

DH launches new videos to promote oral health

The Department of Health (DH) today (March 20) launched new promotional videos with the themes "The Big Day – 320" and "Oral Health Care Mystery Game" to promote oral health messages to the public on a YouTube channel in support of an appeal from the FDI World Dental Federation. In line with the promotion of World Oral Health Day, the DH aims to encourage everyone to take action to care for their oral health.

The Consultant in-charge, Dental Services of the DH, Dr Wiley Lam, advised the public to develop good oral care habits, including keeping the mouth thoroughly clean, having regular dental check-ups, establishing healthy eating habits and avoiding tobacco and alcohol, as well as consuming less sugar, in order to diligently maintain good oral health.

The Oral Health Education Division (OHED) of the DH has promoted World Oral Health Day 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 has designated March 20 of each year as World Oral Health Day and encourages everyone to care for oral health and take action to look after their mouths. This year, the theme is "Be Proud of Your Mouth – Look After Your Oral Health for Your Happiness and Well-being". The OHED has conducted a variety of World Oral Health Day activities through its webpage for students of different grades, including encouraging kindergarten students to make special cards with their parents, and primary school students to produce bookmarks as gifts for their family to share tips of oral care with them. In an earlier time, a file pocket has been specially produced and delivered for secondary school students to integrate oral health information into their daily lives. The new promotional videos with the themes "The Big Day – 320" and "Oral Health Care Mystery Game" have been launched on YouTube channel, while radio broadcasts, bus shelter advertisements, MTR train door window stickers and its Facebook page will also be used to promote the theme "Be Proud of Your Mouth".

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