



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

For immediate release

(Disponible en français sur la demande)

## Media Release

### Canada's Dental Hygienists Celebrate World Oral Health Day

**March 18, 2016** (Ottawa, ON) —On March 20, Canadian dental hygienists will join in the global celebration of World Oral Health Day. This year's public awareness campaign has chosen as its slogan: "It all starts here. Healthy mouth. Healthy body," in recognition of the fact that a person's oral health affects their overall health and well-being. This message reinforces the theme of Canada's own National Dental Hygienists Week™ — "Oral Health for Total Health" — which takes place in April.

"Research shows that, when plaque accumulates on your teeth, it can lead to periodontal (gum) disease, which is a risk factor for serious illnesses, such as diabetes, respiratory and heart diseases, and stroke," explains Donna Scott, president of the Canadian Dental Hygienists Association (CDHA). "As primary health care providers, dental hygienists play a vital role in preventing and detecting oral health problems," she adds. They will work with you to establish individualized professional and home care plans to ensure your best overall health possible.

"Given that 90 percent of the world's population will suffer from oral diseases during their lifetime," Scott continues, "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." In support of that goal, CDHA sponsors this country's National Dental Hygienists Week™ ([www.cdha.ca/NDHW](http://www.cdha.ca/NDHW)), which takes place from April 9 to 15 as part of Oral Health Month. Together, National Dental Hygienists Week™ and World Oral Health Day provide important reminders for all Canadians of the need to maintain their 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 17,500 individual members including dental hygienists and students. 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. For more information on oral health, visit: [www.dentalhygienecanada.ca](http://www.dentalhygienecanada.ca)

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