Children brush better thanks to Brush Day & Night education programme  Mejor cepillado infantil con el programa Brush Day & Night

A supplement recently published in the International Dental Journal, titled Brush Day & Night Partnership: 12 Years of Improving Oral Health Worldwide, details the positive results of a study that evaluated Phase III of Brush Day & Night, a 21-day oral health promotion and education programme. Through Brush Day & Night activities implemented in schools, children learned about the benefits of good oral hygiene and were taught to brush their teeth twice a day with fluoride toothpaste. The Brush Day & Night project also encouraged children to become community advocates and spread the message of good oral health to their families and friends. Results of the study, involving close to 8,000 children, revealed that in the schools where Brush Day & Night taught students to brush twice a day,

DDS.WORLD launch at WDC

Up until now, dental professionals have had to access a number of different tools and websites to manage their daily work in the clinic. DDS.WORLD aims to be the ultimate full-service digital platform for all these needs.

DDS.WORLD, available at www.dds.world, is directed at all participants in the dental industry: vendors, dentists, dental technicians and patients. It offers a product listing and search tool, a practice management software programme, direct customer communication tools, a customised news board, e-learning, and much more. Owing to its comprehensive approach, DDS.WORLD has the potential to become the most important platform in dentistry by combining all these features in one place and thereby making business easier.

Joachim Tabler, Project Manager of DDS.WORLD, and Rositsa Svetoslava, Buldent Marketing Manager, are on-site at WDC 2018 to present the platform and all its features. They will also provide tips and tricks on how to use it effectively.

In addition to these live presentations, the Dental Tribune Study Club will be showing a vast range of its most recent and successful webinars. Speakers are Drs John Munce, Sebastian Riedel, Stephen Buchanan, Ateş Parlar and many more.

The Dental Tribune Study Club is inviting all WDC attendees to the Dental Tribune International booth.
Journeying from the ages of 7 and 9 years. FDI President Dr Kathryn Kell explained, “The results of the Brush Day & Night evaluation clearly show that making me very optimistic for what’s ahead. I encourage everyone to read the supplement to learn more about the project and its findings—this programme should serve as a blueprint for our future oral health outreach activities.”

Brush Day & Night Phase IV will run until 2019 and is currently being implemented in partnership with the national dental associations and Unilever teams through oral health programmes in schools in Indonesia and Nigeria and more broadly through World Oral Health Day activities in Bangladesh, Chile, Cote d’Ivoire, Egypt, Ethiopia, Ghana, Indonesia, Kenya, Nigeria, Sri Lanka and Vietnam. The FDI partnership with Unilever Oral Care was launched 12 years ago to raise awareness of oral health globally. The partnership corresponds to FDI’s mission to lead the world to optimal oral health and aligns with one of the goals set by the Unilever Sustainable Living Plan to improve health and nutrition for more than one billion people by 2020.

The supplement is available free of charge and can be accessed online on the journal website (see QR-Code below).

Improve Oral Health Worldwide, detail the positive results of an study that evaluated the Fase III of this programme of education and promotion of health oral of 21 days.

The unusual awareness of a good hygiene mouth and to little children the dientes dos veces al día con pasta dental con flúor, más eficiente, sostenible y más eficaz para los niños entre las edades de 7 y 9 años.

La presidenta de la FDI, la Dra. Kathryn Kell, explicó: “Los resultados de la evaluación de Brush Day & Night muestran claramente que podemos mejorar significativamente la salud oral de millones de niños y adultos trabajando juntos. Más de cuatro millones de personas han sido directamente afectadas por esta iniciativa de 2014 a 2016, especialmente mediante la participación en la actividades del Día Mundial de la Salud Oral. Estos resultados han sentado un precedente admirable, haciendo muy optimista respecto al futuro. Exhorte a todos a leer el suplemento para obtener más información sobre el proyecto, cuyo programa debería servir como un plan para nuestras futuras actividades de divulgación de la salud oral”.

La Fase IV de Brush Day & Night llegará hasta 2019 y actualmente se está implementando en conjunto con las asociaciones odontológicas nacionales y los equipos de Unilever mediante programas de salud oral en escuelas en Indonesia y Nigeria y, más ampliamente, en las actividades del Día Mundial de la Salud en Bangladesh, Chile, Costa de Marfil, Egipto, Eritrea, Ghana, India, Kenia, Nigeria, Sri Lanka y Vietnam. La asociación de la FDI con Unilever Oral Care se lanzó hace 12 años para crear conciencia sobre la salud oral a nivel mundial. La misma es parte de la misión de la FDI de llevar al mundo a una salud oral óptima y se alinea con uno de los objetivos establecidos por el Plan de Vida Sostenible de Unilever para mejorar la salud y el bienestar de más de mil millones de personas para 2020.

El suplemento está disponible de forma gratuita y se puede acceder al mismo en la página web de la revista.