

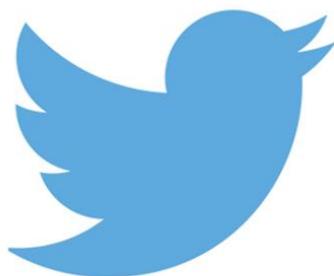
WORLD CAVITY-FREE FUTURE DAY (WCFFD), October 14, 2017



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

#WCFFDay!
#CavityFree

Please join us to promote WCFFD through social media!



Today is World Cavity-Free Future Day #WCFFDay. Join the movement for a #CavityFree world!

Today is World Cavity-Free Future Day #WCFFDay. Retweet your message of support for a #CavityFree world!

On World Cavity-Free Future Day #WCFFDay let's commit 2 brushing w/ fluoride toothpaste & saying no to sweets. It's time to be #CavityFree!



2ND WORLD CAVITY-FREE FUTURE DAY: SASKATCHEWAN ORAL HEALTH COALITION PRESS RELEASE

The Saskatchewan Oral Health Coalition (SOHC) Marks Second World Cavity-Free Future Day, Urges Increased Resource Allocation to Fight Dental Cavities in Canada!

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

Canada, October 14, 2017 – Today is the second annual World Cavity-Free Future Day (WCFFD), and the Saskatchewan Oral Health Coalition is working to help spread awareness and engage communities around the world in the global fight against dental caries, which is a disease that leads to cavities. Worldwide, between 60–90% of school children and nearly 100% of adults have dental caries. In Canada, statistics show that 56.8% of children 6-11 years and 95.2% of dentate adults have dental decay and most don't know that early stages of cavities can be prevented and controlled.

In addition to the Saskatchewan Oral Health Coalition, other organizations involved include the global *Alliance for a Cavity-Free Future (ACFF)*, Colgate-Palmolive and the 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. WCFFD seeks to engage communities across the globe in educating them about the reality of dental caries, and to encourage a move to increase caries prevention resources for those with limited access to dental care and those who have access to care but find it is still largely surgically focused.

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 fluoride toothpaste for two minutes and reducing sugar intake.

"With the high prevalence of dental decay in Canada, World Cavity-Free Future Day reminds us that bringing together the experiences of dental and other health professionals as well as patients is the key to the building a successful model for caries prevention," said Nigel Pitts, Global Chair, *Alliance for a Cavity-Free Future*. "United, we must promote models for prevention to equip dental and related health workforces to deliver preventive caries care and, in turn, invest in longer-term actions that shift both public and industry behaviors."

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

About the Saskatchewan Oral Health Coalition:

The Saskatchewan Oral Health Coalition (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 global not-for-profit organization which seeks to promote integrated clinical and public health action to confront the

disease burden of caries, fight caries initiation and progression, and, along with a global community of supporters, progress towards a Cavity-Free Future for all age groups. The ACFF was established in collaboration with a worldwide panel of experts in dentistry and public health who share a fervent belief in joining together across professional, geographic, and stakeholder lines, to create a unified global movement dutifully committed to combating caries in communities around the world. The ACFF is sponsored by Colgate-Palmolive Company, which supports improved oral health through its partnership with the dental professional and government and public health agencies.

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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OCTOBER 14 IS WORLD CAVITY-FREE FUTURE DAY

HOW MUCH DO YOU KNOW ABOUT THE MOST COMMON CHRONIC DISEASE WORLDWIDE?



60%-90%

of school children worldwide have dental cavities¹



Nearly 100%

of adults have been affected by tooth decay.¹

The global economic impact of dental diseases =

\$442B

USD in 2010.²



In *Canada* statistics show:



~ 2.26 million

school days are missed each year due to dental-related problems in children.³

Severe early childhood tooth decay is associated with higher BMI scores and nutritional deficiencies including iron deficiency.⁴⁻⁵

Operations to treat early childhood tooth decay account for

31%

of all day surgeries.⁵

Rates of dental surgery to treat early childhood tooth decay are

3.2X

higher for children from rural regions

&

3.7X

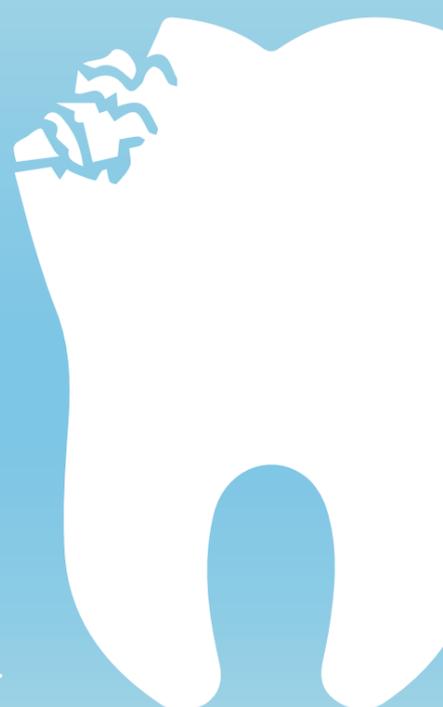
higher for children from the least affluent regions.⁶

The average annual total hospital associated costs of treating early childhood tooth decay under general anesthesia exceeds

\$21 M.⁶

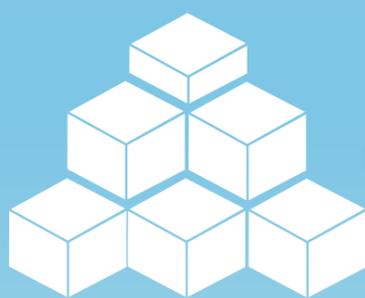
The best medicine is prevention:

- First tooth, first dental visit. Good oral health habits start early!
- Ensure children brush thoroughly twice a day with fluoride toothpaste.



CAVITIES CAN BE PREVENTED AND EVEN REVERSED...HERE'S HOW:

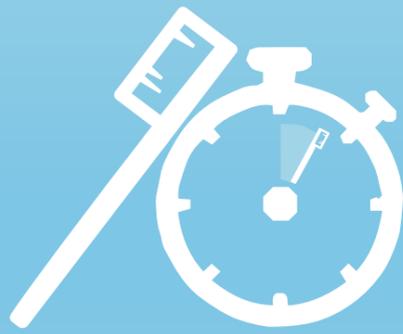
Reduce sugar intake, this includes sugars in both unhealthy foods like candy or soda as well as "hidden sugars" found in healthy foods like fruit or yogurt



unhealthy foods



healthy foods (hidden sugars)



Brush for two minutes with a fluoride toothpaste

2x per day

JOIN US IN MAKING THE WORLD CAVITY FREE! #WCFFDAY

visit www.allianceforacavityfreefuture.org
www.wcffday.org



#WCFFDay



Stop Caries NOW for a Cavity-Free Future
Canada-United States Chapter



World Cavity-Free Future Day
14th October 2017

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2. Canada Dental Association. "The State of Oral Health in Canada." Published March 2017. Available at: https://www.cda-adc.ca/stateoforalhealth/_files/TheStateofOralHealthinCanada.pdf. Accessed August 5, 2017.
3. Health Canada. Summary report on the findings of the oral health component of the Canadian Health Measures Survey, 2007-2009. Ottawa (ON): Health Canada; 2010. Available at: https://www.cda-adc.ca/stateoforalhealth/_files/TheStateofOralHealthinCanada.pdf. Accessed September 1, 2017.
4. Davidson K, Schroth RJ, Levi JA, et al. Higher body mass index associated with severe early childhood caries. BMC Pediatr 2016;16:137. Available at: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4992304/pdf/12887_2016_Article_679.pdf. Accessed September 1, 2017.
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6. Schroth RJ et al. Treating Early Childhood Caries Under General Anesthesia: A National Review of Canadian Data. J Can Dent Assoc 2016;82:g20. Available at: <http://www.jcda.ca/g20>. Accessed September 1, 2017.