



CDHA Key Social Media Messages for the 2015 Federal Election Campaign

Be a #voice4oralhealth



#voice4oralhealth



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

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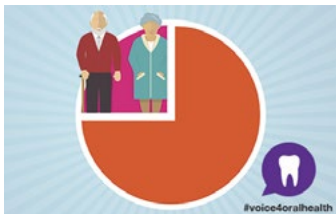
Join CDHA's social media campaign on Wednesday, August 19, to put preventive oral care at the top of the national political agenda. By posting these messages on Facebook and Twitter, you can educate all election candidates on the importance of equitable access to preventive oral care services. Feel free also to utilize the images and **be sure to tag your local MP on your posts.** [Political Twitter Handles are available online.](#) If you have any questions about this campaign, please contact Angie D'Aoust at marketing@cdha.ca. On August 19, let's get our election candidates to be accountable for federal leadership on access to preventive oral care services!

Facebook messages



Federal Leadership on Oral Health

94% of all oral health care costs are privately covered by Canadians or their insurance plans. Government is responsible for just 6% of all oral health care costs. By encouraging federal leadership on oral health and promoting targeted investments in preventive care, the next federal government would significantly reduce overall costs by treating oral diseases and conditions before they arise. Preventive care is the most cost effective care. Be a #voice4oralhealth in #elxn42



Canadian Seniors

Canada's population is aging. By 2036 nearly 25% of us will be over age 65. This will place a greater pressure on long-term care facilities and our health care system. Seniors are 40% less likely to have private dental insurance than the rest of the population and many still have to care for their natural teeth. The federal government should play a leadership role and act alongside the provinces to ensure daily mouth care and professional oral health care services are supported in long-term care facilities. Be a #voice4oralhealth in #elxn42



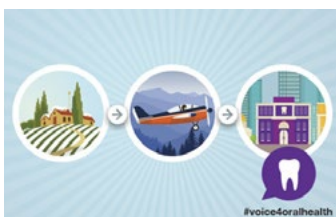
First Nations and Inuit

Dental services are the third most expensive funding category in the Non-Insured Health Benefits Program for First Nations and Inuit peoples. Yet the oral health of these populations is far worse than that of the general population. Better access to preventive oral care in First Nations and Inuit communities would improve outcomes and reduce costs. Be a #voice4oralhealth in #elxn42



Mouthguards for Children in Sports

The federal government has taken meaningful steps to improve participation and accessibility in sports for youth by implementing the Children's Fitness Tax Credit and making that credit refundable. The next government should improve on this investment by making a professionally fitted mouthguard an eligible expense under this program. We need to send the message that safety in sport is as important as participation in sport. Be a #voice4oralhealth in #elxn42



Health Human Resources in Rural and Remote Communities

The federal government provides numerous incentives to attract doctors and nurses to rural and remote communities. The next government needs to build on these programs by expanding health human resources to attract and retain dental hygienists in these regions. Wage incentives, tax credits, student loan forgiveness, and educational funding in exchange for return-of-service agreements would go a long way to support the in-demand services provided by dental hygienists to these underserved areas. Be a #voice4oralhealth in #elxn42

To add an image to your social media post simply copy and paste the link below the appropriate image on page 3.

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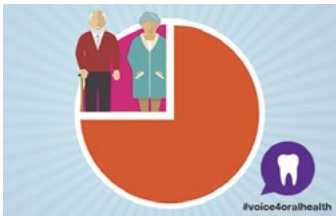


Tweet on Twitter with 140 Characters or less



Federal Leadership on Oral Health Care

Preventive oral care is the most effective oral care. It leads to better outcomes and lower health care costs for all Canadians. Be a #voice4oralhealth in #elxn42



Canadian Seniors

Many seniors lose oral care insurance coverage when they retire. Government must support oral care in long-term care facilities. Be a #voice4oralhealth in #elxn42



First Nations and Inuit

Indigenous youth deserve better access to oral care. Dental caries is the most common infectious disease among FN & Inuit youth. Be a #voice4oralhealth in #elxn42



Mouthguards for Kids in Sports

Safety is as important as participation in sport. Professionally fitted mouthguards should be an eligible CFTC expense. Be a #voice4oralhealth in #elxn42



Health Human Resources in Rural and Remote Communities

Dental hygienists are needed in rural & remote communities. Expanding loan forgiveness is a good first step for attracting DHs. Be a #voice4oralhealth in #elxn42

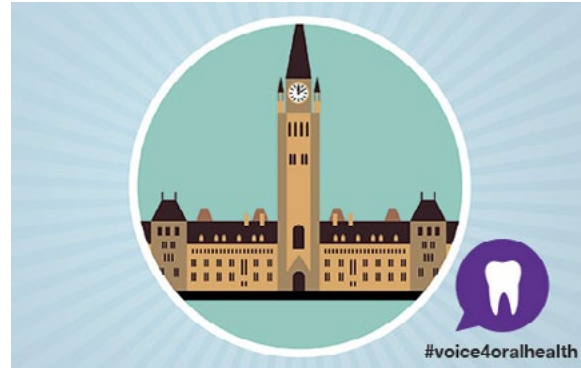
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Federal Leadership on Oral Health Care



http://www.cdha.ca/am/images/community/voice4oralhealth_federal-leadership.jpg

First Nations and Inuit



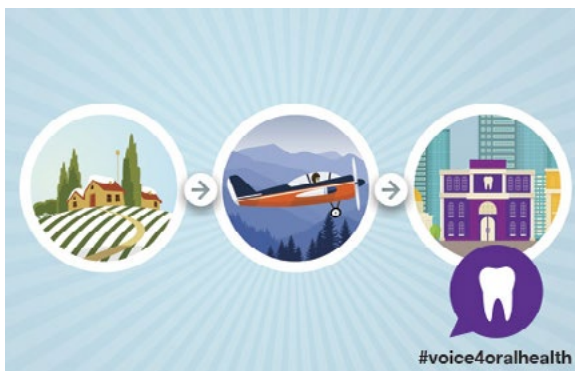
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Mouthguards for Kids in Sports



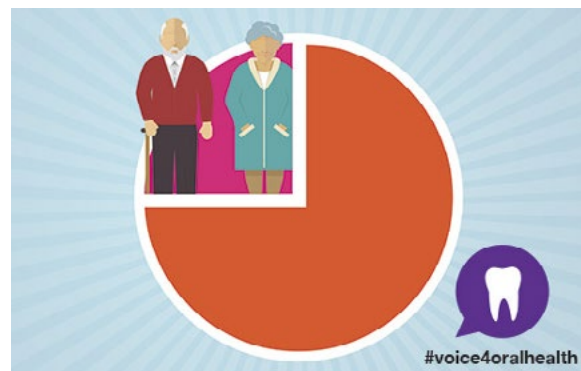
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Health Human Resources in Rural and Remote Communities



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Canadian Seniors



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