



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



For immediate release (Disponible en français sur la demande)

Media Release

Celebrate Your Oral Health This April

April 2025 (Ottawa, ON) — April is Oral Health Month in Canada, a time to focus on the importance of maintaining good oral health for better overall health. Central to this campaign is the celebration of National Dental Hygienists Week™ (NDHW™) between April 4 and 10. Dental hygienists will be front and centre in communities across the country that week, sharing the critical message that taking care of our teeth and gums has an impact on so much more than just our mouth.

NDHW™ is organized by the Canadian Dental Hygienists Association (CDHA), the national voice of dental hygienists in Canada, representing nearly 34,000 oral health professionals. “NDHW™ is my favourite week of the year!” says CDHA President Alexandra Sheppard. “Landmarks across the country will be lit in dental hygiene’s signature purple colour, reminding us all to make oral health goals to protect our teeth for the next five, ten, thirty, fifty, eighty years or more! Speak with your dental hygienist on how to maintain a healthy mouth, because it goes a long way to supporting your overall well-being.”

Dental hygiene is the sixth largest regulated health profession in Canada, and dental hygienists are essential primary health care providers, working 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, fluoride, dietary recommendations, tobacco cessation counselling, and sports mouthguard fittings. They will help you develop good daily oral care routines and offer treatment recommendations and disease prevention strategies to keep you smiling.

In April and beyond, Canadians are encouraged to take six simple steps for better oral health:

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

Dental hygienists want everyone to enjoy healthy smiles for a lifetime. This April, learn more from your dental hygienist about the importance of oral health and how to maintain it effectively. Visit dentalhygienecanada.ca/ndhw for educational resources and activities, including our national colouring contest for children. Explore other areas of the website for information on how to achieve your oral health goals.

NDHW™ Sponsored by:



TD Insurance

Media Contact:

Name:

Phone:

Email:

<https://linktr.ee/thecdha>

