mental well-being, even small changes in your daily dental hygiene routine can make a difference."

Dental hygienists are essential primary health care providers, who work in a variety of settings, including independent dental hygiene practice, with people of all ages. They provide vital services such as scaling, root planing, oral cancer screenings, dental sealants, and fluoride, as well as dietary recommendations, tobacco cessation counselling, and sports mouthguard fittings. They will help you develop good daily oral care routines and will offer treatment recommendations and disease prevention strategies to keep you smiling. This year, during NDHW™, dental hygienists will highlight the importance of supporting seniors' oral health, as the new Canadian Dental Care Plan rolls out first to that vulnerable population.

This April, join your dental hygienist on the path to good oral health. Whether calming toddlers at their first dental hygiene appointment or providing care to older adults in long-term care homes, dental hygienists want everyone to enjoy healthy smiles for a lifetime. Visit [cdha.ca/NDHW](https://cdha.ca/NDHW) for educational resources and activities, including our national colouring contest for children. For information on how to achieve your oral health goals, visit [dentalhygienecanada.ca](https://dentalhygienecanada.ca).

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<https://linktr.ee/thecdha>



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# Feature Articles

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## Healthy Eating for a Healthy Smile



Food and beverage choices have an impact on a person's oral and overall health. We know that a sugar-rich diet increases the risk of obesity, type 2 diabetes, and heart disease, but did you know that foods high in sugar or acid can

also lead to a weakening of tooth enamel and contribute to tooth decay?

Keeping your teeth and mouth healthy requires more than just daily brushing, flossing, and rinsing. Dental hygienists remind us to maintain a balanced and nutritious diet so that teeth and gums receive the nutrients that are essential to resisting oral diseases. As your "partners in prevention," dental hygienists offer simple tips to keep your mouth and body healthy:

- Read the labels! When shopping, avoid ingredients ending in "-ose" as they are typically high in sugar.
- Cut back on added sugar by eliminating sugary cereals, granola bars, sodas, energy drinks, and fruit punches from your diet.

- Choose nutritious snacks like apples, cheese, and plain yogurt, adhering to Canada's Food Guide recommendations.
- Set a daily limit on treats for children.
- Make water your family's beverage of choice.
- Plan and pack snacks in advance to prevent temptation.
- Consider products flavoured with the natural sugar substitute xylitol.

Remember: the average diet can include some sugar, but moderation is key. By reducing your daily sugar intake and maintaining good oral hygiene habits (brushing twice a day for two minutes each time, cleaning between the teeth and rinsing daily), you can reduce your risk of tooth decay and other diseases.

For personalized advice on healthy food and beverage choices, talk to your dental hygienist during your next appointment. Together, you can work towards maintaining healthy smiles for a lifetime. To learn more, visit [dentalhygienecanada.ca/sugar](https://dentalhygienecanada.ca/sugar).

## April Highlights Importance of 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 support from your dental hygienist, an essential primary health care provider who sees

first-hand how good oral hygiene benefits both physical and mental well-being.

Dental hygienists work in a variety of settings, including independent dental hygiene practice, with people of all ages. They will help you develop good daily oral care routines and will offer treatment recommendations and disease prevention strategies to keep you smiling. Whether calming toddlers at their first dental hygiene appointment or providing care

to older adults in long-term care homes, dental hygienists want everyone to enjoy "Oral Health for Total Health."

This April, join your dental hygienist on the path to good oral health by taking just six small steps:

1. Brush your teeth at least twice a day with fluoride toothpaste.
2. Clean between your teeth daily with floss or other interdental devices
3. Use an antibacterial mouthrinse once a day.
4. Make healthy food and beverage choices.
5. Eliminate tobacco use.
6. See an oral health professional every six months.

For more information on oral health, visit [dentalhygienecanada.ca](https://dentalhygienecanada.ca).



# Feature Articles

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## Older Adults and Their Oral Health

Today's seniors can expect to keep most, if not all, of their natural teeth as they age thanks to healthier lifestyles and advances in oral and medical care. But keeping those teeth healthy can be a challenge.

Restricted mobility, cognitive impairments, and medications that cause dry mouth can all contribute to oral problems and complicate treatment. Even more worrisome is the fact that bacteria from the mouth can travel through the body, resulting in serious infections and inflammation that can lead to cardiovascular and respiratory diseases and stroke.

Dental hygienists encourage all older adults to brush their teeth twice a day with fluoride toothpaste and clean in between their teeth at least once a day. They also advise anyone with dentures (full or partial) and their caregivers to clean dentures daily, and brush and massage the gums either with a soft toothbrush or a warm damp cloth. Remember to remove dentures overnight to maintain healthy mouth tissue.

In addition to good daily mouth and denture care, all older adults need to schedule regular appointments for professional oral care. Thanks to the new Canadian Dental Care Plan and to dental hygienists who operate mobile dental hygiene practices, it's getting easier to do so. Whether you are

in your own home or in a long-term care residence, you can receive professional oral health care where you live from dental hygienists who are committed to keeping you smiling as you age.



For more information, visit [dentalhygienecanada.ca/seniors](https://dentalhygienecanada.ca/seniors).

## Diabetes and Your Oral Health: A Vital Connection



Did you know that your oral health can affect your diabetes, and vice versa? In Canada, one in three people has diabetes or prediabetes, making it crucial to understand this mouth-body connection.

Diabetes is a disease that prevents the body from effectively using or producing insulin, a hormone that regulates blood sugar. When we talk about diabetes and oral health, we are concerned about all four types: prediabetes, Type 1 (usually found in childhood), Type 2 (common in adults), and gestational (during pregnancy). The signs and symptoms of diabetes include increased thirst, frequent urination, hunger, unexplained weight loss, fatigue, slow healing sores, and frequent infections.

For those with diabetes, regular appointments with your dental hygienist are vital. Poorly controlled diabetes raises your risk of

gum disease, dry mouth, oral thrush, and a burning sensation in the mouth or on the tongue. Gum disease can also make your diabetes harder to manage. At home, be sure to monitor and control your blood glucose, brush twice daily, follow a healthy diet, quit smoking, and use sugar-free gum or mints.

Tips for your dental hygiene appointments:

- Inform your dental hygienist about your diabetes.
- Schedule appointments when glucose levels are highest.
- Know your glycated hemoglobin level (HbA1c).
- Bring a list of medications and inform about the timing of insulin or meals.
- Report any changes in denture fit, gum pain or sores.

Dental hygienists can identify signs of diabetes and will work with you to help you achieve and maintain optimal oral health. By managing both diabetes and oral care, you can enhance your overall health and well-being.

For more information, visit [dentalhygienecanada.ca/diabetes](https://dentalhygienecanada.ca/diabetes).



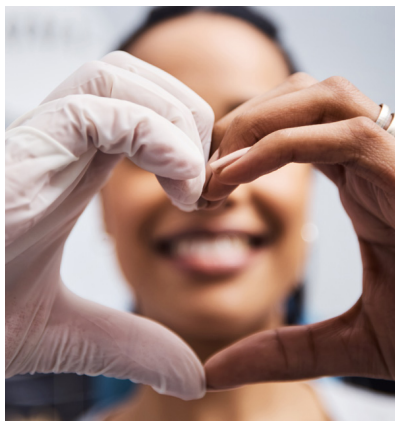


# Feature Articles

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## The Heart-Mouth Connection: What You Should Know

Your oral health routine isn't just about pearly whites—it's a crucial aspect of your heart health too. Neglecting your oral hygiene allows harmful bacteria to flourish, leading to issues such as bad breath, cavities, and

gingivitis (gum disease), which left untreated can progress to periodontitis. These bacteria can also travel through your bloodstream, increasing the chances of infections such as endocarditis and contributing to clogged arteries that may lead to heart attacks or strokes.

Recognizing signs of poor oral health is key. Keep an eye out for red, swollen gums, bleeding during brushing or flossing, receding gums, bad breath, and signs of infection or decay. Individuals with advanced gingivitis or periodontitis, diagnosed heart disease, high blood pressure, high cholesterol, obesity, or those who smoke are particularly at risk.

Taking proactive steps is vital. Say no to cigarettes, adopt a vitamin-rich diet, and prioritize regular exercise. To prevent gum issues, maintain a daily oral care routine, brushing for two minutes twice a day with fluoride toothpaste, cleaning between your teeth with floss or interdental tools, and rinsing with an antibacterial solution.

Even if the direct link between gum and heart disease isn't fully understood, studies show a higher risk for heart problems in those with poor oral health. A consistent oral care routine and regular appointments with your dental hygienist are crucial. Remember to tell your dental hygienist about your health conditions and any medications you are taking.

Your dental hygienist is an ally in both oral and heart health. So, smile confidently—your heart will thank you!

To learn more about the connection between your heart and oral health, visit [dentalhygienecanada.ca](http://dentalhygienecanada.ca).

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## Gingivitis: A Red Flag You Can't Ignore

Gingivitis, a common form of gum disease, silently affects 7 in 10 Canadians during their lifetime. Caused by harmful bacteria in dental plaque, this mild infection lurks below the gumline, leading to red, swollen gums, tenderness, bleeding, and bad breath. Often painless, gingivitis can go unnoticed until a dental hygienist steps in to address the issue.

Detecting gingivitis early is crucial, as untreated cases may progress to periodontitis, a more severe gum disease that can result in tooth loss and complications such as elevated blood sugar levels in diabetes. This is particularly critical for seniors, as complications from dental issues can exacerbate other existing health conditions associated with aging.

Various factors contribute to gingivitis. Hormonal shifts during puberty, menstruation, pregnancy, and menopause can heighten vulnerability to bacterial infections in the mouth. Chronic diseases and stress weaken the immune system, while poor nutrition and specific medications further compromise the body's ability to fend off infections. Smoking, vaping, and tobacco use increase the risk of gingivitis by causing dryness in the mouth, accelerating plaque buildup, and hindering gum healing.

Preventing and treating gingivitis involves adopting good oral hygiene practices. Brushing for two minutes, twice a day, with a soft-bristled toothbrush along the gumline, cleaning between teeth with floss or interdental tools, and using an antibacterial mouth rinse are essential. A healthy diet rich in proteins, fruits, and vegetables supports overall oral health. Quitting smoking and tobacco use is critical, as is scheduling regular appointments with a dental hygienist.



Your dental hygienist will help you maintain firm, pink gums that form a tight collar around each tooth. Embracing these habits collaboratively with an oral health professional can safeguard gums and contribute to a lifetime of healthy smiles.

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





# Feature Articles

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## Dry Mouth: When Drinking More Water Isn't Enough



A sticky, dry mouth is more than an uncomfortable feeling. Occasional dry mouth from nervousness or dehydration goes away with a glass of water. But if your mouth is often dry, your tongue is sticking to the roof of your mouth, and it is difficult to chew, swallow and talk, you may have persistent dry mouth, known as xerostomia.

Dry mouth affects your overall health and well-being. Difficulty chewing and swallowing makes it a challenge to eat well. Difficulty talking can be socially embarrassing. Dry mouth can also cause bad breath, sores in your mouth and on your lips, cavities, and other oral health problems.

Many things can cause dry mouth. Some medications, especially cold medicines and medications for high blood pressure, depression, and anxiety, will leave your mouth feeling dry. Treatments for cancer and some diseases and chronic conditions are associated with dry mouth. Lifestyle choices, such as smoking, can also cause dry mouth.

If you notice that your mouth often feels dry and swallowing is difficult, ask your oral health care professional for advice. Schedule routine visits with your dental hygienist to monitor your health condition and provide regular cleaning (scaling) and polishing.

For daily comfort, try the following tips:

- Clean your teeth and your mouth twice daily.
- Use an alcohol-free mouth rinse.
- Sip water regularly and drink water with every meal.
- Chew sugar-free gum or suck on sugar-free candies.
- Use lip lubricants or balm to prevent dry lips and sores.
- Avoid foods and drinks that are known to dry your mouth, such as caffeine, alcohol, cinnamon-flavoured items, and spicy and acidic foods.
- Reduce or quit smoking.

Find more information about dry mouth at [dentalhygienecanada.ca/seniors](https://dentalhygienecanada.ca/seniors).

## The Canadian Dental Care Plan: Seniors Come First

Oral health care is essential for overall health and well-being. But many Canadian residents cannot afford to visit an oral health care professional. A new federal insurance plan will help change that. Beginning in 2024, qualifying Canadian residents without private dental insurance can apply to the Canadian Dental Care Plan for help with the costs of visiting an oral health care professional.

Coverage under the plan is rolling out in phases. The first group to qualify is seniors. If you are aged 70 and over and have an adjusted family income of less than \$90,000 per year, you will receive a letter by March 2024 telling you how to apply for coverage under the plan.

Starting May 2024, seniors over the age of 65 can apply for coverage. Children under the age of 18 and persons with a disability tax credit certificate can apply as of June. Other Canadian residents between the ages of 18 and 64 will be able to apply for dental coverage in 2025.

The dental care plan will cover a wide range of oral health care services, including preventive services provided by participating

dental hygienists across the country. These include scaling (cleaning), polishing, sealants, and fluoride. Other services covered under the plan include x-rays, fillings, root canal treatments, dentures, periodontal treatment, and extractions.



Seniors are especially at risk for the complications caused by poor oral health. Gum disease increases the risk for heart disease, stroke, and diabetes. A sore mouth or loss of teeth can make it difficult to eat, leading to malnutrition. Dry mouth is another concern that often affects seniors and can cause cavities.

With the new Canadian Dental Care Plan and professional oral health care services provided by dental hygienists in mobile practices and store-front dental clinics, seniors and all eligible residents in Canada will be able to achieve better overall health for life. Find more information about the Canadian Dental Care Plan and oral health for seniors at [dentalhygienecanada.ca](https://dentalhygienecanada.ca).



## 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. 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, Instagram and even Tik Tok 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, video clips/reels, 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.
- Registered dental hygienists in all areas of Canada—except PEI, NWT, YK, and NU—are authorized to provide services in a variety of settings, directly to clients of all ages, without the supervision of a dentist.
- Dental hygiene is the sixth largest regulated health profession in Canada with more than 30,000 essential professionals.
- For many vulnerable seniors, oral health care services can be unaffordable and inaccessible. Improved access to dental hygiene care is critical to our seniors' oral and overall health.

**#NDHW24** 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**

**#iamadentalhygienist**

**#voice4oralhealth**

**#ihavepurpleplans**

**#oralhealth4totalhealth**

**#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. Be sure your posts are set to public.

### FRAME YOUR PROFILE

Add an #NDHW24 frame to your social media profile pictures at:

[twibbon.com/support/ndhw](https://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. #NDHW24
- 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](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). #NDHW24
- You are what you eat! Make healthy food choices. Nutritious foods, low in sugar, are good for both oral and overall health. #NDHW24
- Protect your pearly whites! Wear a mouthguard when playing sports. Your dental hygienist can make a custom-fitted one for you. #NDHW24
- During #NDHW24 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 regulated health care profession in Canada, with more than 31,000 professionals. #NDHW24
- #oralhealth4totalhealth. Healthy teeth and gums are a key part of your overall health. #NDHW24
- Dental hygienists...The heroes behind the mask. #dentalhygienesuperhero
- Support #oralhealthforseniors. Seniors deserve better oral care. It's critical to their oral and overall health.

## 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](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! #NDHW24 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).

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 several 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 more than 31,000 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 as:

## National Dental Hygienists Week™

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

To: \_\_\_\_\_

We are writing to request that the municipal landmark:

\_\_\_\_\_

in the community of:

\_\_\_\_\_

be lit in purple to celebrate National Dental Hygienists Week™ (NDHW™) as part of the Canadian Dental Hygienists Association's national "Put Your Purple On!" campaign.

National Dental Hygienists Week™ is celebrated annually April 4-10, highlighting the importance of maintaining good oral health practices while helping Canadians to understand the vital role 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.

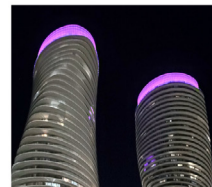
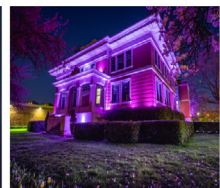
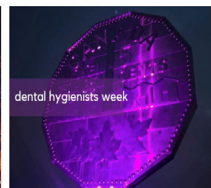
Last year, there were a record breaking 105 Canadian landmarks lit in purple. Over the past several years, lightings have included: BC Place Stadium, Science World/TELUS World of Science Vancouver, Vancouver Olympic Cauldron & district markers, Calgary Tower, Edmonton High-Level Bridge, SaskTel Centre, Niagara Falls, 3D Toronto sign Nathan Philips Square, CN Tower, Halifax Convention Centre, St. John's Convention Centre, Confederation Building (St. John's), and Government House (St. John's) and many more.

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 31,000 dental hygienists in Canada, directly representing 21,000 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. To learn more about NDHW visit [cdha.ca/ndhw](http://cdha.ca/ndhw). For more information on oral health, visit [dentalhygienecanada.ca](http://dentalhygienecanada.ca).

Regards,





# PUT YOUR PURPLE ON!

#DHPURPLEPRIDE  
DENTALHYGIENECANADA.CA

POWERED BY:

PHILIPS

PHILIPS

sonicare

ZOOM!



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L'ASSOCIATION CANADIENNE  
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# Canada Dental Benefit

Smile!  
It is here.



For kids **under  
12 years old**



For families  
with an adjusted  
net income  
**under \$90,000  
per year**



For those who  
**don't have  
access to  
private dental  
care insurance**

Find out more at [Canada.ca/dental](https://Canada.ca/dental)  
or 1-800-715-8836



Government  
of Canada

Gouvernement  
du Canada

Canada

# Your Total 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:**  
[dentalhygienecanada.ca](http://dentalhygienecanada.ca)

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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 fissure sealants are a good option for your child.

## 8 Open up!

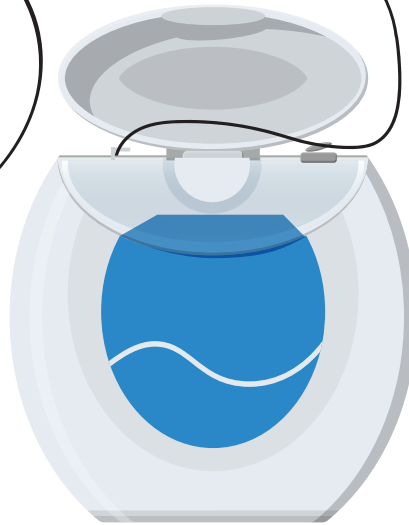
Check your mouth once a month. Know what's normal. If you have a sore that does not heal within two weeks, get it checked by a health professional.

## 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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# 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) 45 seconds C) 60 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) 25% B) 33% C) 55%
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) 1000 B) 2000 C) 5000+

3x

Triple bonus points - ODONTALGIA means what?

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 \$1.00. | 8. Blue | 9. B) 45 seconds 45-70 seconds (recommended minimum 2 minutes) | 10. Braided dental floss | 11. Blue Whale | 12. C) 3000 | 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) 33% | 21. Yes - the royal valet | 22. True | 23. C) 62 | 24. C) Jennifer Lopez | 25. C) 5000+ | Triple bonus points - ODONTALGIA means toothache

ANSWERS





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## FIND YOUR WAY TO THE TOOTHPASTE!

## DENTAL DECODER!

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

sofsl ☐ ☐ ☐ ☐ ☐

rhbus ☐ ☐ ☐ ☐ ☐

otoht ☐ ☐ ☐ ☐ ☐

ilsme ☐ ☐ ☐ ☐ ☐

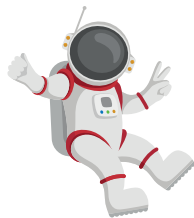
edacy ☐ ☐ ☐ ☐ ☐

hccepk ☐ ☐ ☐ ☐ ☐ ☐ ☐

rxya ☐ ☐ ☐ ☐

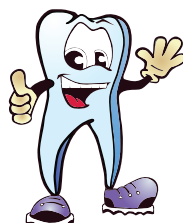
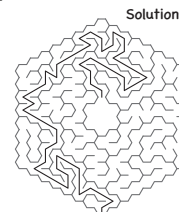
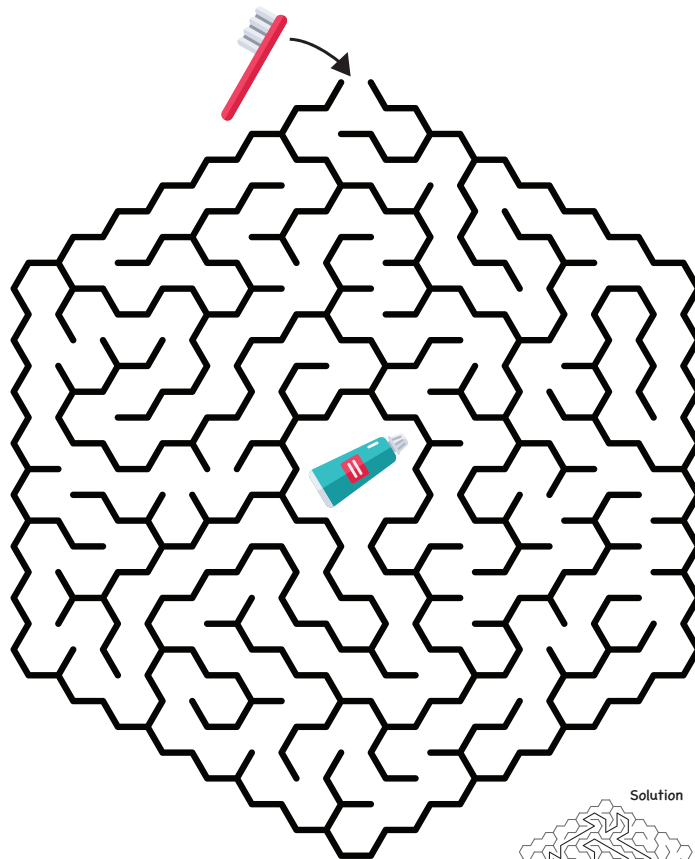
menale ☐ ☐ ☐ ☐ ☐ ☐

What did the dentist call the astronaut's cavity?



"A ☐ ☐ ☐ ☐ ☐ ☐  
☐ ☐ ☐ ☐ ☐"

Solution  
"A Black Hole"



## FUN FACT:

Tooth enamel is the hardest substance in the human body.



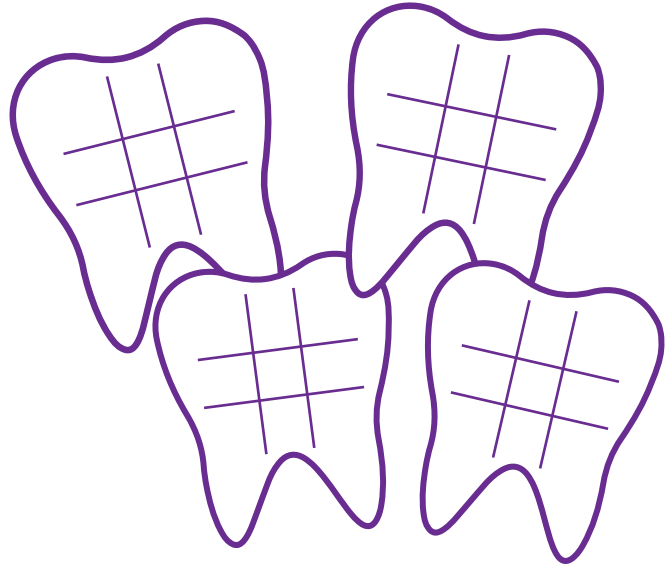
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## TIC-TAC-TOE

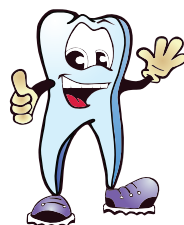


## WORD SEARCH

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.

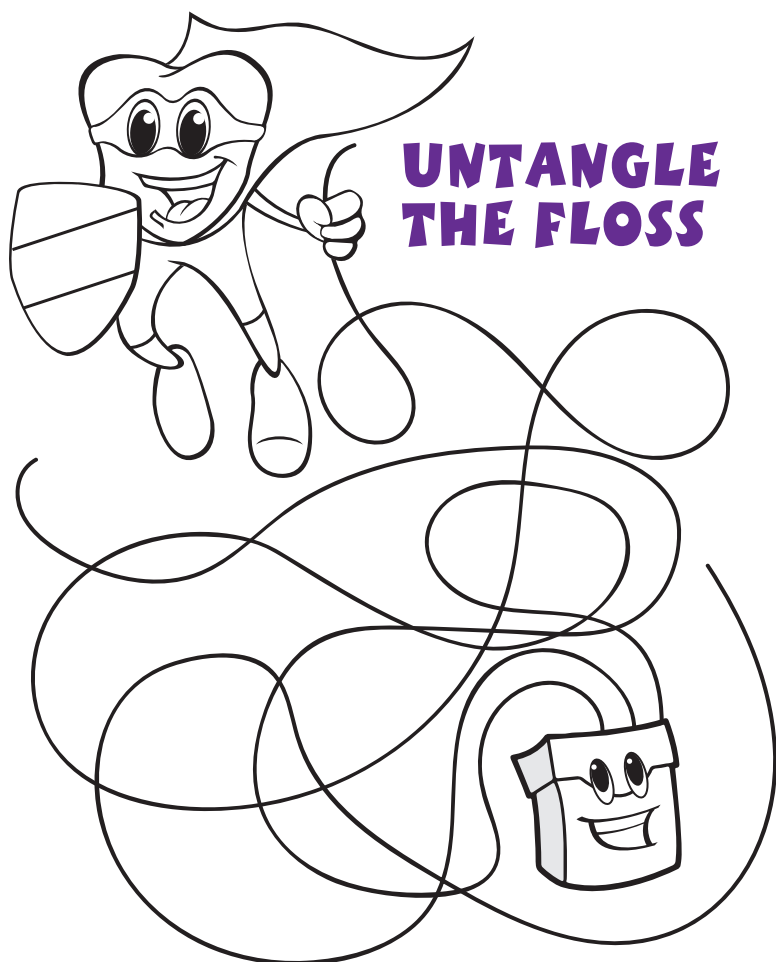
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# KIDS' ZONE



What did the dental hygienist see at the North Pole?

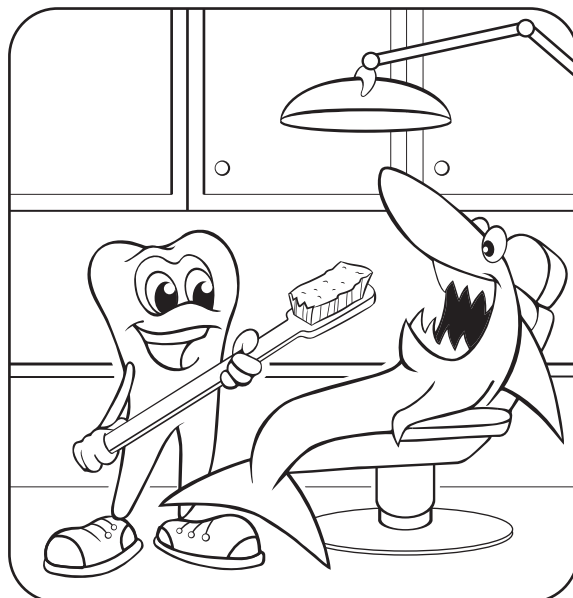
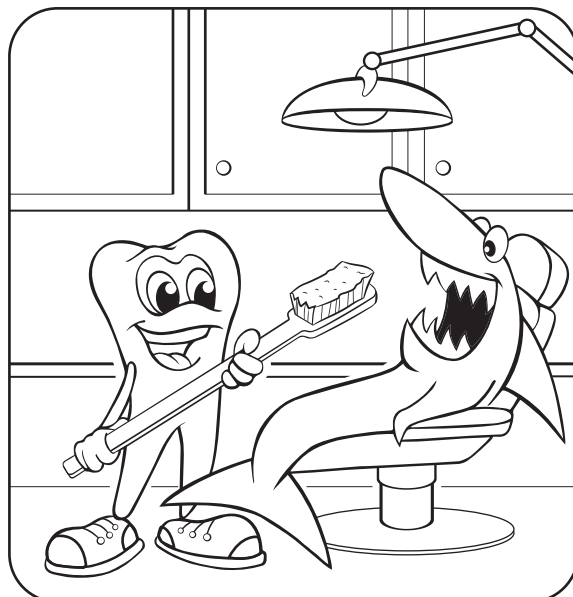
- A molar bear



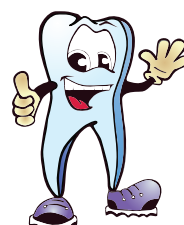
## UNTANGLE THE FLOSS

## 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.



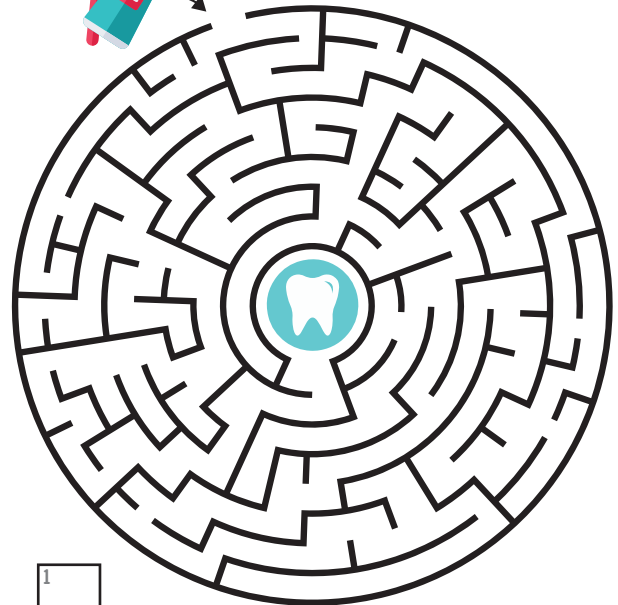
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# KIDS ZONE

## A-MAZING SMILE

Complete the maze to help keep this smile sparkling!



## CROSSWORD

### ACROSS

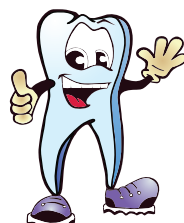
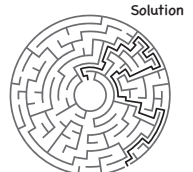
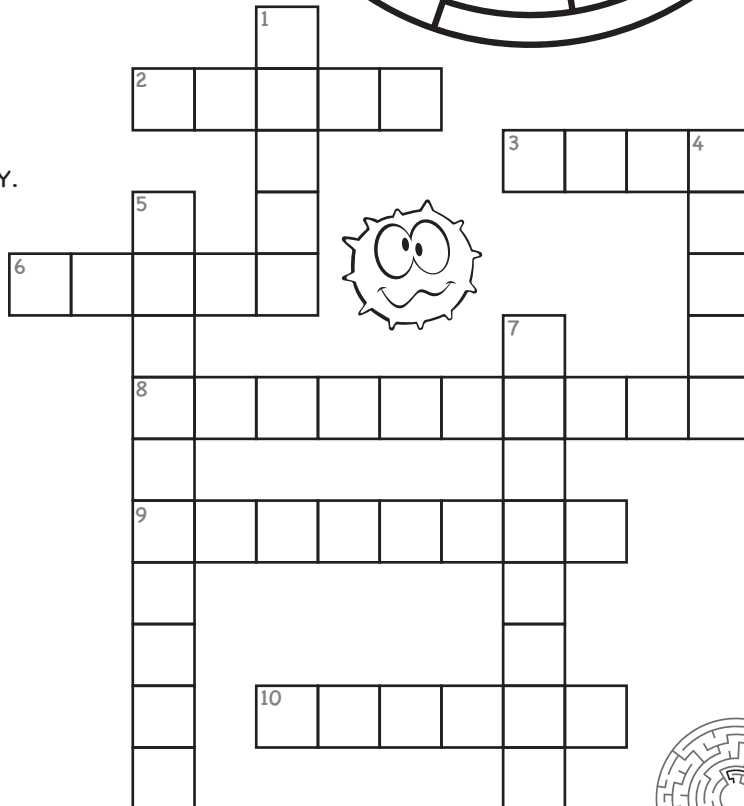
2. CHILDREN USUALLY HAVE 20 OF THEM.
3. DENTAL HYGIENISTS CHECK YOUR TEETH AND \_\_\_\_\_ AT EVERY VISIT.
6. \_\_\_\_\_ CAN HELP YOU CLEAN BETWEEN YOUR TEETH.
8. A PEA-SIZED AMOUNT OF THIS IS PLENTY.
9. \_\_\_\_\_ IN PLAQUE CAN LEAD TO CAVITIES.
10. THE HARD OUTER LAYER OF A TOOTH.

### 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.

# Colouring Contest

Child's first & last name:

age:

**email:**

phone number:

school/dental hygienist/clinic:

## Deadline:

May 1, 2024

**Submit your entry!**

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

or mail to: 1122 Wellington St W

Ottawa, Ontario

K1Y 2Y7

## Prizes:

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



**Cravola.ca**



**DENTAL  
HYGIENE  
CANADA.CA**

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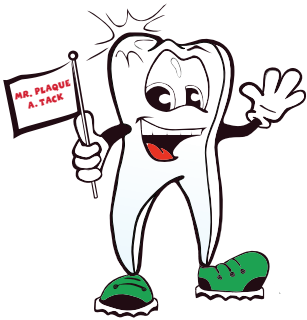






# BRUSHING CHART

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



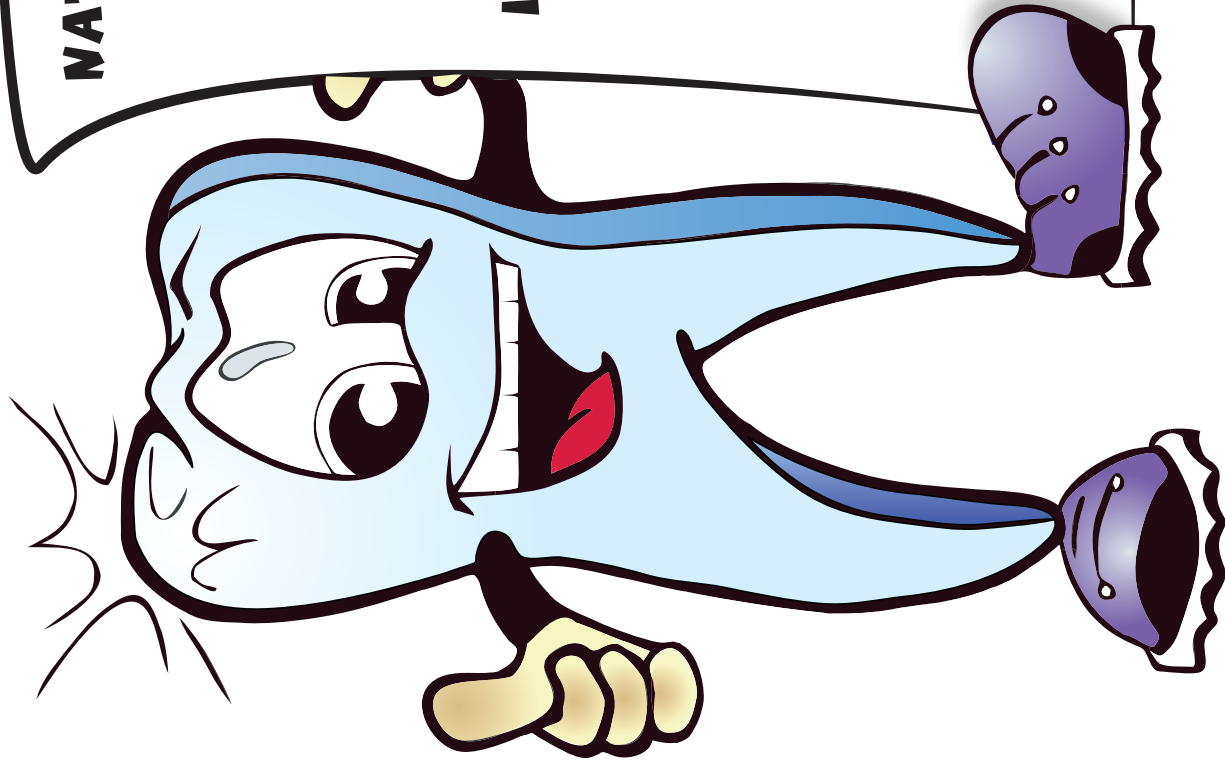
Use the chart below to track your progress day and night. Colour in a box every time you brush.  
If you can brush twice each day for 4 weeks...  
**YOU WIN!**

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

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**NATIONAL DENTAL HYGIENIST WEEK™ (NDHW)  
APRIL 4-10<sup>TH</sup>**

# **HEALTHY SMILE CERTIFICATE**

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

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

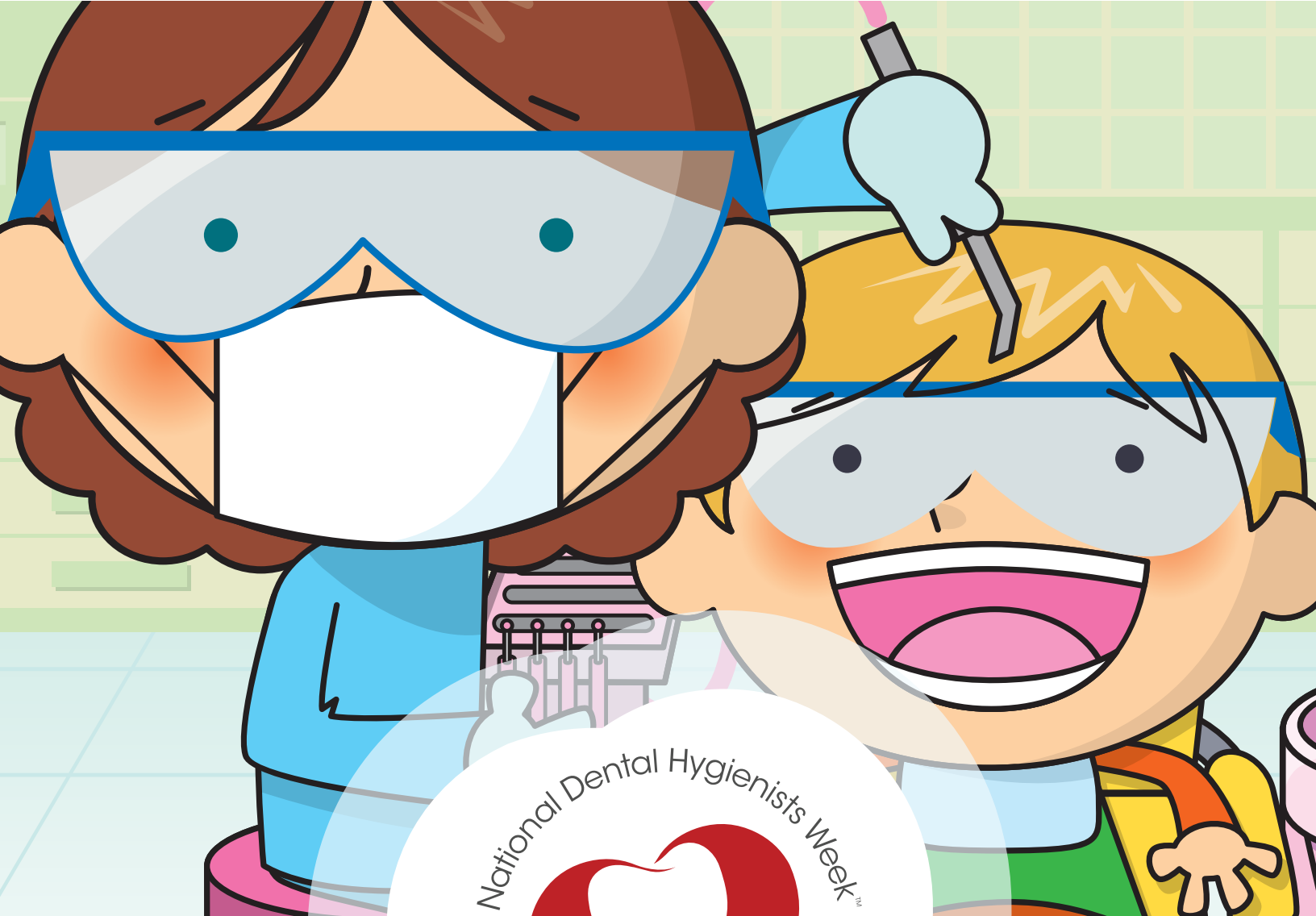
**PRESENTED BY:** \_\_\_\_\_



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

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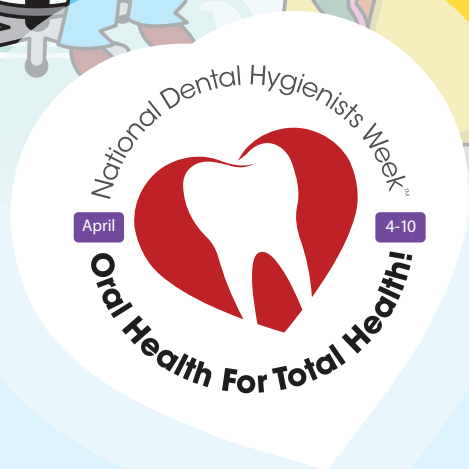
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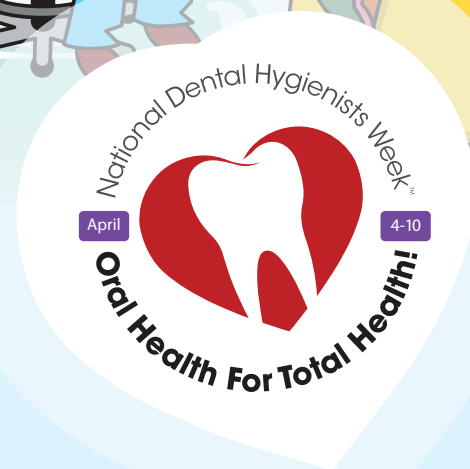
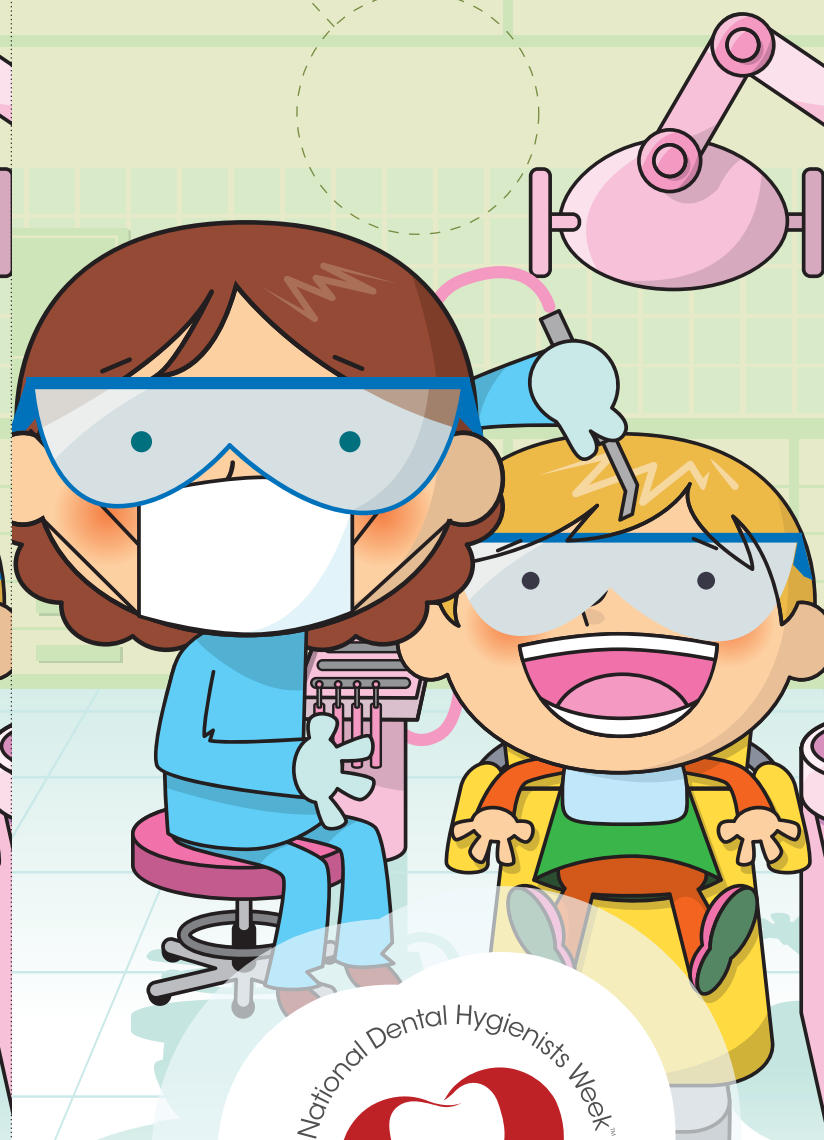
# KEEP CAVITIES AWAY!

**BRUSH FOR 2 MINUTES  
TWICE A DAY**

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# ATTACK THAT PLAQUE!

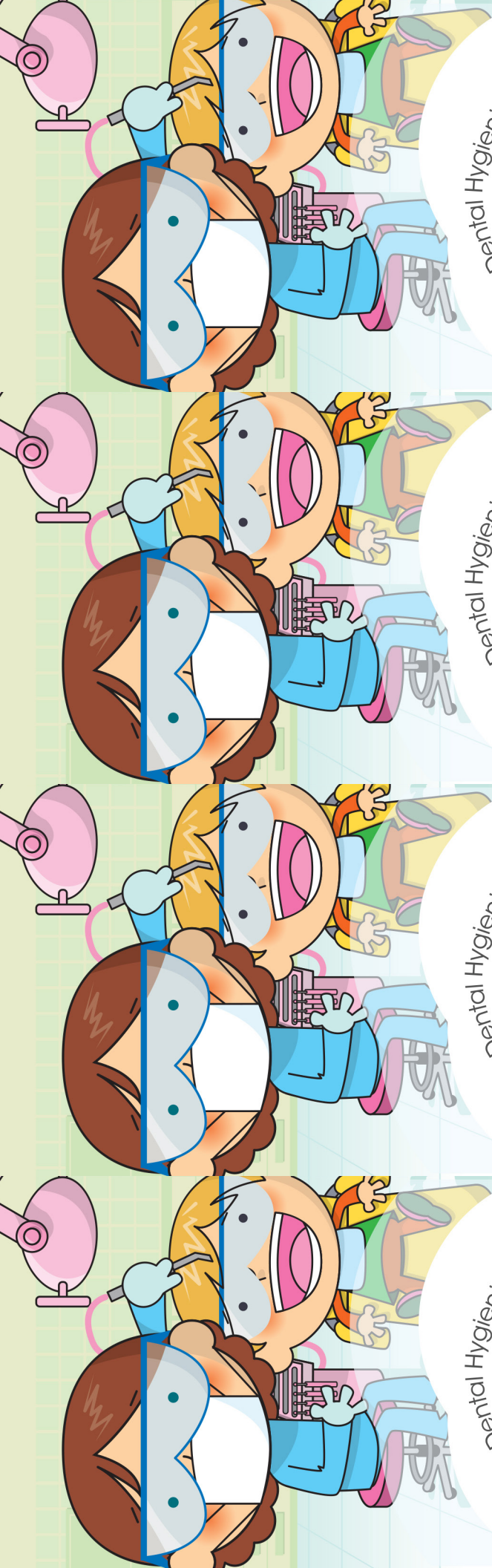
**BRUSH, FLOSS, RINSE, EAT HEALTHY,  
AND VISIT YOUR DENTAL HYGIENIST**

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April 4-10  
**Oral Health For Total Health!**

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