

WORLD CAVITY-FREE FUTURE DAY

CAMPAIGN TOOLKIT 2019



Stop Caries NOW for a Cavity-Free Future



**World
Cavity-Free
Future Day**



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INTRODUCTION

This toolkit has been developed to provide tools and information related to World Cavity Free Future Day.

World Cavity-Free Future Day (WCFFDay) takes place on 14th October annually.

2019 will be the fourth year of the WCFFDay initiative, which was first held in 2016 as an drive to raise awareness of dental caries and to encourage people to think about their dental health and that of their families.

Each year the initiative has grown with involvement in 2017 and 2018 spanning over six continents. We hope for 2019 to be the biggest year yet, building on the lectures, community projects and communications drives of last year to create an exciting, wide reaching campaign.



INTRODUCTION

This year's theme is:

#BabiesAreSweetEnough

We will be utilising the strapline:

'Limiting sugar for under two's can lead to a lifetime of health benefits.'

There is a wealth of misinformation and confusion amongst members of the public about appropriate guidance for how children under 2 should be eating, and what their oral care routines should look like.

With the WCFFDay Campaign this year we hope to be able to share guidance to and through dental teams, midwives, parents and other caregivers to ensure that those who are responsible for caring for young children have access to the correct information.



INTRODUCTION

In addition to the activities planned through the Alliance for a Cavity-Free Future Global team, we invite our Chapters and partner organisations to each participate in WCFFDay.

The webpages found at 'www.wcffday.org' can be shared as part of your outreach – it includes access to resources, information and general downloads in multiple languages.

**Materials referenced in these slides are saved to a [shared Google Drive folder](#).
They are provided without restriction for your use.**

We look forward to working with you to drive a successful WCFFDay in 2019. If you have any access issues with the Google Drive or need more information, please email contact@wcffday.org.



PUBLIC RELATIONS INTRO: THE 5 W'S

Effective Public relations follows the concept of 5 'W's –

Who, What, When, Where & Why.

Every communication you issue to every audience must, at minimum, ensure those five 'W's are addressed.



PR: DEVELOPING KEY MESSAGES

In order to succeed at effective PR, your communications should tell your story in a way that is easy to remember and impactful. For example:

	Sample Message
Problem	Worldwide, between 60–90% of school children and nearly 100% of adults have dental caries.
Solution	The ACFF aims to engage communities across the globe, increasing awareness of caries prevention, providing resources for those with limited access to dental care and shifting the focus of dental professionals to an increasingly ‘preventive’ way of managing patients.
Localized	In [insert country] statistics show [insert number or percentage] of children and [insert number or percentage] of adults have dental decay and most don’t know that early stages of cavities can be prevented and controlled.
Call to action	For more information visit www.wcffday.org



PR: GLOBAL CAMPAIGN KEY MESSAGES

1

Now it's fourth year, World Cavity-Free Future Day (WCFFDay) continues to gain momentum and make progress by engaging communities around the world that are working towards a Cavity-Free Future.

2

More than 600 million children worldwide are affected by Early Childhood Caries, despite the fact that it is an unnecessary and unacceptable burden for children, families and society.

3

Baby bottle and breastfeeding beyond 12 months, especially if frequent and/or nocturnal, are associated with increased risk of Early Childhood Caries.



PR: GLOBAL CAMPAIGN KEY MESSAGES

4

Caries prevalence in children rises with age, and caries is left largely untreated in children under the age of 3, leading to huge cost and health implications.

5

Children should first be assessed by a dental professional by the time they are one year old, to assess their caries risk and offer advice and treatment where necessary.

6

Increasing the age at which sugar is introduced and reducing the frequency of its consumption are two critical characteristics in ensuring effective prevention of Early Childhood Caries.



PR: GLOBAL CAMPAIGN KEY MESSAGES

7

Join the social movement on October 14th by using the #WCFFDay and #BabiesAreSweetEnough hashtags on social media. Share your top tooth-healthy tips or show us your best smiles to show your commitment to a Cavity-Free future.

8

Everyone can make a real difference in the oral health of individuals and communities by **uniting** to share clear advice on the most effective ways to beat cavities and improve overall oral health.



PROFESSIONAL RESOURCES

Dental Caries: A Guide for Healthcare Professionals

World Cavities-Free Future Day
October 14th, 2019



What is Dental Caries?

Dental caries is a biofilm-mediated, sugar-driven, multifactorial, dynamic disease that results in the phasic demineralization and remineralization of dental hard tissues. Caries can occur throughout life, both in primary and permanent dentitions, and can damage the tooth crown and exposed root surfaces. The balance between pathological and protective factors influences the initiation and progression of caries. This interplay between factors underpins the classification of individuals and groups into caries risk categories, allowing an increasingly tailored approach to care. Dental caries is an unevenly distributed, preventable disease with considerable economic and quality-of-life burdens.

Who is Affected?



Dental caries is the most common, preventable chronic disease on the planet, yet it remains largely untreated, resulting in high levels of cavities. According to the World Health Organization (WHO), 60–90% of school children and nearly 100% of adults worldwide have dental cavities.

What Should You Look Out For?

While early caries and some later stage lesions may not have any symptoms, the following symptoms may begin to emerge when the decay has progressed through the enamel:

- Oral pain and discomfort.
- Bad breath or an unpleasant taste in the mouth.
- Brown, black or grey spots appearing on the teeth.
- Sensitivity to sweet, hot or cold food or drinks.

Dental Caries: A Guide for Dental Professionals

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Dental caries is a biofilm-mediated, sugar-driven, multifactorial, dynamic disease that results in the phasic demineralization and remineralization of dental hard tissues. The balance between pathological and protective factors influences the initiation and progression of caries. This interplay between factors underpins the classification of individuals and groups into caries risk categories allowing an increasingly tailored approach to care. We need to ensure a holistic and individual approach to caries management if we are to ensure that we appropriately treat, and don't unnecessarily destroy the teeth. This guidance sheet is based on the ICCMSM (International Caries Detection and Assessment System) and ICCMSM (International Caries Classification and Management System) guidelines for best practices in caries management. This system uses a 4Q approach: 1 – Determine patient level risk; 2 – Detect and Assess caries; 3 – Decide on a personalised care plan; 4 – Do appropriate prevention and preservation interventions.

1. DETERMINE Patient Level Risk

Dental caries is the most common, preventable chronic disease on the planet, yet it remains largely untreated, resulting in high levels of cavities. According to the World Health Organization (WHO), 60–90% of school children and nearly 100% of adults worldwide have dental cavities. However, individuals have different levels of risk for developing new lesions and having existing lesions progress. There are a number of caries risk assessment systems which are supported by reasonable evidence and can be used with ICCMSM. These include Cariogram and CAMBRA protocols as well as the ICCMSM recommendations.

PATIENT-LEVEL CARIES RISK FACTORS

- Head and neck radiation.
- Dry mouth.
- Inadequate oral health practices.
- Deficient exposure to topical fluoride.
- High frequency/amount of sugar consumed.
- Symptomatic-driven appointment attendance.
- SES/access barriers.
- Mothers high caries experience.

Risk factors in red will always classify an individual as high caries risk.

2. DETECT AND ASSESS Caries

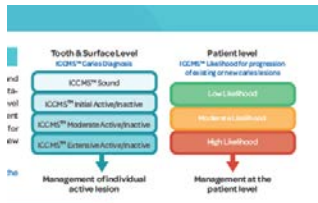
ICCMSM offers a clear way of staging caries lesions. Each lesion is examined and graded depending on how advanced the lesion is, and also marked as 'active' or 'inactive', as well as assessing intra-oral risk factors. ICCMSM is based on using three levels to assess caries: Initial Stage, Moderate Stage and Extensive Stage.

SOUND SURFACES (ICCM code 0)	INITIAL STAGE CARIES (ICCM codes 1 and 2)
Sound tooth surfaces show no evidence of visible caries when viewed clean and after prolonged air-drying (30 seconds).	First or distinct visual changes in enamel seen as a carious opacity or visible discolouration (white spot lesion and/or brown carious discolouration) not consistent with clinical appearance of sound enamel.
MODERATE STAGE CARIES (ICCM codes 3 and 4)	EXTENSIVE STAGE CARIES (ICCM codes 5 and 6)
A white or brown spot lesion with localised enamel breakdown, without visible dentine exposure (ICCM code 3), or an underlying dentine shadow (ICCM code 4), which obviously originated on the surface being evaluated.	A distinct cavity in opaque or discoloured enamel with visible dentine.

LESION ACTIVITY ASSESSMENT

	Signs of Active Lesions	Signs of Inactive Lesions	INTRA-ORAL RISK FACTORS
ICCM SM Initial and Moderate Caries Stage	Surface of enamel is whitish/yellowish, coarse with lacune loss, rough. Lesion in a plaque stagnation area. The lesion may be covered by thick plaque prior to cleaning.	Surface of enamel is whitish, brownish or black; enamel may be shiny, hard and smooth. For smooth surfaces, the caries lesion is typically located at some distance from the gingival margin. Lesion may not be initially covered by thick plaque.	<ul style="list-style-type: none"> • Hypo-salivatory dry mouth. • PUFA-dental sepsis. • Caries experience. • Thick plaque. • Biofilm retention. • Exposed root surfaces.
ICCM SM Extensive Caries Stage	Dentine feels soft or leathery on gentle probing.	Dentine is shiny and hard on gentle probing.	Risk factors in red will always classify an individual as high caries risk.

1. Ashlin B et al. (2017) Dental Caries. *Nat. Rev. Dis. Primaries* 13(103):1031-30. 2. ICCMSM Foundation. <https://www.iccm.org/>



Prevention Interventions

There are many interventions that may be applied to existing lesions following many of which can be non-operative. The overriding principal of care is to maintain health and prevent tooth loss with a focus on long-term outcomes. To be fully successful, caries treatment must be progressive and more holistic long-term, patient-centred, tooth-preserving preventive care. Having considered the scientific, clinical and public health aspects of caries, it is important to encourage patients to appreciate the impact that the disease has on quality of life across the life course, and to take appropriate action to prevent and manage caries for themselves and their families. This can be as simple as advising the patient on:

- Diet.
- Oral hygiene and tooth brushing with a fluoride toothpaste.
- Regular checkups at a suitable recall interval (recall frequency to be based on caries risk assessment and reviewed).
- Preventative Treatment Intervention (e.g. sealants/fluoride/gels).

Caries Care

For further information about ICCMSM please visit www.iccm.org where you can find access to the full guides.

For resources Click Here



PROFESSIONAL RESOURCES

Professional resources can be utilized when communicating with both dental healthcare professionals as well as other healthcare professionals.

<u>Tool/Resource</u>	<u>Objective</u>	<u>Actions</u>
<input type="checkbox"/> Discussion Guide for Dental Professionals	To support dental professionals in their efforts to discuss early childhood caries with patients	<input type="checkbox"/> Review the discussion guide <input type="checkbox"/> Share with dental professionals involved in your organisation/local area
<input type="checkbox"/> Discussion Guide for Healthcare Professionals	To support general medical professionals in an effort to understand their role in helping to educate patients	<input type="checkbox"/> Review the discussion guide <input type="checkbox"/> Share with medical professionals involved in your organisation/local area



FAMILY RESOURCES



Brush with Bruno!

Bruno knows it's very important to brush your teeth. He's made you this handy brushing record to help you keep track of every time you brush!

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1							
Week 2							
Week 3							
Week 4							
Week 5							
Week 6							
Week 7							
Week 8							
Week 9							
Week 10							
Week 11							
Week 12							



Uniting to stop cavities,
fighting for a healthier future.

www.acffglobal.org www.wcfffday.org



Nutrition for Dental Health : Sugar

In 2015, the World Health Organisation adjusted their sugar guidelines to state that daily intake of free sugars should be less than 10% of total energy intake. For the average adult this would mean around 50g, or 12 teaspoons of sugar per day. They go on to recommend that, if possible, this should be cut in half again to just 5% of total energy intake, to better prevent against diseases such as diabetes, heart disease and cancers.

What are 'Free Sugars'?

This recommendation is based on intake of added 'free' sugar products. Free sugars are included in most packaged products you pick up in the supermarket and can hide under a number of different names, meaning often we are unaware of how much sugar is really in the product.

The following are just some of the most common names for free sugars found on ingredients lists:

Sucrose, Maltose, Dextrose, Fructose, Glucose, Galactose, Lactose, High fructose corn syrup, Glucose solids, Cane juice, Dextrin, Maltodextrin, Dextran, Barley malt, Corn syrup, Caramel, Buttered syrup, Carob syrup, Malt syrup, Diastase, Diastatic malt, Fruit juices, Golden syrup, Turbado, Sorghum syrup, Refiner's syrup, Ethyl maltol, Maple syrup ... and of course anything with 'sugar' in its name.



How much sugar is that really?

It's difficult to know what the guidance means in real terms, however you can use the guide below to estimate how much sugar is in a few of the most popular snack foods and drinks (on average).

- 330ml can of Full Fat Carbonated Beverage: 8-12 teaspoons
 - Regular size chocolate bar: 7-10 teaspoons
 - 200ml Orange or Apple Juice (from concentrate): 5 teaspoons
 - 1 jam doughnut: 4 teaspoons
 - 200ml diluted 'squash' drink: 4 teaspoons
- One teaspoon of sugar is equivalent to approximately 4g

But what about fruit?

Fresh fruit does contain sugar (mainly fructose), but it is not 'added' as it occurs naturally in the product. Because of this fresh fruit does not count as part of the WHO's guidelines for free sugars, however it's important to remember that too much fructose, even from fresh fruit, can have a negative effect on our bodies, such as bloating or other digestive issues. Fresh fruit should be consumed as part of your diet in healthy moderation along with plenty of fresh vegetables.



Top Tips

- Drink Water instead of juice or carbonated drinks.
- Don't add sugar to your tea or coffee - if you can't live without your sweet hit try a non-sugar sweetener instead.
- If a food item contains sugar within the first 3 ingredients, or has more than one type of sugar listed, avoid it if you can.



Uniting to stop cavities,
fighting for a healthier future.

www.acffglobal.org www.wcfffday.org



Cavity-Fighters International

Are proud to certify that

is a



My next appointment with the dental team is on: _____



Uniting to stop cavities,
fighting for a healthier future.

www.acffglobal.org www.wcfffday.org



[For resources Click Here](#)



FAMILY RESOURCES

Family resources can be utilized when communicating with parents and caregivers about the importance of good oral health in driving a cavity-free future

<u>Tool/Resource</u>	<u>Objective</u>	<u>Actions</u>
<ul style="list-style-type: none"><input type="checkbox"/> Brushing Chart<input type="checkbox"/> Cavity-Free Certificate<input type="checkbox"/> Oral Health Report Card<input type="checkbox"/> Sugar Guidelines<input type="checkbox"/> Public Caries Fact Sheet	Educate the public on appropriate oral health regimes and offer resources to encourage good oral hygiene for families.	<ul style="list-style-type: none"><input type="checkbox"/> Review materials and determine applicability for your groups<input type="checkbox"/> Share resources with parents and caregivers or other relevant individuals involved with your event/efforts



GENERAL RESOURCES



[Home](#)

[About](#)

[Get Involved](#)

[Resources](#)

[Contact](#)



14th October 2018

#WCFDay

Uniting to stop cavities, fighting for a healthier future.

[For resources Click Here](#)



GENERAL RESOURCES

Copies of, or adapted versions of the general resources can be utilized when developing your WCFFDay events and efforts, especially in pre-promotion and on social media.

<u>Tool/Resource</u>	<u>Objective</u>	<u>Actions</u>
<ul style="list-style-type: none"><input type="checkbox"/> WCFFDay Backgrounder<input type="checkbox"/> Caries Factsheets<input type="checkbox"/> Logos	Use information and factsheets to create a branded, personalized series of resources to support and promote WCFFDay events and efforts	<ul style="list-style-type: none"><input type="checkbox"/> Use information to create your own documents<input type="checkbox"/> Share with partners
<ul style="list-style-type: none"><input type="checkbox"/> Posters	Advertise WCFFDay in your workplace or university	<ul style="list-style-type: none"><input type="checkbox"/> Print and use resources
<ul style="list-style-type: none"><input type="checkbox"/> Website	To offer a space for all resources and information to be available to the public.	<ul style="list-style-type: none"><input type="checkbox"/> Direct people to the website<input type="checkbox"/> Download resources<input type="checkbox"/> Use information to create your own documents



PUBLIC RELATIONS RESOURCES:

SOCIAL MEDIA



PR: SOCIAL MEDIA BEST PRACTICES

Use the official hashtags **#WCFFDay** and **#BabiesAreSweetEnough**

Ensure content is timely & relevant



- Keep posts simple, short and conversational in tone.
- Twitter happens in real time and your tweets should, too.
- In general limit Facebook posts to 1 per day.
- Link in appropriate groups and threads using '@' and '#' capabilities.

Earn your audience's attention



- Communicate your message visually using images; videos receive the most engagement.
- When filming or photographing individuals (professionals or consumers), secure the necessary consent and release forms.
- Share relevant, up-to-date messaging and information.

Engage with your audiences and influencers with a strong call to action



- Encourage engagement with your content- open channels of cross-communication by linking in other interested parties
- Build digital relationships with those who have influence with your target audience.



PR: SOCIAL MEDIA BEST PRACTICES

Social media channels that are well established are an ideal way to reach multiple audiences with your key messages as well as information about local events. Following best practices, plan to post on Facebook no more than once per day and no more than three times each day on Twitter.

Post Type	Timing	Best Practices
Facebook Event	As soon as event details are finalized	Create a Facebook event for your page, share with followers and consider paid promotion to reach more people who might attend/participate. Ensure that you answer the 5Ws in your event listing.
Facebook Page	One post per day, up to five posts per week	Incorporate a call-to-action Utilise official images/logos into your posts
Twitter	Ongoing, peaking at 2-3 days prior to event and throughout	Make use of @ and # to increase visibility of posts.



PR: SOCIAL MEDIA TOP TIPS

Twitter

- Twitter posts – should be limited to 200 characters (even though the new limit is 280 characters) to allow for re-tweets with lead-ins from others who share content
- Include images as much as possible
- Content can be posted 2-3 times per day per channel



Facebook

- Posts should be limited to 2-3 sentences; include images and tag others where possible;
- Do not post more than 2 times per day
- When sharing unpaid (non-boosted) Facebook posts, be careful of using words such as 'Like', 'Comment', or 'Share' in the body of posts as this can affect their reach.



PR: SOCIAL MEDIA RESOURCES

Copies of, or adapted versions of the general resources can be utilized when developing your WCFFDay events and efforts, especially in pre-promotion and on social media.

<u>Tool/Resource</u>	<u>Objective</u>	<u>Actions</u>
<input type="checkbox"/> Sharable Image Template	Build posts around official WCFFDay images	<input type="checkbox"/> Download images and edit to add to posts
<input type="checkbox"/> Facebook Profile Frame	Show your support through the Profile Picture Frame plug in.	<input type="checkbox"/> Go to 'Edit Profile Picture'- 'Add Frame'- Search ACFF
<input type="checkbox"/> Example Posts	To provide initial content for Social media Posts	<input type="checkbox"/> Use the following posts to begin building your campaign
<input type="checkbox"/> Twitter Header <input type="checkbox"/> YouTube Header	Advertise your support of WCFFDay through your personal or professional Social Media profiles	<input type="checkbox"/> Upload images to your accounts



PR: EXAMPLE POSTS- FACEBOOK



The image shows a Facebook post layout. On the left, there are four photos of smiling babies: a white baby with blue eyes, a Black baby with curly hair, a baby with a blue headband, and another white baby. A teal banner with the hashtag #BabiesAreSweetEnough is overlaid on the top two photos. To the right of the photos is a teal box containing the text 'World Cavity-Free Future Day' with a logo of a heart and a tooth, 'October 14th 2019', and the main message 'Limiting sugar for under two's can lead to a lifetime of health benefits'. At the bottom right of the teal box are the logos for 'an ACFF initiative' and '@ACFFGlobal'.

#BabiesAreSweetEnough

World Cavity-Free Future Day
October 14th 2019

Limiting sugar for under two's can lead to a lifetime of health benefits

an ACFF initiative **@ACFFGlobal**

The age at which you first give your baby sugary food and drink can have a real impact on their future oral health! Learn more about how to limit sugar and give your baby the best start in life at www.wcffday.org

#WCFFDay #BabiesAreSweetEnough #CavityFreeFuture

[For resources Click Here](#)



PR: EXAMPLE POSTS- LAYOUT





Tooth Decay affects nearly
100% of the population...

**but cavities can
be prevented!**

World Cavity-Free Future Day

FIND OUT MORE



www.acffglobal.org
@ACFFGlobal

Did you know that cavities can affect children as soon as they develop their first teeth! There may be things that you are doing which contribute to a heightened risk of cavities for your children. Visit www.wcffday.org to find out more.

#WCFDay
#BabiesAreSweetEnough
#CavityFreeFuture



PR: EXAMPLE POSTS- TEXT

Sample Text for Editing

- 1 Only x days till #WorldCavityFreeFuture Day! October 14th is #WCFFDay. To find out more and to join in the fight against caries go to <www.wcffday.org> #WCFFDay #WCFFD #CavityFree #ACFF #OralHealth #BabiesAreSweetEnough
- 2 Limiting sugar for Under Twos can lead to a lifetime of health benefits. Help spread the word of #WorldCavityFreeFutureDay. Visit www.wcffday.org to find out how you can make a difference. #WCFF #CavityFree #ACFF #OralHealth #BabiesAreSweetEnough
- 3 We are pleased to be partnering with the ACFF during World Cavity Free Future Day on 14th October. Reducing sugar for the Under Twos is crucial for future health. For more information, visit www.wcffday.org. #WCFF #CavityFree #ACFF #OralHealth #BabiesAreSweetEnough
- 4 We are proud partners of @ACFFGlobal and the World Cavity Free Future Day. To find out more visit www.wcffday.org. #WCFF #CavityFree #ACFF #OralHealth #BabiesAreSweetEnough
- 5 Today is #WorldCavityFreeFuture day! We are proud to be partnered with @ACFFGlobal to help spread awareness of this important event. Visit www.wcffday.org for more information. #WCFF #CavityFree #ACFF #OralHealth #BabiesAreSweetEnough



WCFFDAY SOCIAL MEDIA CONCEPTS



Dominican Republic



EDSA Facebook Filter



China



PUBLIC RELATIONS RESOURCES:

MEDIA

World Cavity Free Future Day: shift in global attitude needed to prevent cavities

Local News

Deuxième journée mondiale pour un futur sans carie : les groupes communautaires dans toute l'Amérique du Nord demandent instamment l'intensification des ressources affectées à la prévention des caries dentaires English



Community Groups Across North America Urge Increased Resource Allocation for Dental Cavities Prevention on Second Annual World Cavity-Free Future Day

PRESS RELEASE PR Newswire
© Oct. 2, 2017, 07:00 AM

 SHARE

Global campaign underway to raise awareness of dental cavities prevention and demonstrate the value of a cavity-free future

[For resources Click Here](#)



PR: MEDIA RESOURCES

Copies of, or adapted versions of the general resources can be utilized when developing your WCFFDay events and efforts, especially in pre-promotion and on social media.

<u>Tool/Resource</u>	<u>Objective</u>	<u>Actions</u>
<input type="checkbox"/> Press release	To communicate with local media outlets	<input type="checkbox"/> Adapt template materials for use in your area
<input type="checkbox"/> Infographic template	To provide a factual, customizable template including images and facts which can be edited and shared locally.	<input type="checkbox"/> Adapt template and text for use in your area
<input type="checkbox"/> WCFFDay 1 page Backgrounder	Create a robust media kit to support and promote WCFFDay events and efforts	<input type="checkbox"/> Use information to create your own documents <input type="checkbox"/> Share with partners



PR: LEVERAGING LOCAL MEDIA

There are a variety of PR tactics you might consider using to raise awareness of WCFFDay and any related local event(s). If possible, consider working with a local PR agency to determine which tactics are most appropriate for your market.

Distribute a Press Release or Radio News Release

- Use the template press release and update as appropriate with local details about partners, event date, etc.
- Distribute via a local newswire and/or to specific media contacts; or work with a vendor to share the news over the radio (radio news release)

Conduct Local Media Outreach

- Reach out to local media, calendar/event listings, create a Facebook event, take out advertising, print flyers, distribute emails (email marketing)
- Conduct outreach to influential, local media contacts at healthcare/public health, dental, consumer and business publications to alert them of the news

Coordinate with Local Partners

- Update and share local versions of the template materials with third-party partners to use with contacts



PUBLIC RELATIONS RESOURCES:

ACTIVITY SUGGESTIONS



[For resources Click Here](#)



PUBLIC RELATIONS ACTIVITIES

The following pages will help you to design, implement and promote your WCFFDay activity. As with any event, it is important to ensure that you plan your action as far in advance as possible and consider paid promotion on social media to expand reach.

<u>Example Activity</u>	<u>Preparation checklist</u>
Host a WCFFDay event at your school / practice/ university	<ul style="list-style-type: none"><input type="checkbox"/> Review and adapt relevant template materials for use in your area<input type="checkbox"/> Create tailored key messages<input type="checkbox"/> Utilise images/logos/content suggestions for promotional materials<input type="checkbox"/> Adapt template press release for local coverage.<input type="checkbox"/> Direct people to the WCFFDay website for further information
Engage with local bloggers or spokespeople	<ul style="list-style-type: none"><input type="checkbox"/> Review information and determine if a spokesperson is right for your efforts<input type="checkbox"/> Determine requirements for working with spokespeople and/or bloggers<input type="checkbox"/> Approach targets with full information and resources available
Share WCFFDay information on social media	<ul style="list-style-type: none"><input type="checkbox"/> Review and adapt relevant template materials for use in your area<input type="checkbox"/> Implement social media campaign and track efforts via analytics<input type="checkbox"/> Use and adapt sample Tweets and Facebook posts<input type="checkbox"/> Research effective local hashtags and groups to link in to the campaign



PR: CREATING A LOCAL EVENT

When creating a local event, the principle of the '5 W's' is very important:

- Select a date, time and location
- Have a purpose for your event – free caries screening, family health fair, etc.
- Ensure you have enough staff or volunteers for your event
- Tell people about your event



5 Ws	Sample answer
Who	Smith Family Dental of Davenport
What	Healthy Families Fun Fair
When	Saturday 13 October, 2-4pm
Where	Standish Park Gazebo, 123 Main Street
Why	In celebration of World Cavity Free Future Day, we are hosting an afternoon of family fun including a petting zoo, bounce house, dental screenings for children, healthy snacks for purchase, games and prizes



WCFFDAY EVENTS AND ACTION PROJECTS



'Prevention Bus'- USA



Children's Health Drive- Colombia



PR: WORKING WITH SPOKESPEOPLE

Spokespeople can have a positive influence on your WCFDay efforts by helping to drive penetration of key messages by providing the following:

A compelling personal story or connection to creating a cavity-free future for children

In-depth professional knowledge of the childhood caries landscape

Insights on the unmet need in your local market (i.e., the need for increased awareness, prevention and treatment of childhood caries)



PR: TYPES OF SPOKESPEOPLE

Type of Spokesperson	Possible Key Messages	How to Engage
Local celebrity	<ul style="list-style-type: none">• Early childhood caries is a real problem here in (country) and I am dedicated to raising awareness, especially on World Cavity Free Future Day	Through a personal connection and/or agent or other representative. Note that celebrities almost always need to be paid a fee for their time.
Dentist or other oral healthcare professional; Public health professional	<ul style="list-style-type: none">• In my practice / my work, I see so many children whose overall health is negatively impacted by untreated early childhood caries.• I want all parents and caregivers to know that...	Via 1:1 communication (phone call, email or in-person). Note that while they may not need to be paid, they may need to disclose any conflicts of interest.
Parent of a child who has benefitted from the detection/treatment of early childhood caries	<ul style="list-style-type: none">• When my son's dentist found evidence of the early stages of cavities, I wasn't sure what it would mean for my family.• At the time, I didn't know that ECC could be treated or even reversed.	Via 1:1 communication (phone call or email). Note that they may need to sign a release form if sharing personal health information.



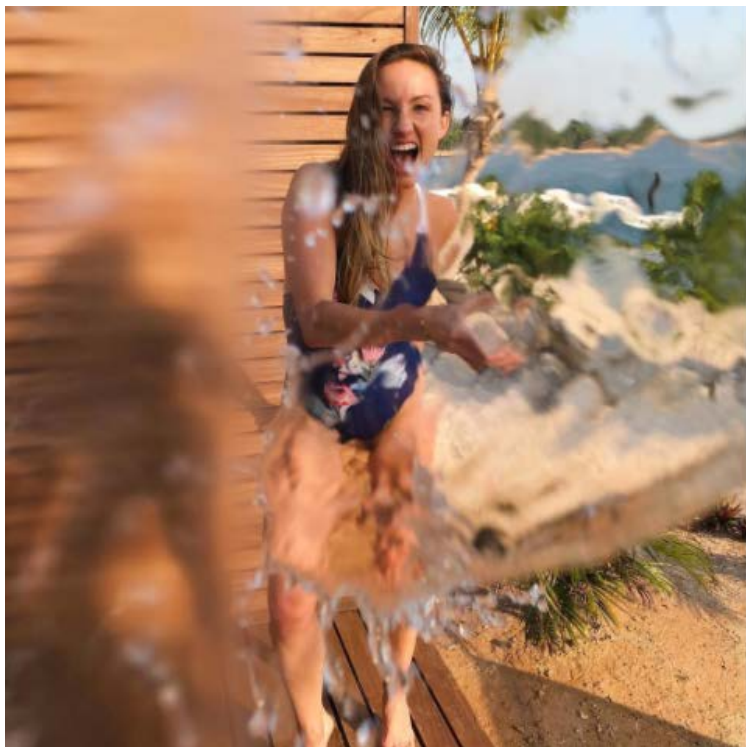
PR: WORKING WITH BLOGGERS

- **Bloggers** can help drive awareness of the WCFFDay message as well as local events. It is important to build blogger relationships early with a two-way dialogue about possible future engagements and not just one-time or immediate needs.
- The most influential bloggers may charge a fee or request services in return for writing blog post(s) about WCFFDay. Note that if they receive any type of compensation or services, that information must be disclosed in each post.

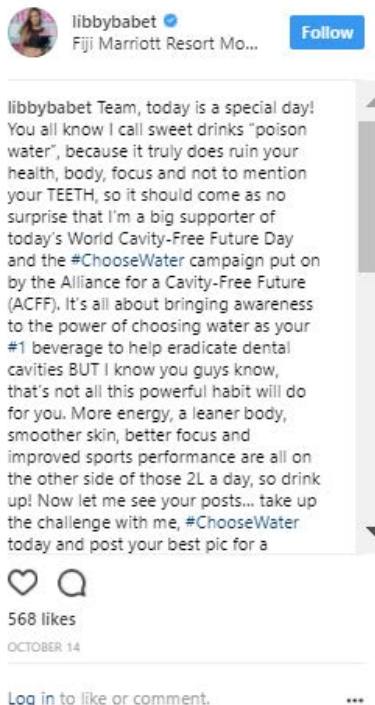
Sample disclaimer language: *World Cavity-Free Future Day is an initiative of the Alliance for a Cavity-Free Future. This post was sponsored by the Alliance's France Chapter, all opinions expressed here are my own #ad*



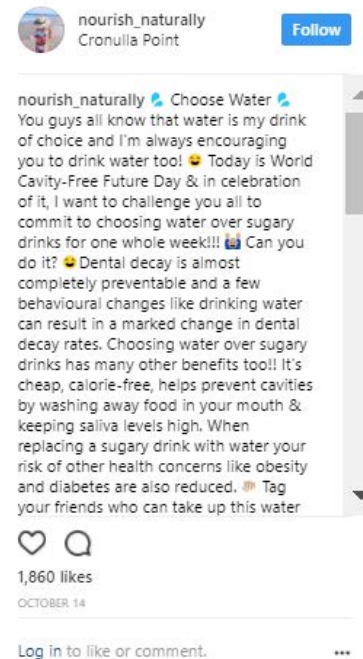
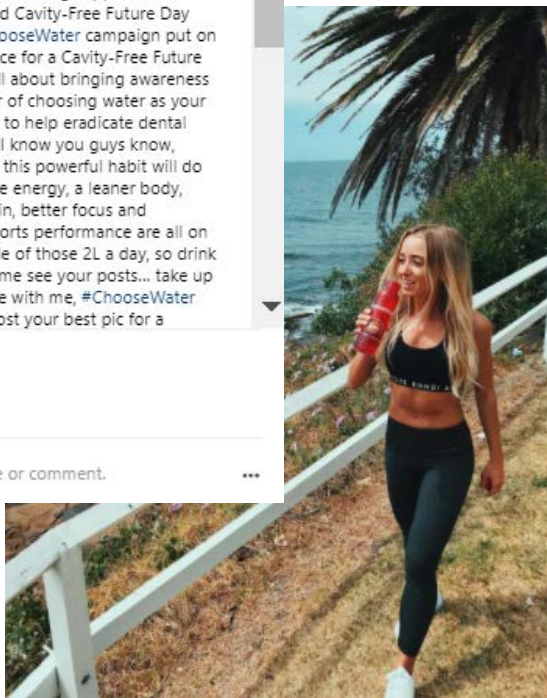
WCFFDAY SPOKESPEOPLE CAMPAIGNS



High Profile Bloggers brought on board with the campaign.



AUSTRALIA/NEW ZEALAND CHAPTER



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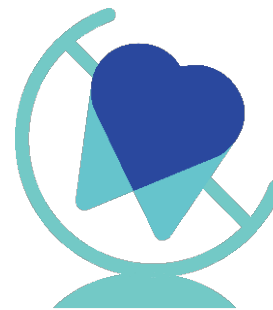
THANK YOU

for committing to work together with us to ensure that
World Cavity-Free Future Day is a success.

We would love to hear about your projects, please send any relevant information to
contact@wcffday.org



Stop Caries NOW for a Cavity-Free Future



**World
Cavity-Free
Future Day**

