



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



Marketing Kit

2023

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.

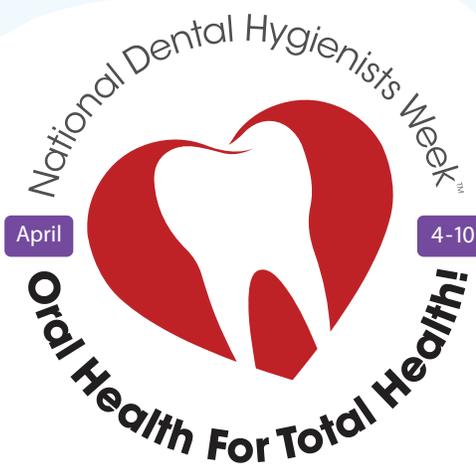
How You Can Get Involved

CDHA encourages dental hygienists across the nation to help increase awareness of the importance of good oral health. Join 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.
- 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 (#ndhw23). 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 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.

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 for the full list of celebration ideas and resources to help you celebrate.

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 | ✓ 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 6th 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!"



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

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THE CANADIAN DENTAL
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L'ASSOCIATION CANADIENNE
DES HYGIÉNISTES DENTAIRES



For immediate release (Disponible en français sur la demande)

Media Release

From Age One to One Hundred: Oral Health Matters

April 2023 (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 4–10. The week's theme is "Oral Health for Total Health," and it reminds us that taking care of our mouth, teeth, and gums benefits our overall physical and mental well-being for a lifetime.

Dental hygienists are essential primary health care providers who work in a variety of settings, including independent dental hygiene practice, helping people of all ages to develop good daily oral hygiene habits. They also offer preventive treatments such as scaling, root planing, dental sealants, and fluoride, and can provide dietary recommendations, tobacco cessation counselling, and sports mouthguard fittings. This year, during NDHW™, dental hygienists will highlight the importance of supporting children's oral health, especially now that the federal government has launched the new Canada Dental Benefit.

"Tooth decay is the most common, preventable childhood chronic disease in Canada and around the world," notes Anne Caissie, president of the Canadian Dental Hygienists Association (CDHA). Oral diseases often begin in the preschool years when children don't have a good at-home oral care routine or regular access to an oral health care professional. The Canada Dental Benefit will provide up to \$650 per year, per child under 12 years of age, to parents or caregivers with an annual net family income under \$90,000 and without private dental insurance. This financial support will offset the cost of professional oral care services, such as dental exams, X-rays, cleanings, fluoride applications, oral hygiene instruction, fillings, and tooth extractions. "Dental hygienists know that this program will have a lasting impact on the lives of an estimated 500,000 children across Canada," adds Caissie. "That's something we can all smile about!"

Championed by the Canadian Dental Hygienists Association (the collective national voice for more than 31,000 dental hygienists across the country), National Dental Hygienists Week™ is a perfect time to focus on our own oral health and that of our children. Visit cdha.ca/NDHW for resources and activities, including our national colouring contest for children. For additional information on oral health, visit dentalhygienecanada.ca.

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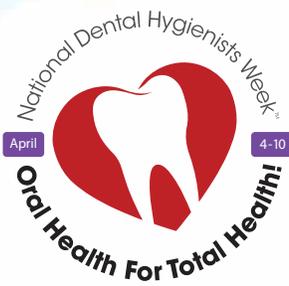


TD Insurance

<https://linktr.ee/thecdha>



@thecdha / thecdha



Feature Articles

Conquer your sugar cravings for better oral health



A healthy diet is just as important for your teeth and gums as it is for the rest of your body. Sugar-rich foods and drinks increase your risk of tooth decay (cavities), obesity, type 2 diabetes, and heart disease. That's why

dental hygienists, essential primary health care professionals and strong supporters of Canada's Food Guide, stress the importance of cutting back on sugar to protect both oral and overall health.

Not sure where to start? Here are six tips to conquer your sugar cravings:

1. Keep a full pitcher of water in your refrigerator and drink water with every meal.

2. Flavour your water with fresh fruit or herbs.
3. Eat a variety of crunchy vegetables and fruits daily.
4. Buy cereals and drinks that are low in sugar or sugar-free.
5. Use unsweetened applesauce instead of sugar when baking.
6. Choose chewing gum and mints sweetened with xylitol, a natural sugar substitute that also neutralizes acids in your mouth to prevent tooth decay.

Don't forget to combine these sugar-reduction efforts with twice-daily toothbrushing (two minutes each time with fluoride toothpaste), daily cleaning between your teeth, and rinsing with an antibacterial mouthwash.

By reducing the amount of sugar you consume daily and developing good oral hygiene habits, you can keep cavities at bay and enjoy better overall health.

For more information, visit dentalhygienecanada.ca/sugar.

Understand the connections between diabetes and oral health



In Canada, one in three people has diabetes or prediabetes, a chronic disease that prevents the body from producing or properly using insulin. Diabetes affects a person's health in many ways, including

increasing the risk for heart disease and stroke, kidney disease, glaucoma, and cataracts. But did you know that diabetes can also affect oral health?

If diabetes is poorly controlled, it can create a burning sensation in the mouth or on the tongue. Worse, it can cause oral thrush (a fungal infection in the mouth) or dry mouth (xerostomia), a condition in which the glands in the mouth don't produce enough saliva, raising the risk of cavities. Poorly controlled diabetes can also increase a person's risk of developing

periodontal disease, an infection of the gums and bone that surround and support the teeth. Initially, gums may be sore or bleed when brushed. Over time, the infection may cause bone loss that can lead to tooth loss. At the same time, untreated periodontal disease can cause blood sugar to rise, creating a vicious circle in which diabetes becomes even more difficult to control.

But there is good news: dental hygienists can identify signs and symptoms of undiagnosed or uncontrolled diabetes. They will refer you to your doctor for a medical consultation and can help you manage your blood glucose levels by offering nutrition counselling and smoking cessation strategies. They will also work with you to develop an individualized at-home oral care routine, including twice daily toothbrushing with a fluoride toothpaste and daily cleaning between your teeth. Together, your dental hygienist and your doctor—essential primary health care providers—can give you the tools you need to take care of your diabetes and your teeth, preventing serious complications and promoting optimal health.

Learn more about diabetes and oral health at dentalhygienecanada.ca/diabetes



Feature Articles

Springtime smiles: April is oral health month



April is oral health month in Canada and a perfect time to set new goals to help your smile shine. The theme of the month once again is “Oral Health for Total Health,” which is an important reminder that taking good care of our mouth, teeth, and gums benefits our overall physical and mental well-being.

If you're not sure where to start, ask your dental hygienist for guidance during your next appointment. As essential primary health care providers, dental hygienists will work with you to develop a daily oral care plan to promote good oral health and prevent disease. They can also offer individualized treatment recommendations for oral conditions, tobacco cessation and nutrition counselling, and oral cancer screenings.

In the meantime, it's easy to commit to these six simple steps:

1. Brush your teeth at least twice a day with fluoride toothpaste.
2. Clean between your teeth daily.
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.

Maintaining good oral health would not be possible without the help of Canada's dedicated oral health professionals. Consider thanking your dental hygienist during National Dental Hygienists Week, which takes place from April 4 to 10 during oral health month. It's yet another reason to smile.

For more information on oral health, visit dentalhygienecanada.ca

What to know about the interim Canada Dental Benefit

On December 1, 2022, the federal government launched the Canada Dental Benefit, an interim program to cover the cost of professional oral health care services for children under the age of 12.

1. Who is eligible for the benefit?

Children under 12 years of age, whose parents or caregivers have an annual net family income under \$90,000 and who do not have private dental insurance

2. How much is the benefit?

Up to \$650 per year, per child, to cover professional oral care services that would have otherwise been paid for out of pocket

3. What does the benefit cover?

Dental exams, X-rays, cleanings, fluoride applications, oral hygiene instruction, tooth extractions, fillings or any treatment provided by a dentist or dental hygienist as of October 1, 2022

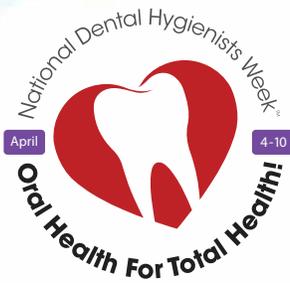
4. How do I apply for the benefit?

Visit the Canada Revenue Agency's website for all the details. If you have specific questions, you can call them at 1.800.715.8836

Seeing an oral health professional is important for overall health, but it can be expensive. This effort by the federal government to improve access to preventive oral care for children across Canada will have a lasting impact. With this interim benefit, families of an estimated 500,000 children will be able to address some of the oral health needs of their young children without paying out of pocket while the government continues to develop a long-term Canadian dental care program.



For more information, visit dentalhygienecanada.ca/canadadentalbenefit



Feature Articles



Teach your school-aged kids to love their teeth

As parents and guardians, we are responsible for the overall health and well-being of our children, which includes their oral health. Once our children are old enough to hold

a toothbrush, we should teach them how to brush and clean between their teeth, even if we (the adults) still do most of the work.

By age 7, most children will be capable of taking care of their own teeth, but may need occasional gentle reminders to:

1. Brush all tooth surfaces twice a day for two minutes, using a pea-sized amount of fluoridated toothpaste.
2. Clean between the teeth every day using floss, soft picks or a small interdental brush.
3. Choose water over fruit juice or pop.
4. Eat healthy snacks, such as apples, raw vegetables, cheese, and plain yogurt.

Children ages 9 to 12 may need extra support as they begin to experience physical and emotional changes that can increase their risk for cavities, gingivitis, and bad breath.

Scheduling regular dental hygiene appointments is also important. Your child's dental hygienist will make sure that they are using proper toothbrushing techniques and making healthy dietary choices. They may also recommend treatments such as fluoride varnish or dental sealants (a thin coating painted on the deep grooves of molars) to prevent cavities. In some cases, they may refer your child to an orthodontist for a check-up to see how their face and jaws are growing, how their teeth are closing together, and if anything may affect how their teeth will function in the future. If you don't have private dental insurance to cover the cost of these vital services, you may be eligible for the interim Canada Dental Benefit.

Working together, parents, guardians, and oral health professionals can provide children with the oral care tools they need to become healthy, thriving teenagers. That's something to smile about!

Find more tooth tips for children ages 7 to 12 at dentalhygienecanada.ca/kids7-12.

Toothbrushing for total health

Taking good care of your teeth and gums will help prevent tooth loss and keep the rest of your body healthy. Poor oral health has been linked to diabetes, heart disease and respiratory diseases.

Getting toothbrushing right is the first step. To clean the surfaces and hard-to-reach areas of your teeth properly, you must use the right toothbrush:

1. Choose a soft or extra-soft toothbrush.
2. Choose a brush with a smaller head (even a children's toothbrush) if you have a small mouth.
3. Power toothbrushes, if you can afford one, are better at removing dental plaque than a manual toothbrush.

Once you've got your toothbrush in hand, wet it and then place a pea-sized amount of fluoride toothpaste on the bristles. Divide your mouth into 4 sections: top, bottom, left and right. Position the bristles of your toothbrush so that they touch both your gums and

teeth, and brush all surfaces of your teeth: cheek side, tongue side, and biting surfaces. Brush for two minutes, spending 30 seconds in each section of your mouth. Don't forget to brush your tongue, using a sweeping motion from the back to the tip of the tongue to remove harmful bacteria.



Brushing your teeth twice a day reduces your risk of cavities, gum disease and bad breath, and it prevents bacteria in your mouth from spreading to other parts of your body. It's a quick and easy way to protect your oral and overall health.

For more information on oral health, visit dentalhygienecanada.ca



Feature Articles

Seniors can keep on smiling with good oral health



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

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

Dental hygienists encourage all older adults to brush their teeth twice a day with fluoride toothpaste and clean between their teeth once a day. Denture wearers should remove their dentures at night to clean them and allow their 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 challenging; your dental hygienist can offer tips for supporting seniors with their oral care.

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

Find more information at dentalhygienecanada.ca/seniors.

Oral cancer: early detection and prevention are key



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

Dental hygienists, essential primary health care professionals, provide oral cancer screenings during appointments and will make referrals to specialists if they spot anything unusual. Between oral care appointments, however, we should watch for any of the following changes in our mouths:

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

That's not all. Just as we can help with early detection, we also have a role to play in preventing oral cancers from developing in the first place. Tobacco use, alcohol consumption, sun exposure to the lips and the human papillomavirus (HPV) are all known risk factors for oral cancers. While modifying our smoking and drinking habits is a necessary first step, preventing HPV infection is proving to be even more important.

In Canada, 25% to 35% of oral and oropharyngeal cancers are now related to HPV infection, and this rate continues to rise. Fortunately, there are three HPV vaccines that have been proven to be highly effective at preventing HPV-related diseases. Health Canada recommends that everyone under the age of 27 consider getting vaccinated against HPV. In some cases, it may be appropriate for men and women over the age of 27 to receive the vaccine as well.

Your dental hygienist can offer tobacco cessation strategies and other guidance on lifestyle choices to help reduce your risk of oral cancer. By committing to a healthy lifestyle, booking an appointment for an HPV vaccine, examining our mouths for suspicious changes and scheduling regular dental hygiene visits, we can protect our oral and overall health.

For more information on oral cancer and self-examination tips, visit dentalhygienecanada.ca.



NDHW™ 2023 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. 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.

#NDHW23 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 #NDHW23 frame to your social media profile pictures at:

twibbon.com/support/ndhw



**SEE REVERSE FOR
SAMPLE POSTS**



NDHW™ 2023 GET SOCIAL!

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. #NDHW23
- 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). #NDHW23
- You are what you eat! Make healthy food choices. Nutritious foods, low in sugar, are good for both oral and overall health. #NDHW23
- Protect your pearly whites! Wear a mouthguard when playing sports. Your dental hygienist can make a custom-fitted one for you. #NDHW23
- During #NDHW23 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 regulated health care profession in Canada, with more than 31,000 professionals. #NDHW23
- #oralhealth4totalhealth. Healthy teeth and gums are a key part of your overall health. #NDHW23
- 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.
- 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! #NDHW23 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.

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 83 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. For more information on oral health, visit dentalhygienecanada.ca.

Regards,



PUT YOUR PURPLE ON!

#DHPURPLEPRIDE
DENTALHYGIENECANADA.CA

POWERED BY:

PHILIPS

PHILIPS

sonicare

ZOOM!



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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. B) 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. C) 60 seconds (recommended minimum 2 minutes) | 10. Braided dental floss | 11. Blue Whale | 12. B) 300 | 13. True | 14. True | 15. False -Gold Human Teeth, hippopotamus tusks, elephant ivory | 16. True -Honey and eggshells | 17. B) 1905 | 18. A bird | 19. C) 96% | 20. B) 26% | 21. Yes - the royal valet | 22. True | 23. C) 62 | 24. C) Jennifer Lopez | 25. C) 2000 | Triple bonus points - ODONTALGIA means toothache

TOP 10 ORAL HEALTH TIPS

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

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

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

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

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

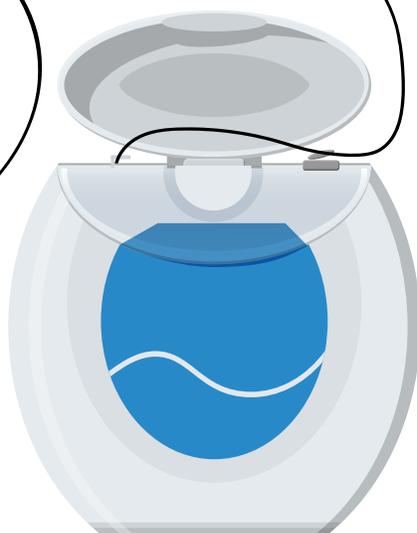
6 Butt Out!
Choose to be tobacco free. Using tobacco products can stain your teeth and increase your risk of developing oral cancer.

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

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

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

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



www.dentalhygienecanada.ca

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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:

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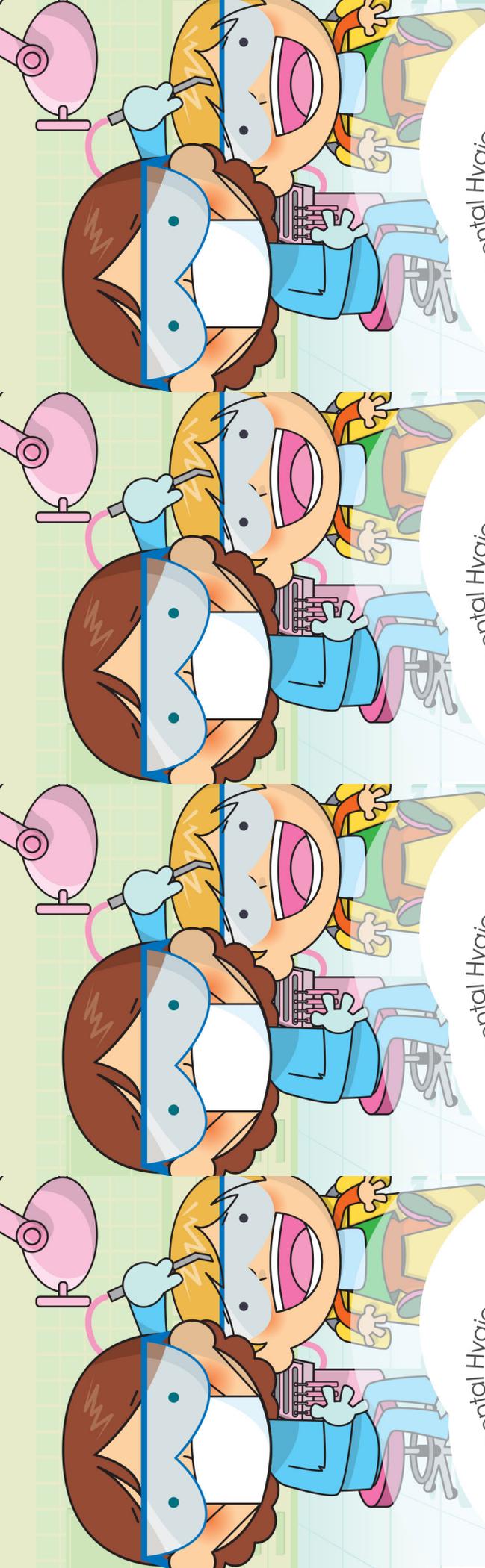
DID YOU KNOW THAT THE MOST COMMON DISEASE AMONG CHILDREN IS TOOTH DECAY? TOOTH DECAY IS PREVENTABLE! BRUSH, FLOSS, EAT HEALTHY, AND SEE YOUR DENTAL HYGIENIST REGULARLY.

**LEARN MORE,
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National Dental Hygienists Week™
April 4-10
Oral Health For Total Health!

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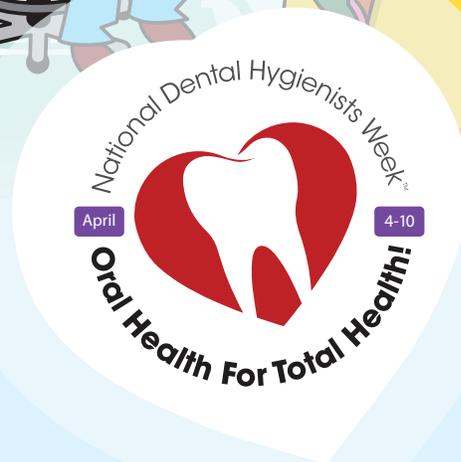
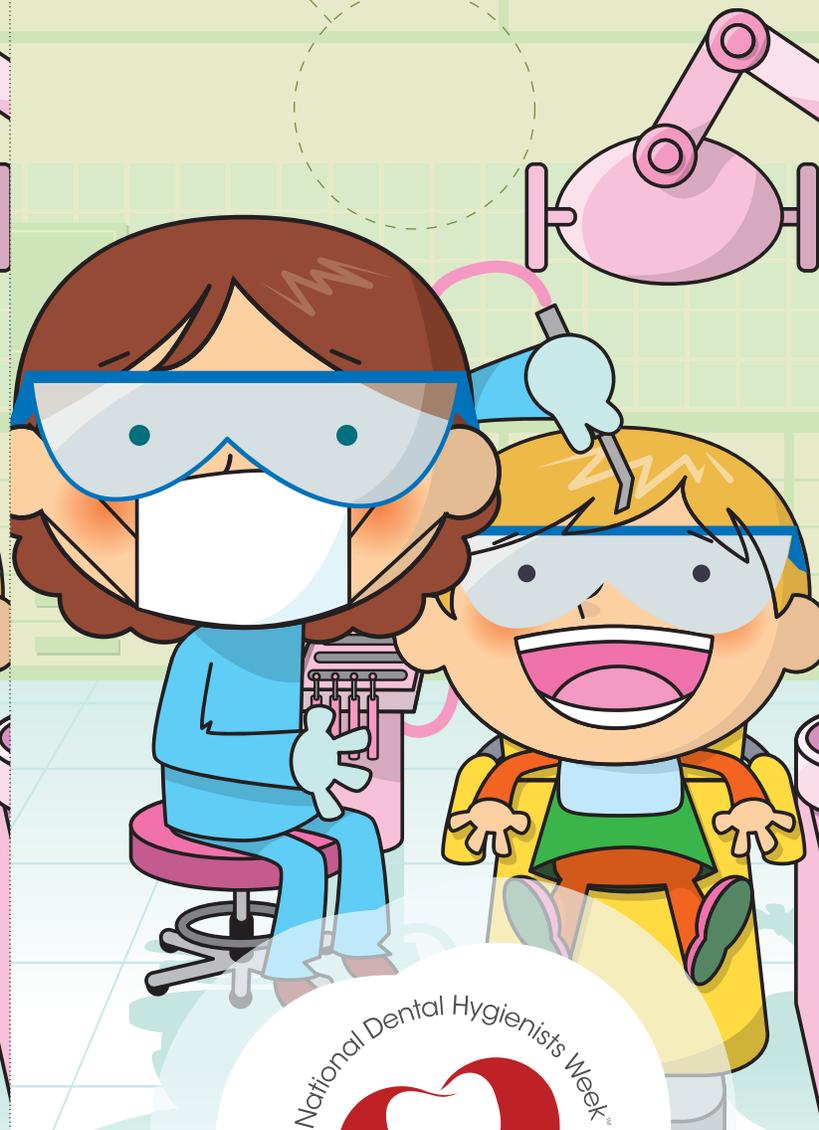
KEEP CAVITIES AWAY!

**BRUSH FOR 2 MINUTES
TWICE A DAY**

LEARN MORE, VISIT
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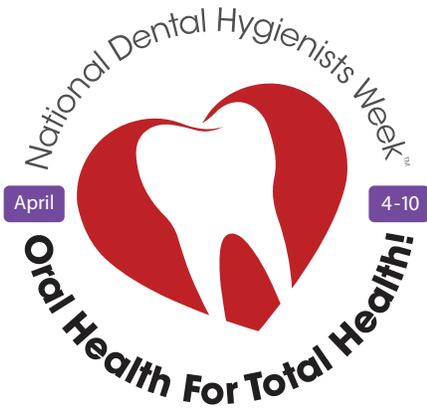
ATTACK THAT PLAQUE!

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

LEARN MORE, VISIT
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Canadian Dental Hygienists Association

KIDS ZONE

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TD Insurance

DENTAL DECODER!

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

sofsl

rhbus

otoht

ilsme

edacy

hccepku

rxya

menale

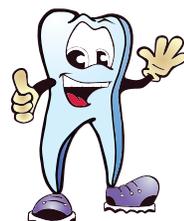
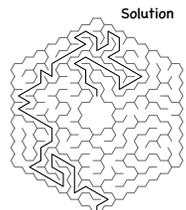
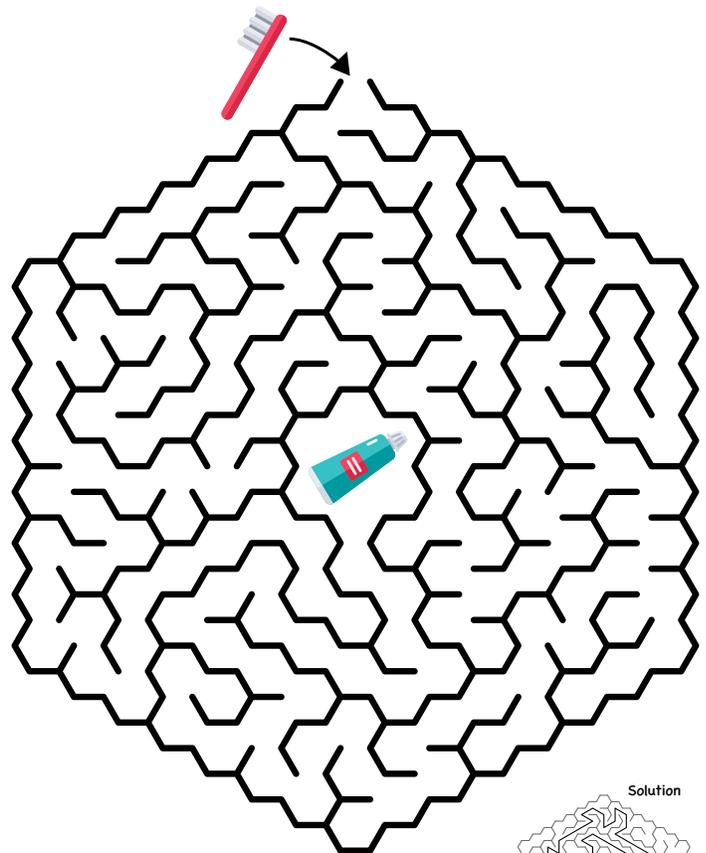
What did the dentist call the astronaut's cavity?



"A
 "

Solution
 "A Black Hole"

FIND YOUR WAY TO THE TOOTHPASTE!



FUN FACT:

Tooth enamel is the hardest substance in the human body.

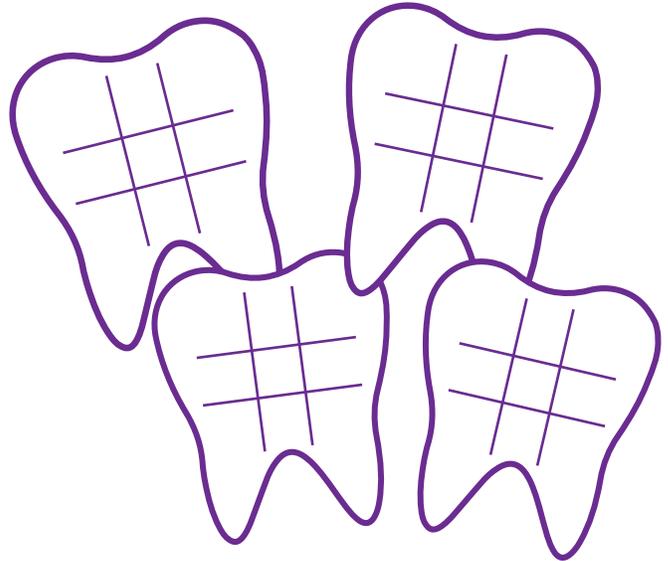


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KIDS ZONE

TIC-TAC-TOE

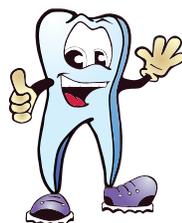


WORD SEARCH

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.



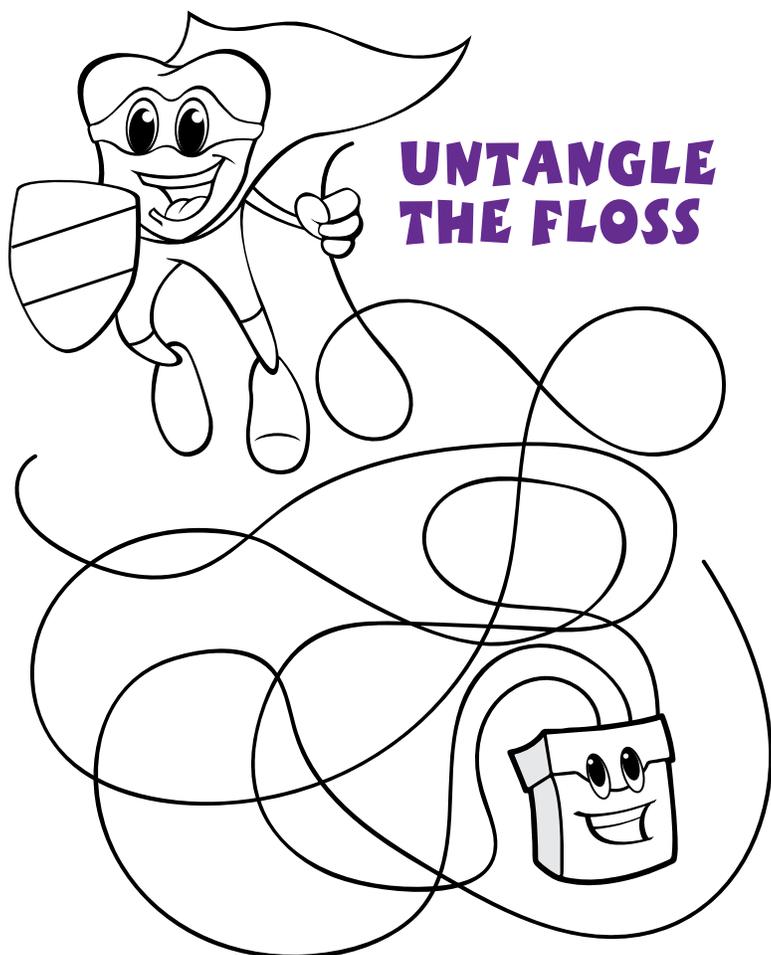
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KIDS' ZONE



What did the dental hygienist see at the North Pole?

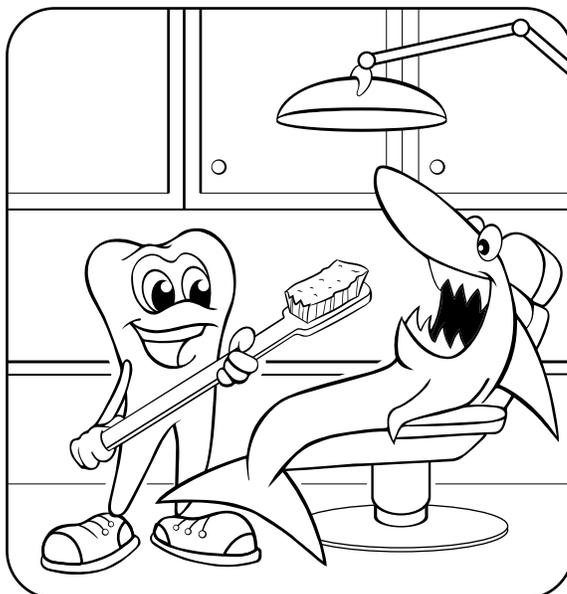
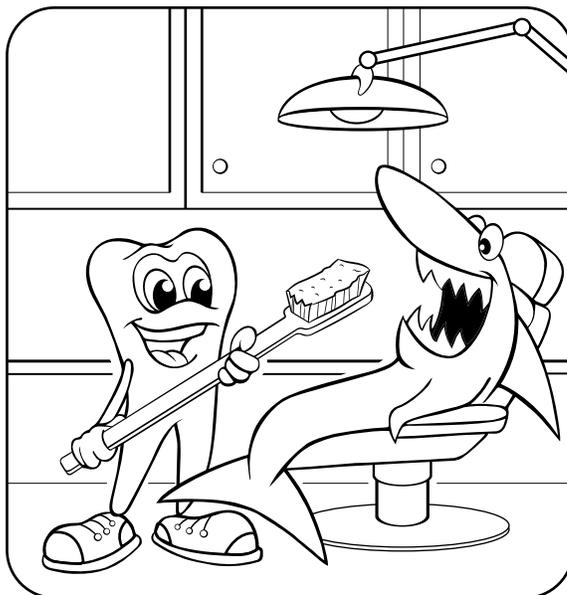
- A molar bear



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.



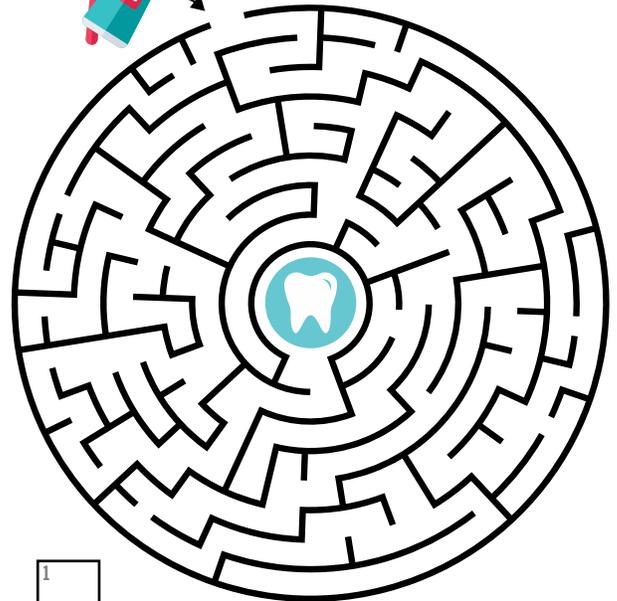
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KIDS' ZONE

A-MAZING SMILE

Complete the maze to help keep this smile sparkling!



CROSSWORD

ACROSS

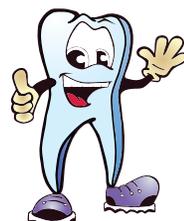
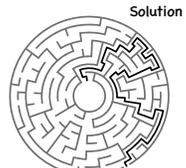
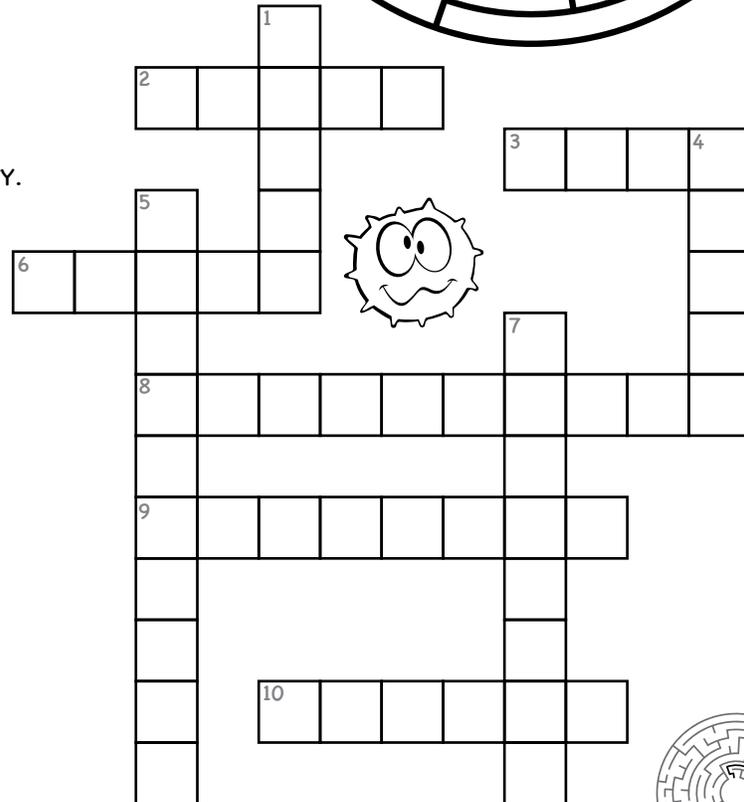
2. CHILDREN USUALLY HAVE 20 OF THEM.
3. DENTAL HYGIENISTS CHECK YOUR TEETH AND _____ AT EVERY VISIT.
6. _____ CAN HELP YOU CLEAN BETWEEN YOUR TEETH.
8. A PEA-SIZED AMOUNT OF THIS IS PLENTY.
9. _____ IN PLAQUE CAN LEAD TO CAVITIES.
10. THE HARD OUTER LAYER OF A TOOTH.

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:

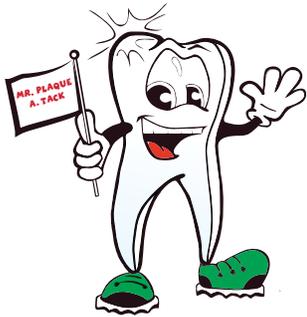
The blue whale, the largest mammal on earth, eats only tiny shrimp because it has no teeth.





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				



Colouring Contest

Child's first & last name:

age:

email:

phone number:

dental hygienist/clinic:

Deadline:

May 1, 2023

Submit your entry!

email to: marketing@cdha.ca

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

Prizes:

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



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HYGIENE
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Tooth Tips

Brush 2 minutes
2 times a day

Choose
healthy
snacks

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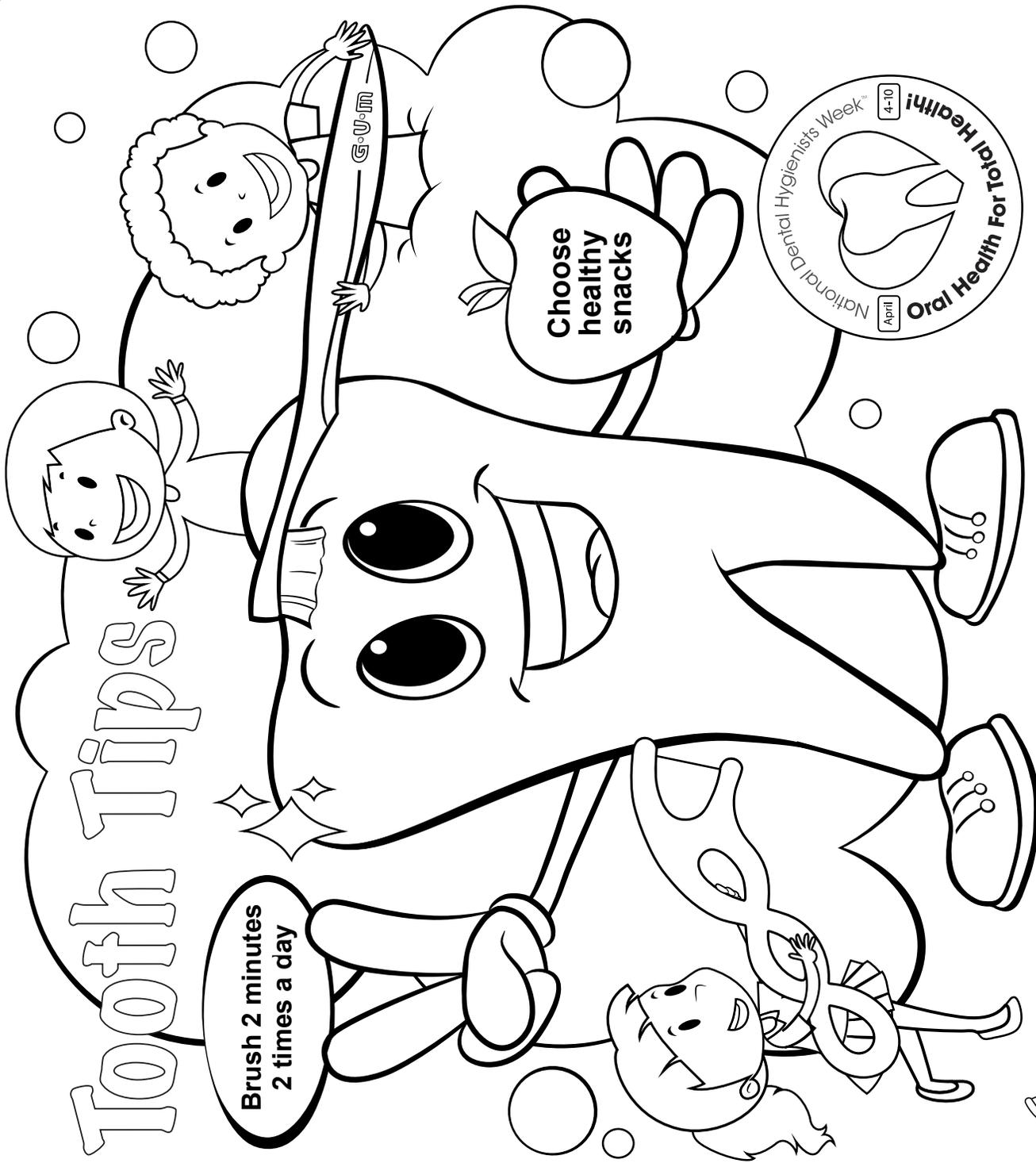
Clean between your
teeth every day

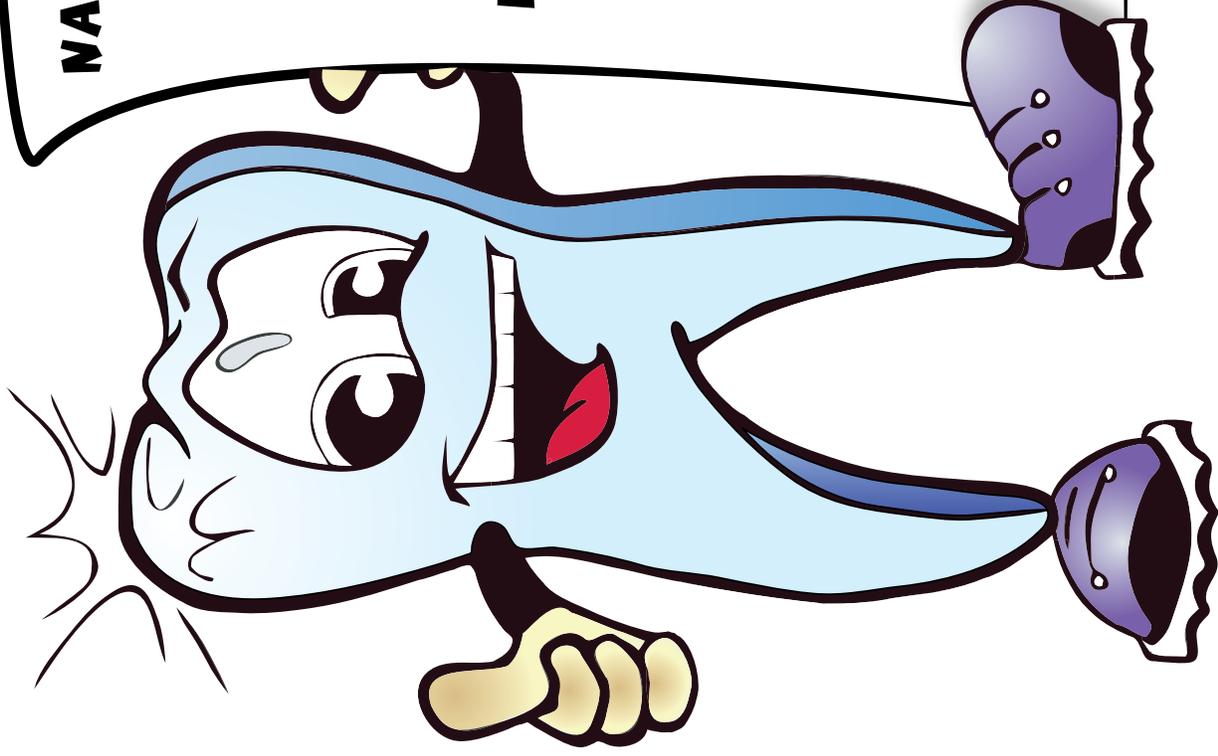


Use fluoride toothpaste
(pea-sized amount)



Change your brush
every 3 months





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

HEALTHY SMILE CERTIFICATE

IN RECOGNITION OF A+ BRUSHING & FLOSSING

TO: _____

PRESENTED BY: _____



Sponsored by:



TD Insurance

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**

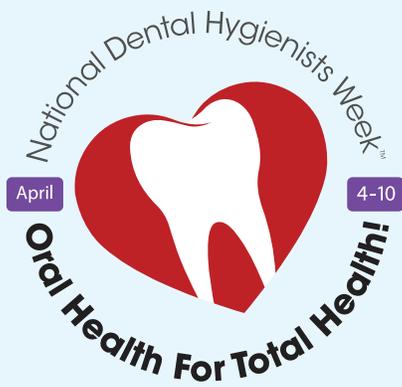
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