

WORLD CAVITY-FREE FUTURE DAY

Saskatchewan Oral Health Coalition Joins World Cavity-Free Future Day in Canada and the United States Marking Commitment to Helping Fight Cavities

Global campaign stresses importance of brushing twice a day for two minutes and reducing sugar intake

Canada, October 14, 2016 – Today Saskatchewan Oral Health Coalition (SOHC) joins a growing global community of organizations, stakeholders and partners as an official sponsor of World Cavity-Free Future Day, a day initiated to spread awareness and engage communities around the world in the global fight against dental caries (the disease which leads to cavities). Worldwide, between 60–90% of school children and nearly 100% of adults have dental caries. In Canada and the United States statistics show that half of children in the United States, while 57% of children 6-11 years and the majority of adults have dental decay and most don't know that early stages of cavities can be prevented and controlled.

In addition to SOHC, other organizations involved include the global *Alliance for a Cavity-Free Future (ACFF)*, Colgate-Palmolive, Saskatoon Health Region, Population and Public Health, and Canada's ToothFairy – National Children's Oral Health Foundation of Canada, who believe that collectively we can significantly decrease the burden of cavities in communities and help secure a cavity-free future for future generations. World Cavity-Free Future Day seeks to engage communities across the globe with events varying from community outreach events, free oral care consultations, professional webinars and school-based education efforts, among others.

"We are very excited to help kick off the inaugural World Cavity-Free Future Day," said Leslie Topola, the member of the SOHC leadership team. "Saskatchewan Oral Health Coalition has been committed to this cause through partnership with several groups/organizations and we're excited to see the commitment from organizations across the globe to this important issue."

To commemorate this first inaugural year, several programs will be taking place in Canada and the United States on Friday, October 14th, 2016 and in the coming days, including:

- **Inaugural meeting held in Boston, MA**
- **Launched a community grants program (applications are under review) with recipients to be notified (November 15th, 2016)**

Tooth decay has been a growing concern, particularly with the increase in global sugar consumption. Partners and experts who have joined World Cavity-Free Future Day believe that a good starting place for cavity reduction is focusing on the importance of brushing twice a day with a green pea sized amount of fluoridated toothpaste for two minutes and reducing sugar intake. In addition, organizations like the WHO have issued guidance on how best to limit sugar intake and a growing number of organizations are looking at ways to increase oral health education and hygiene efforts across the globe. Some of these efforts have included developing new tools to help dentists assess cavity risk to treat the disease in the early stages when it might still be reversible, ensuring dental schools have updated curricula, and assessing new tools and technologies to help limit the impact of sugar acids on teeth.

“Given the high prevalence of dental decay in Canada and the United States, World Cavity-Free Future Day highlights the building of a strong advocacy network of patients, dental and other health professionals, families, public policy experts, and other stakeholders committed to fighting cavities today and every day,” said Nigel Pitts, Global Chair, *Alliance for a Cavity-Free Future*. “Let World Cavity-Free Future Day be our call to action and our commitment to working together to improve the lives of thousands of children and adults around the world.”

For those interested in finding resources on cavity prevention, more information can be found at www.allianceforacavityfreefuture.org

About the Saskatchewan Oral Health Coalition:

Saskatchewan Oral Health Coalition (<http://www.saskohc.ca>) is an inter-disciplinary group of people, groups, and organizations in Canada. The Coalition works collaboratively with dedicated partners to improve the oral and overall health of Saskatchewan residents. The Coalition strives to identify and address the needs of vulnerable populations, and by using evidence based decision making, promote advocacy, education, prevention and standards.

About The *Alliance for a Cavity-Free Future*:

The *Alliance for a Cavity-Free Future* (www.AllianceforaCavityFreeFuture.org) is a non-profitable charitable organisation with twenty-six Chapters worldwide. The *Alliance* encourages global collaborative action to deliver more comprehensive caries prevention and management that can positively influence the continuing problem of caries.

About Colgate-Palmolive:

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, elmex, Tom's of Maine, Sanex, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet, Hill's Prescription Diet and Hill's Ideal Balance. For more information about Colgate's global business, visit the Company's web site at <http://www.colgatepalmolive.com>.

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Media Contact:

Leslie Topola

Member of leadership team, Saskatchewan Oral Health Coalition

Manager, Oral Health Program, Population and Public Health - Saskatoon Health Region

E-mail: Leslie.Topola@saskatoonhealthregion.ca