



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

For immediate release (Disponible en français sur la demande)

Media Release

Canadian Dental Hygienists Celebrate World Oral Health Day

March 18, 2015 (Ottawa, ON) —On March 20, oral health professionals around the world will celebrate healthy smiles as part of World Oral Health Day (www.worldoralhealthday.com). In keeping with its annual objective to raise awareness of the importance of maintaining good oral health across the lifespan, this year's campaign offers an exciting new resource: the #WOHD15 poster, which can be customized with a photo of your choice and then printed or shared on social media.

“Oral health is essential to overall physical, social, and mental well-being,” explains Mandy Hayre, president of the Canadian Dental Hygienists Association (CDHA). “It affects our ability to eat, laugh, speak, and smile, and is a risk factor for serious health complications such as diabetes, respiratory and heart diseases, and stroke, if compromised.” As primary health care providers, dental hygienists play a vital role in preventing and detecting oral health problems. They examine your head, neck, and mouth at every dental hygiene appointment, make referrals when necessary, and will work with you to develop an oral hygiene plan that will ensure your best overall health possible.

“Given that 90 percent of the world's population will suffer from oral diseases during their lifetime,” Hayre adds, “Canadian dental hygienists are proud to join in the fight to reduce the global burden of oral diseases by helping people of all ages to maintain a healthy smile.” To that end, CDHA also sponsors Canada's National Dental Hygienists Week™ (www.cdha.ca/NDHW), which takes place from April 5 to 11 as part of Oral Health Month. Together, National Dental Hygienists Week™ and World Oral Health Day offer creative and compelling reminders for all Canadians of the importance of oral health for overall health.

Serving the profession since 1963, CDHA is the collective national voice of more than 26,800

registered dental hygienists working in Canada, directly representing 17,000 individual members including dental hygienists and students. Dental hygiene is the 6th largest registered health profession in Canada, with professionals working in a variety of settings, including independent practice, with people of all ages, addressing issues related to oral health. For more information on oral health, visit: www.dentalhygienecanada.ca

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