



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



**World  
Cavity-Free  
Future Day**  
14th October 2017

For immediate release (Offert en français sur demande)

## Media Release

### Canadian Dental Hygienists Support World Cavity-Free Future Day

October 5, 2017 (Ottawa, ON) — October 14 marks the second annual World Cavity-Free Future Day (WCFFD), an initiative launched by the Alliance for a Cavity-Free Future to raise awareness and engage communities in the global fight against dental caries (tooth decay).

“Poor oral health affects a person’s ability to eat, laugh, speak, and smile, and is a risk factor for serious health conditions, such as diabetes, cardiovascular and lung diseases, and stroke,” explains Gerry Cool, president of the Canadian Dental Hygienists Association (CDHA). “As primary health care providers, dental hygienists recognize the need to reduce the burden of dental cavities and are excited to be part of World Cavity-Free Future Day efforts.”

Tooth decay is a growing concern, particularly among children, given the increase in global sugar consumption. In Canada alone, an estimated 2.26 million school days are missed annually by children suffering from dental-related illness. For this reason, partners and organizations like CDHA who support World Cavity-Free Future Day remind everyone of the importance of brushing twice a day for two minutes with a fluoride toothpaste and reducing sugar intake. This fall, thanks to Colgate’s Bright Smiles, Bright Futures® program, dental hygienists and primary school teachers can also request free children’s oral health education kits at [colgatecanadabsbkit.com](http://colgatecanadabsbkit.com) to use in classrooms across Canada. “Children’s earliest experiences influence their future development, so we must help to instill good oral hygiene habits from the beginning. Proper oral hygiene and nutrition, coupled with regular dental visits, should keep children smiling for a lifetime,” adds Cool. For information and resources on cavity prevention for people of all ages, visit [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca), [www.wcffday.org](http://www.wcffday.org) or [www.allianceforacavityfreefuture.org](http://www.allianceforacavityfreefuture.org).

Serving the profession since 1963, CDHA is the collective national voice of more than 28,495 registered dental hygienists working in Canada, directly representing 19,000 individual members

including dental hygienists and students. Dental hygiene is the sixth largest registered health profession in Canada with professionals working in a variety of settings, including independent dental hygiene practice, with people of all ages, addressing issues related to oral health. For more information on oral health, visit: [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca).

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