



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



For immediate release (Disponible en français sur la demande)

Media Release

Dental Hygienists Join the World To Celebrate Better Oral Health

March 18, 2013 (Ottawa, ON) —Oral diseases are among the most common chronic ailments with 90 percent of the world’s population at risk for some form of disorder, from tooth decay to periodontal diseases and oral cancer. World Oral Health Day (WOHD) is celebrated every year on March 20 to remind us that healthy teeth, gums and mouth play a crucial role in our ability to live healthy, happy lives.

The World Dental Federation (FDI) initiated WOHD to raise awareness with the theme “Healthy Teeth for Healthy Life”. Reflecting the important contribution oral health makes to our lives, this message closely mirrors the Canadian Dental Hygienists Association’s (CDHA) slogan, “Oral Health for Total Health”.

“This is a day about oral health professionals working together”, says FDI president Dr. Orlando Monteiro da Silva, “World Oral Health Day 2013 provides an opportunity for all oral care practitioners—dentists, dental therapists, dental hygienists, technicians , nurses, and students—to raise awareness together and encourage individuals, families, communities and governments to take measures to lower the incidence of oral disease.”

CDHA president, Sandy Lawlor, says, “Dental hygienists are pleased to join this international celebration by emphasizing the message that you can achieve better oral health by following six simple steps: brush, floss, use an oral rinse, eat a healthy diet, eliminate tobacco use and see a dental hygienist regularly”. 2013 is a milestone year for Canada’s dental hygienists, as we celebrate 100 years of the founding of the dental hygiene profession and 50 years of our national association. WOHD is closely followed by Canada’s National Oral Health Month in April and National Dental Hygienists Week™April 7–13.

Dental hygiene is the sixth largest registered health profession in Canada. Dental hygienists are trained professionals who work in a variety of settings, including independent practice, with people of all ages, helping them address issues related to oral health.

Serving the profession since 1963, CDHA is the collective national voice of more than 24,000 registered dental hygienists working in Canada, directly representing 16,500 individual members including dental hygienists and students. For more information on dental hygienists or oral health, visit: www.cdha.ca.

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