

DH launches new video to promote oral health

The Department of Health (DH) today (March 20) launched a promotional video with the theme "The password is 320 – World Oral Health Day" on a YouTube channel to promote public awareness on oral health in support of World Oral Health Day and the FDI World Dental Federation's global appeal to make a pledge to care for oral health.

The Consultant in-charge, Dental Services of the DH, Dr Wiley Lam, called on the public to adopt good oral care habits, including keeping the mouth thoroughly clean, having regular dental check-ups, establishing healthy eating habits and avoiding smoking and alcohol, as well as consuming less sugar. "With good oral health, we can not only speak clearly and enjoy delicious food but also improve our general health and quality of life," he added.

The Oral Health Education Division (OHED) of the DH has promoted World Oral Health Day campaigns to the public over the past years, stressing that oral health and general health are closely related, and has made the public aware that oral problems, such as dental decay and gum diseases, share many common risk factors with other non-communicable diseases, including cardiovascular diseases, diabetes and cancer. These risk factors include poor personal hygiene, smoking and unhealthy eating habits.

The FDI designates March 20 of each year as World Oral Health Day and calls on the dental profession and community groups to hold events on that day to promote public awareness on oral health. This year, the theme is "Be Proud of Your Mouth". The OHED has conducted World Oral Health Day activities for students of different grades including encouraging kindergarten and primary school students to produce special cards with tips on oral care and share the cards with their family members and friends, and producing specially designed WhatsApp stickers with oral health messages for secondary school students and encouraging them to share the stickers with their friends and family members through social media platforms. The OHED also started a series of promotional activities to disseminate oral health messages to the public by launching the promotional video with the theme "The password is 320 – World Oral Health Day" on its YouTube channel and promoting the theme "Be Proud of Your Mouth" in radio broadcasts, MTR advertisements and its Facebook fan page.

For more information on oral health, please visit the OHED's Toothclub webpage (www.toothclub.gov.hk), the Facebook fan page of "æ,,>ç%™Love Teeth HK" (www.facebook.com/LoveTeethHK) and the OHED YouTube channel (www.youtube.com/channel/UChJUkaM37cgbNGMi23v0ivQ).