



Summing up the European Gum Health Day 2017

Summary report by:

Filippo Graziani, European Gum Health Day 2017 coordinator

Xavier Struillou, European Gum Health Day 2018 coordinator

Santi Quinones, EFP communications coordinator

November 2017





EGHD17: a success

- European Gum Health Day 2017 (EGHD17) was a huge, unprecedented success for the EFP and its affiliated societies - a success which sets a new milestone, breaks the record of activities developed and national societies involved, and turns this European Day into the unmissable yearly awareness event for the international periodontology.
- A rich array of activities was organised around the slogan 'Fighting periodontal disease together', which brought to millions of European people inside and outside the world of dentistry a new look on gum health and gum disease.
- 27 EFP-affiliated societies, this is to say nine out of ten members of the EFP, took part in EGHD17, which means an impressive 35% increase compared to the groundbreaking success of the European Day of Periodontology 2016.
- Role played by Filippo Graziani as EGHD17 coordinator was key for keeping alive the flow of information between EFP and national societies and vice versa, for encouraging participation and feedback from affiliated societies, and for the success and impact of EGHD17 activities developed at the national level.
- Impressive work done by the 27 participating affiliated societies, including both their board members and their volunteers, needs to be highlighted, praised, and publicly recognised, as these people are its main, indispensable doers.
- Guidelines, resources, and advice provided by the communications team made much easier and more effective the work undertaken by the affiliated societies. Both editable and non-editable versions of EGHD17 logos, posters, graphics were designed and delivered about 5 months in advance, as well as templates and general guidance and support regarding communications. So once again affiliated societies were offered the choice of publishing the provided resources in English or editing, customising, or translating them if desired.
- This Europe-wide, massive awareness campaign has approached in this fourth successive year its maximum in geographical terms so it may be time to consider if it is appropriate to reach non-EFP and even non-European countries, taking advantage of the global audience of coming World Perio Workshop to take place next November and of the Perio Focus paper co-authored by Maurizio Tognetti and Soren Jepsen, among others.
- A permanent, stable name for the European Day should be considered. Slogan can vary every year, but to keep always over time the same brand for the event would greatly improve its visibility and prestige. The easier for non-English speakers and the shorter, the better.



EGHD17: a synthesis

- Activities developed on the occasion of EGHD17 can be structured and grouped into 18 categories listed in the table below in this order: prevention and early diagnosed; gum disease treatment; links to general health, and wellbeing and lifestyle (regarding their theme); organisation of a press conference; mailing of a press release; focus on dental and health media, or on lay media (concerning written communications); initiatives of public affairs; joint action with other science players, and organisation of conferences or scientific presentations (in connection with public events); hand-out of leaflets; free check-ups; distribution of dental materials (with regard to educational activities); and social media campaigns, video, or TV programs (as AV communications). Finally, it is stated what affiliated societies have organised activities in more than one city.
- Find categories where action has been taken marked as “●” and categories where there is room for improvement for next year indicated as “X”.

Action	PED	GDT	LGH	W/L	PC	PR	DHM	LM	PA	JASP	CSP	LHO	FCU	FDM	SM	V	TV	MAC	Other
Aut	●	●	●	●	●	●	●	X	X	●	●	●	X	X	●	●	X	X	
Aze	●	●	X	X	X	●	X	X	X	●	●	X	●	X	●	X	X	●	
Bel	●	●	X	X	X	●	X	●	X	X	X	●	●	X	X	X	●	X	
Den	●	X	X	X	X	X	X	X	X	X	X	●	●	●	●	X	X	X	
Fin	●	●	●	●	X	●	●	X	X	X	X	X	X	X	X	X	X	X	EFP Manifesto
Fra	●	X	●	X	X	X	X	X	X	X	●	X	X	X	●	X	X	X	
Ger	●	●	X	X	X	●	●	●	●	X	X	X	X	X	X	●	X	●	QR code
Gre	●	●	X	X	X	X	X	●	X	X	X	●	●	X	●	●	X	●*	Advertisement
Hun	●	●	●	X	●	●	X	●	X	X	●	X	X	X	●	●	●	X	
Ire	●	X	●	X	X	●	X	●	X	X	●	X	X	X	X	X	X	X	
Isr	●	X	●	●	X	X	●	●	X	●	X	X	X	X	●	●	X	X	



Action	PED	GDT	LGH	W/L	PC	PR	DHM	LM	PA	JASP	CSP	LHO	FCU	FDM	SM	V	TV	MAC	Other
Ita	●	●	X	X	X	X	X	X	X	X	X	●	●	X	●	●	X	●**	Dental ambulances
Lit	●	X	●	X	X	X	X	X	X	X	X	●	X	X	●	X	X	●	
Mor	X	X	●	X	X	X	X	X	X	●	●	X	X	X	X	X	X	●	
Net	●	X	X	X	X	●	X	X	X	X	X	●	●	●	●	●	X	●	
Pol	X	●	●	X	●	●	●	●	●	●	X	X	X	X	X	X	X	X	
Por	●	●	●	X	X	●	●	●	X	X	X	●	X	X	●	X	●	●***	
Rom	●	●	●	X	●	●	X	X	X	X	X	X	X	X	X	X	X	X	
Rus	●	●	●	X	X	X	X	X	X	X	●	X	X	X	X	X	X	●****	
Spa	●	●	●	●	X	X	●	●	●	●	●	●	X	X	●	●	●	●*****	National congress
Swe	●	X	●	X	X	●	●	X	X	●	X	X	X	X	X	X	X	X	
Tur	●	●	X	X	X	X	X	X	X	●	●	●	●	●	X	X	●	●*****	
Ukr	●	●	●	X	X	●	X	●	X	●	X	X	●	X	X	X	X	●	
UK	●	●	●	●	●	●	●	●	●	●	●	●	X	●	●	X	X	●	Joint survey
EFP	92 %	67 %	67 %	21 %	21 %	58 %	38 %	46 %	17 %	42 %	42 %	46 %	33 %	17 %	54 %	33 %	21 %	54 %	

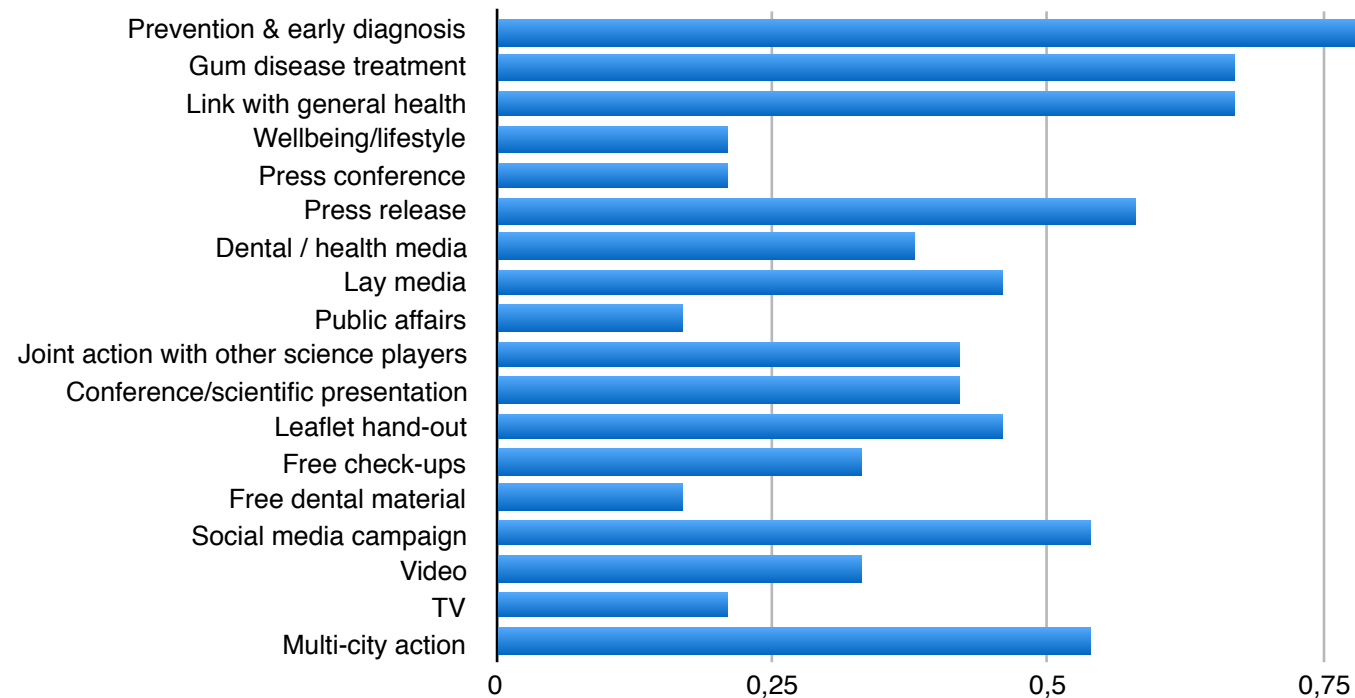
● indicates that action has been taken / X indicates the action has not been taken

- * Athens, Thessaloniki
- ** L'Aquila, Norcia, San Severino Marche, Civitella del Tronto
- *** Lisbon, Oporto, Coimbra

- **** Moscow, St Petersburg, Kazan, Ekaterinburg, Ufa
- **** Madrid, Barcelona, Málaga
- ***** Ankara, Istanbul



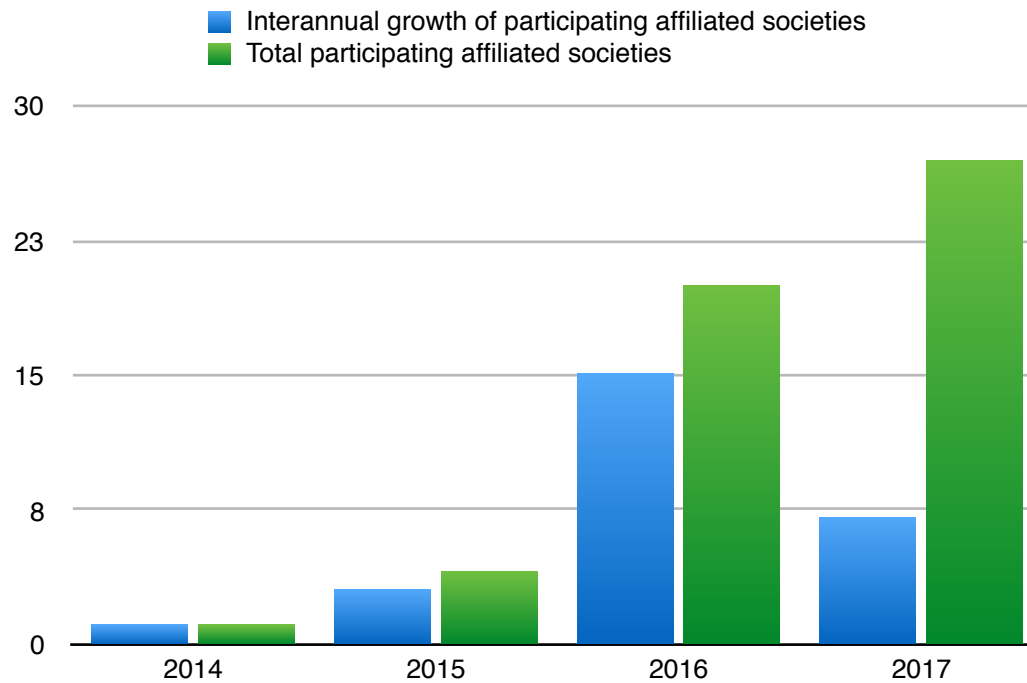
Acronyms used in the table above mean:



- Number of participating national perio societies has increased so successfully to such an extent that room for growth inside the EFP is already very low and may have reached its peak. Therefore, growth in coming years in terms of number of societies joining the European Day can only come from outside the EFP. This direction may make advisable a replacement in the name of the word “European” with “international” or “world”.



	% participating affiliated societies	Number of participating affiliated societies	Partiipating non-affiliated societies	Total affiliated societies	Increase of participating affiliated societies	% increase of participating affiliated societies
2017	90 %	27	0	30	+6	+35%
2016	69 %	20	1	29	+15	+400%
2015	13.8 %	4	0	29	+4	+300%
2014	3.4 %	1	0	29	-	-
2014-2017	+86.6%	+26	0	+1	+26	+2,600%





	Participation in European Day of Periodontology 2016	Participation in European Gum Health Day 2017	Feedback after EGHD17 & news item on EFP website
Austria	Yes	Yes	Yes
Azerbaijan	Yes	Yes	Yes
Belgium	Yes	Yes	Yes
Croatia	Yes	Yes	No
Czech Republic	No	No	-
Denmark	No	Yes	Yes
Finland	Yes	Yes	Yes
France	Yes	Yes	Yes
Germany	Yes	Yes	No
Greece	Yes	Yes	Yes
Hungary	No	Yes	Yes
Ireland	Yes	Yes	Yes
Israel	Yes	Yes	Yes
Italy	Yes	Yes	Yes
Lithuania	Yes	Yes	Yes
Morocco	No	Yes	Yes
Netherlands	Yes	Yes	Yes



	Participation in European Day of Periodontology 2016	Participation in European Gum Health Day 2017	Feedback after EGHD17 & news item on EFP website
Norway	No	No	-
Poland	No	Yes	Yes
Portugal	Yes	Yes	Yes
Romania	Yes	Yes	Yes
Russia	Yes	Yes	Yes
Serbia	No	No	-
Slovenia	No	Yes	No
Spain	Yes	Yes	Yes
Sweden	No	Yes	Yes
Switzerland	Yes	Yes	No
Turkey	Yes	Yes	Yes
Ukraine	Yes	Yes	Yes
United Kingdom	Yes	Yes	Yes
EFP	21	27	23



EGHD17: steps forward

- Coordination and communication with affiliated societies have been greatly improved. Feedback from the societies is now faster, better and more complete. Affiliated societies have started designating their own, national-level European Day coordinators. The EFP has improved the institutional nature of this relationship with a European Day coordinator who is the recently chosen executive committee member, who works in a close co-operation with the EFP communications coordinator in order to achieve his aims.
- Understanding of the materials being provided and their potential to the affiliated societies is better now. They have learnt to take advantage of them and to edit them if necessary,. The EFP has clarified the organisational and budget issues which were not clear in the past, and now embraces the European Day as a major EFP annual event and an excellent opportunity to work jointly with its affiliated societies.
- Explicit EFP support currently given to the European Day makes possible that the communications team works well in advance and makes its materials available with time more than enough for affiliated societies to consider how to take advantage of them. At the same time, most affiliated societies start accumulating a valuable experience in planning and organising European Day activities so the workflow is smoother and consultations are less frequent and more specific.
- Even if data from affiliated societies are still incomplete, growing success and popularity of the press release, the press conference, the social media campaign and the leaflet hand-outs as tools being used by affiliated societies seems to relate to the usefulness of EFP-provided materials and guidelines. Affiliated societies have made progress in their ability to adapt and translate those materials, including even the visual identity materials, and to successfully integrate them into their own schedules.
- Increasing diversity of activities reveals that communication and education remain the two key areas for European Day action. Regarding the preferred themes, nearly all societies focus on prevention and early diagnosis of gum disease. Issues related to its treatment, its links to general health, and wellbeing and lifestyle attract a considerable attention from national society boards.
- Interaction and collaboration with other relevant health and science organisations shows a promising trend to become popular among affiliated societies. Engagement with third parties for scientific or communication purposes help effectively to increase the reach and visibility of the European Day, to gain legitimacy and credibility, and to pave the way to further co-operation with those players.



EGHD17: some suggestions

- Workflow of information from affiliated societies to the EFP still needs to be improved. More and faster information on planned and organised activities is needed, in close contact with the European Day coordinator, the EFP communications coordinator, and the EFP coordinator. In this respect, the role of the EFP delegates and/or the European Day coordinators in every national society has to be highlighted and boosted.
- Acceptation and usefulness of EFP-provided European Day materials should be assessed in order to make full use of its potential . A questionnaire containing some simple questions sent to the affiliated societies would allow to better know their views, expectations and level of satisfaction regarding these materials, and to have into account their opinions regarding future European Days.
- Slogan and name of the day should be jointly conceived to maximise its effectiveness and impact. It is advisable to avoid repetition of words and lack of consistency, as well as a wording which is negative, too long, or too difficult to understand by non-native English speakers.
- It has been proven that proactivity and engagement of the European Day coordinator makes a big difference in terms of response from the affiliated societies. it is recommended that 2018 Day coordinator personally starts its dialogue with all affiliated societies as soon and systematically as possible.
- Interaction with dental, health and general media remains a key factor for success of the European Day at the national level. Press conferences, press releases, videos, public affairs initiatives, and social media campaigns are excellent tools to achieve a great impact.
- Press conference to be held in a prestigious, well-communicated venue (hotel, HQ of perio society or a dental/health institution, etc.) at a convenient time for journalists, with a press release focused on EGHD (and a secondary press release on another issue), hi-res images and videos to be provided at the request of journalists, and a mix of dental, health, and lay media, including bloggers, written press, radio, and TV both at national and local level.
- Panel experts should include the president, the EFP delegate or national Day coordinator, and other senior members of the national perio society, as well as cardiologists, diabetologists or other health experts who need to be previously aligned in terms of message.
- Exchange of materials and ideas between affiliated societies regarding European Day activities is to be promoted.



- European Day messages are conveyed primarily to lay people so gum health must be presented as a tool for general health so relevant to the entire population, including non-dental health professionals, authorities, and policymakers. It is a good idea to organise with them some previous contacts, to invite them to the press conference, and to take advantage of their input to impact on those groups, hold some joint event, and produce some joint content.
- Specific messages to be conveyed at the press conference and the press releases need to be consistent with those presented the previous year and can take advantage of “new” scientific knowledge made public in recent edition of Perio Workshop, other EFP-promoted scientific events, JCP articles, or national studies.
- Messages should be consistent with the slogan of the European Day and with major international initiatives, such as the EFP Manifesto, the Perio Focus paper, and similar ones.
- Free periodontal screenings (using the DPSI score if possible), risk-factor evaluations, and oral hygiene checks are good occasions for handing out leaflets, flyers and awareness material, as well as privately-sponsored gifts as toothpaste or electric toothbrush heads.
- Sponsorship can be useful as well for production of videos and short films, and specific EGHD leaflets or material to be used every year. Collaboration with hygienists’ and dentists’ organisations is always a bonus.
- To maximise their effect, screenings can be organised in hospitals, squares, malls, fairs, universities, train or bus stations, dental practices, or health-related public events. Ideally they should be performed in several cities. If this is a challenge for operational reasons, action can be developed at different days under the umbrella of the European Day.
- Lectures or scientific events should be clearly aligned and identified as part of the European Day, and if possibly integrated into the scientific programme of the society’s annual perio congress for the sake of consistency of messages.
- Regarding dissemination of the European Day in social media and institutional websites, there is still room for improvement as sites can devote a more prominent space to it, and social media pages of affiliated societies can better align and re-publish their publications and take advantage of a single hashtag “#perioday” in order to maximise its reach in Facebook, Twitter, YouTube, and LinkedIn.
- Both the press release and the press conference are becoming increasingly popular among the affiliated societies, so it can be a good idea that the EFP president routinely calls a press conference in his country on behalf of the EFP in its entirety. In years when 12 May fall on a weekend, the previous Friday can be a good alternative (for example in 2018).



Summing up the European Gum Health Day 2017

Activities of affiliated societies - an annex by:
Filippo Graziani, European Gum Health Day 2017 coordinator
Xavier Struillou, European Gum Health Day 2018 coordinator
Santi Quinones, EFP communications coordinator

November 2017





EGHD17: an overview



Austria

- Press conference jointly organised with the Austrian Dental Chamber and addressed by EFP president Gernot Wimmer at the Vienna International Dental Fair.
- Press release in English and German.
- Lectures given by society board members about gum disease at the dental fair.
- Folder for patients with printed awareness material on gum disease and its treatment.

Prevention & early diagnosis

Gum disease treatment

Link with general health

Wellbeing/lifestyle

Dental/health media

Press conference

Press release

Joint action with other science players

Conference/scientific presentation

Leaflet hand-out

Social media campaign

More info at: <http://www.efp.org/newsupdate/gumhealthday/austria-gernot-wimmer-speaks-at-press-co/>

Azerbaijan



- Day-long seminar and workshop on “Prevention, early diagnostics and treatment of periodontal diseases” at the Azerbaijan State Advanced Training Institute for Doctors
- Lectures to undergraduate and postgraduate dental students at the Azerbaijan Medical University Dental School together with Azerbaijani Association of Aesthetic Dentistry.
- Free periodontal screenings and advice in different regions of the country.
- Press release, posters, social media campaign.



Prevention & early diagnosis
Gum disease treatment
Press release
Joint action with other science players
Conference/scientific presentation
Free check-ups
Social media campaign
Video
Multi-city action

More info at: <http://www.efp.org/newsupdate/gumhealthday/azerbaijan-seminars-and-screenings/>

Belgium

- Free periodontal screenings to the public.
- Distribution of information about periodontitis and its treatment.
- Press release and media campaign.

Prevention & early diagnosis
Gum disease treatment
Press release
Lay media
Leaflet hand-out
Free check-ups
TV

More info at: <http://www.efp.org/newsupdate/gumhealthday/belgium-periodontal-screenings-and-media/>





Denmark

- Leaflets and printed material were handed out by Aarhus University dental hygienist students at Aarhus Central Station

Prevention & early diagnosis

Leaflet hand-out

Free check-ups

Free dental material

Social media campaign

More info at: <http://www.efp.org/newsupdate/gumhealthday/denmark-students-target-commuters-with-l/>

Finland



- Call to periodontists and dental professionals to sign the EFP Manifesto.
- Blog article at society's website about EGHD17.
- Article by society's president in the Finnish Dental Journal.
- Press release.
- Informative campaign in society's newsletters.

Prevention & early diagnosis

Gum disease treatment

Link with general health

Wellbeing/lifestyle

Press release

Dental / health media

More info at: <http://www.efp.org/newsupdate/gumhealthday/finland-press-articles-and-emphasis-on-e/>



France

- Events held in Montpellier on 11 May rather than 12 May.
- Conferences addressed at students and practitioners.
- Focus on periodontal medicine.

Prevention & early diagnosis
Link with general health
Conference/scientific presentation
Social media campaign

Germany



- Posters and placards for members on key message that periodontitis is a serious problem often ignored by the patient.
- QR code of the webpage included into the poster and self-test app downloadable for free.
- Printed and video explanation of the Periodontal Screening Index for a broader acceptance by dentists and patients.
- Placards exhibited on digital screens in underground stations in Frankfurt and Berlin.
- Appointments with members of the Federal Parliament.

Prevention & early diagnosis
Gum disease treatment
Press release
Dental/health media
Lay media
Public affairs
Video
Multi-city action: Berlin, Frankfurt



Greece

- Outdoor information campaign, including leaflets on gum health in squares and shopping malls.
- Free periodontal examinations and risk-factor evaluations.
- Advertisement in the daily press.
- Video and photo campaign in website and Facebook.

Prevention & early diagnosis

Gum disease treatment

Lay media

Leaflet hand-out

Free check-ups

Social media campaign

Video

Multi-city action: Athens, Thessaloniki

More info at: <http://www.efp.org/newsupdate/gumhealthday/greece-leaflets-in-shopping-malls-and-pe/>

Hungary

- Live interviews in MTV and Duna TV channels and news coverage in RTL, HIR, and Tenyek channels.
- Live studio discussion on national Kossuth Radio station.
- Press conference with a press release and big impact in the written press.
- Lecture on importance of oral hygiene for diabetes patients.
- Informative video on gum disease.
- Campaign in Facebook and YouTube.

Prevention & early diagnosis

Gum disease treatment

Link with general health





Press conference
Press release
Lay media
Conference/scientific presentation
Social media campaign
Video
TV

More info at: <http://www.efp.org/newsupdate/gumhealthday/hungary-live-interviews-and-informative/>



Ireland

- 2-page feature in main daily newspaper “Irish Independent” on “15 facts for healthy gums” + interview with society president.
- Press release.
- Annual scientific conference of Irish Dental Association.
- Student seminar at the Dublin Dental University Hospital + lecture by periodontists Steven Offenbacher and Sebastian Ciancio.

Gum disease treatment
Link with general health
Press release
Lay media
Joint action with other science players
Conference/scientific presentation

More info at: <http://www.efp.org/newsupdate/gumhealthday/irish-perio-society-gum-health-day/>



Israel

- Large-scale Facebook campaign reaching 330,000 people inviting fans to come up with a catchy of funny slogan about gum health, receiving feedback from 7,000+ fans
- Articles on gum health in various online media on smoking cessation, halitosis, links with diabetes
- Selection and prizes for 10 winners of the slogan competition

Prevention & early diagnosis

Link with general health

Wellbeing/lifestyle

Dental / health media

Lay media

Social media campaign

Video

More info at: <http://www.efp.org/newsupdate/gumhealthday/israel-facebook-slogan-competition/>



Italy

- 4 dental ambulances carrying periodontal teams to earthquake hit central Italy to provide free periodontal screenings and to hand out perio leaflets.

Prevention & early diagnosis

Gum disease treatment

Leaflet hand-out

Free check-ups

Video

Multi-city action: L'Aquila, Norcia, San Severino Marche, Civitella del Tronto

More info at: <http://www.efp.org/newsupdate/gumhealthday/italy-ambulances-and-periodontal-screeni/>



Lithuania

- Leaflets on gum health and links to systemic diseases handed out by dental students in shopping centres in several cities.
- Facebook campaign.
- Lectures on gum health to high school students.

Prevention & early diagnosis

Link with general health

Leaflet hand-out

Social media campaign

Multi-city action

More info at: <http://www.efp.org/newsupdate/gumhealthday/lithuania-leaflets-and-lectures/>



Morocco

- Awareness activities at the university and private dental practices targeted at public and health professionals on impact of gum disease on general and public health..
- Interaction between periodontists and resident doctors of gynaecology, cardiology, endocrinology, and internal medicine.

Link with general health

Joint action with other science players

Conference/scientific presentation

Multi-city action: Casablanca, Rabat



Netherlands

- Free “walk-in hour” at periodontal practices and universities, where patients were given periodontal screenings and information about gum health, including leaflets that explained the DPSI-score screening test.
- Hand out of toothpaste and toothbrush heads for electric toothbrushes.
- Press release.
- Sponsored promotional film about EGHD17.

Prevention & early diagnosis

Press release

Leaflet hand-out

Free check-ups

Free dental material

Social media campaign

Video

Multi-city action

More info at: <http://www.efp.org/newsupdate/gumhealthday/netherlands-periodontal-screenings-and-p/>

Poland



- Meeting with health minister and consultants in periodontology on public perio treatment scheme.
- Press conference on links between gum and systemic health and on national epidemiological studies with periodontology, diabetes, and cardiology experts.
- Good impact on trade media and lay media.

Gum disease treatment

Link with general health

Press conference

Press release



Dental / health media
Lay media
Public affairs
Joint action with other science players

More info at: <http://www.efp.org/newsupdate/gumhealthday/poland-meeting-with-health-minister-and/>



Portugal

- Perio students from 5 universities handed out leaflets on gum health to the public in squares and public transport wearing especially-designed EGHD17 tee-shirts.
- Very active presence in TV and radio stations of society's president and EFP delegate.
- Excellent national media coverage in dental, health, and general publications.

Prevention & early diagnosis
Gum disease treatment
Link with general health
Press release
Leaflet hand-out

Dental / health media
Lay media
Social media campaign
TV
Multi-city action: Lisbon, Oporto, Coimbra

More info at: <http://www.efp.org/newsupdate/gumhealthday/portugal-students-hand-out-information-i/>



Romania

- 2-hour lecture Bucharest University on links between gum and systemic diseases and management of treatment for periodontal patients with general diseases.

Prevention & early diagnosis
Gum disease treatment
Link with general health
Conference/scientific presentation

More info at: <http://www.efp.org/newsupdate/gumhealthday/romania-university-lecture-on-links-with/>



Russia

- Presentation at St Petersburg Pavlov Medical University on prevention & treatment of gum disease and links with systemic diseases
- Training in oral hygiene at clinics and schools

Prevention & early diagnosis
Gum disease treatment
Link with general health

Conference/scientific presentation
Multi-city action: Moscow, St Petersburg, Kazan, Ekaterinburg, Ufa

More info at: <http://www.efp.org/newsupdate/gumhealthday/russia-training-in-oral-hygiene/>



Spain

- 4-min, English-subtitled video on SEPA activities for EGHD17
- Presentation in Barcelona of the Alliance for Periodontal and General Health agreed with scientific Spanish societies of diabetes, cardiology, gynaecology and obstetrics, and primary-care doctors, a SEPA initiative to link pathogenesis of gingival inflammation and physio-pathological aspects of physical exercise, and to strengthen bonds between the dental community and other healthcare professionals to improve the prevention and early diagnosis of gum disease, and to treat it in the context of their potential consequences for general health
- Public event for presentation in Madrid of 20-page report “Periodontal health, sport, and quality of life, discusses relevant aspects of the periodontal health of sportsmen and sportswomen” co-written by Spanish perio and sports medicine societies.
- Agreement with LaLiga’s Málaga Football Club to help players improve their oral health and sports performance.
- Distribution of leaflets in Málaga on the occasion of SEPA Málaga 2017 annual congress.

Prevention & early diagnosis

Gum disease treatment

Link with general health

Wellbeing/lifestyle

Press conference

Press release

Dental / health media

Lay media

Public affairs

Joint action with other science players

Conference/scientific presentation

Leaflet hand-out

Social media campaign

Video

TV

Integration of annual perio congress

Multi-city action: Madrid, Barcelona, Málaga

More info at: <http://www.efp.org/newsupdate/gumhealthday/sepa-video-on-gum-health-day/>



Sweden

- Press releases in printed and digital media.
- Article published in the Journal of the Swedish Dental Association, which is distributed among 10,000+ members of the national dental and health community.

Prevention & early diagnosis

Link with general health

Press release

Dental / health media

Joint action with other science players

Turkey



- Conferences in partnership with the Turkish Dental Association and ITI on prevention and awareness of gum and peri-implant disease addressed to dentists and oral-health specialists.
- Distribution of posters, flyers, and free toothbrushes and toothpaste tubes to patients at 12 university periodontology clinics.
- TV interviews at local and national level.

Prevention & early diagnosis

Gum disease treatment

Joint action with other science players

Conference/scientific presentation

Leaflet hand-out

Free check-ups

Free dental material

TV

Multi-city action: Ankara, Istanbul

More info at: <http://www.efp.org/newsupdate/gumhealthday/turkey-conferences-flyers-and-free-tooth/>



Ukraine

- Free periodontal check-ups and oral hygiene sessions in all 12 society's regional offices, 4 university departments, 14 state dental clinics and many private practices.
- Collaboration with the Ukrainian Dental Hygienists Association.
- Press release and nice press coverage, including the popular online newspaper "Obozrevatel".

Prevention & early diagnosis

Gum disease treatment

Press release

Lay media

Joint action with other science players

Free check-ups

Multi-city action

More info at: <http://www.efp.org/newsupdate/gumhealthday/ukraine-free-check-ups-and-press-coverag/>



United Kingdom

- 6-month survey, report, leaflet and education graphic material for health professionals and the public to measure the awareness of the links between gum disease and diabetes, jointly with the international online community diabetes.co.uk.
- Press campaign targeted at the dental, health, and national lay media, with impact on publications such as dentistry.co.uk, "The Diabetes Times", and "The Daily Express".
- Social media campaign on Facebook and Twitter.
- Distribution of posters and flyers at five major events, including dental exhibitions and conferences.

Prevention & early diagnosis

Gum disease treatment

Link with general health



Wellbeing/lifestyle

Press conference

Press release

Dental / health media

Lay media

Public affairs

Joint action with other science players

Conference/scientific presentation

Leaflet hand-out

Free dental material

Social media campaign

Multi-city action

More info at: <http://www.efp.org/newsupdate/gumhealthday/uk-survey-with-diabetes-group-and-press/>