

DH launches video to promote oral health awareness

The Department of Health (DH) today (March 20) launched a newly produced promotional video with the theme "Say Ahh: Unite for Mouth Health" on YouTube to support World Oral Health Day (WOHD) and tie in with 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 make a pledge to care for their teeth by adopting good oral care habits to achieve holistic well-being, including keeping the mouth thoroughly clean, having regular dental check-ups, establishing a healthy eating habit and avoiding smoking and alcohol, as well as consuming less sugar.

The Oral Health Education Division (OHED) of the DH has promoted WOHD campaigns to the public during the past few 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 designated March 20 each year as WOHD and called on the dental profession and community groups to hold events on that day for promoting oral health awareness to the public. This year, the OHED of the DH is carrying out a series of oral health promotion activities to disseminate the related oral health messages to the public, including launching the promotional video in its YouTube channel and promoting the theme "Say Ahh: Unite for Mouth Health" in radio broadcasts, bus stop advertisements and its Facebook 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 YouTube channel (youtu.be/wgmc9DRy70c).