



# Oral cancer: the Spanish Dental Council's campaigns

# Contents

**01**

Oral cancer impact

**02**

Oral cancer in Spain

**03**

Campaigns organised

**04**

Main results

**05**

Limitations

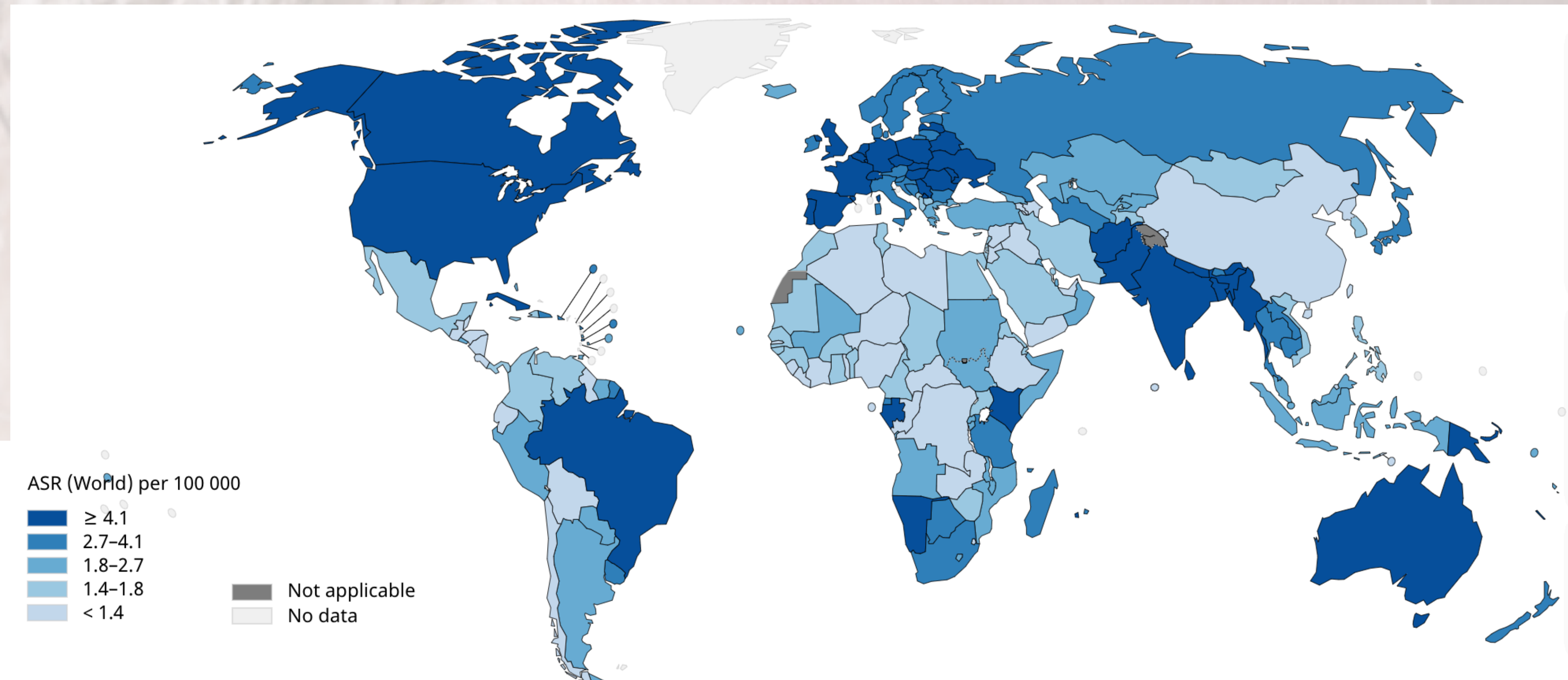


**CONSEJO  
DENTISTAS**  
ORGANIZACIÓN COLEGIAL  
DE DENTISTAS DE ESPAÑA



# 01 Oral cancer impact

- ⊙ Oral cancer accounts for 4% of all cancers worldwide.
- ⊙ Combined with pharyngeal cancer, it is the 6th most common cancer.
- ⊙ It is a serious and growing public health problem.
- ⊙ The worldwide incidence is estimated at 275,000-300,000 new cases per year.
- ⊙ In Europe, it is 3 times more common in men than in women.



Estimated age-standardised incidence rate for lip and oral cancer in the World (both sexes). Data 2018. International Agency for Research on Cancer. Globocan. WHO

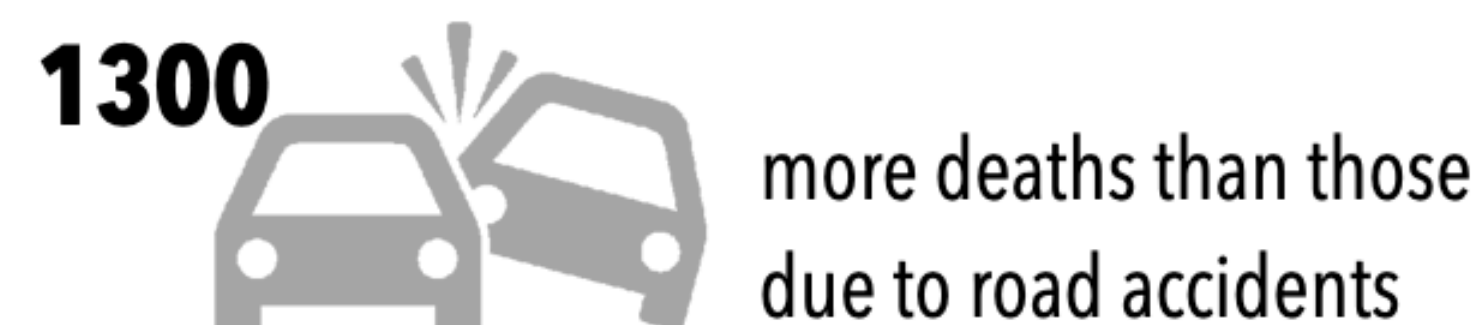
## 02 Oral cancer in Spain

- ⊙The incidence of oral cancer in Spain is 4,7/100.000 inhabitants, within EU average.
- ⊙The incidence is 3 times higher in men.
- ⊙Epidemiological surveillance is essential as an increase in cases has been detected in our country (aging population, improved early detection techniques, etc.).
- ⊙It is estimated that only 25-30% of oral cancers in Spain are detected early.
- ⊙Survival at 5 years is around 50%.

Oral cancer in Spain (Data from the Spanish Society of Medical Oncology, 2020)



In Spain, **8,600** new cases of oropharyngeal cancer are diagnosed each year.



Only **25-30%** of oral cancers are diagnosed early.



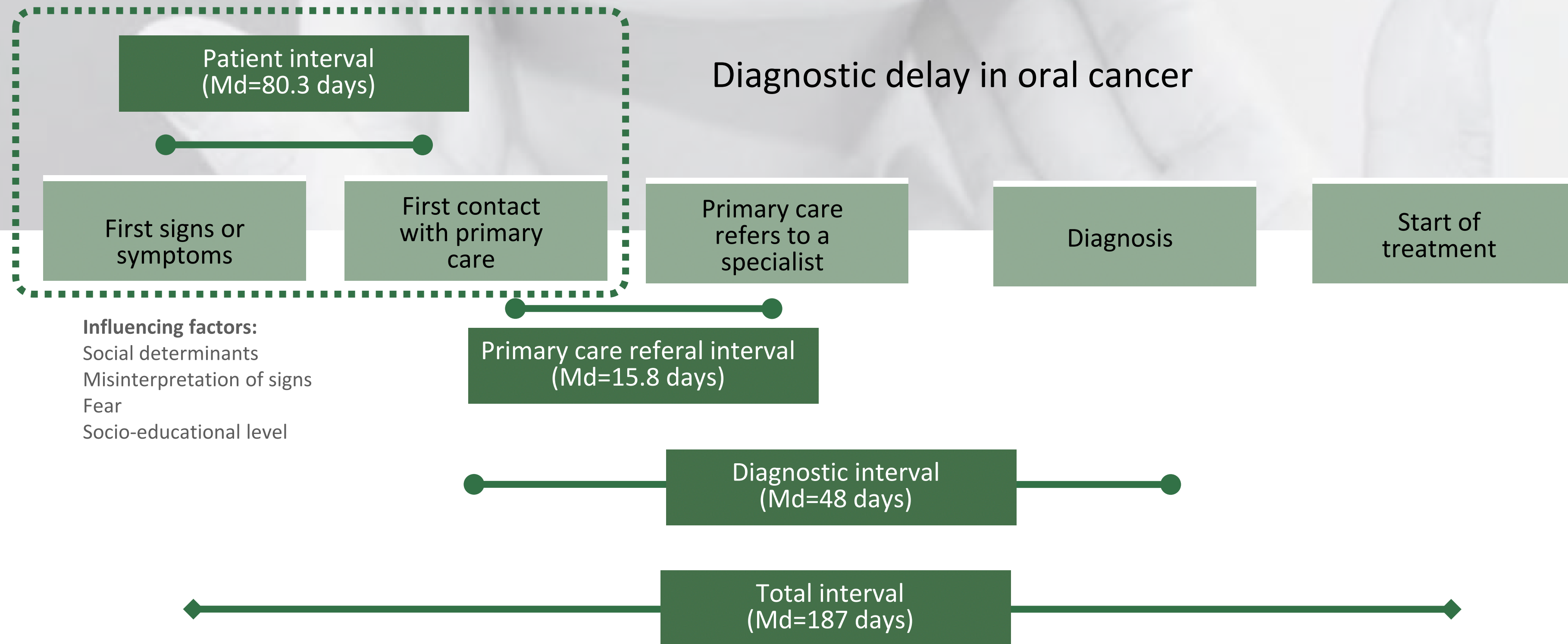
**50%** of diagnosed patients are dead within 5 years.

03

# Campaigns organised

Starting point

Varela-Centelles P, Seoane J, Lopez-Cedrun JL, Fernandez-Sanroman J, García-Martin JM, Takkouche B, Alvarez-Novoa Seoane-Romero JM. The length of patient and primary care time interval in the pathways to treatment in symptomatic oral cancer. A quantitative systematic review. Clin Otolaryngol. 2018; 43:164-171



The so-called "patient interval" is by far the longest of the whole process, accounting for 43% of the total time.

# 03 Campaigns organised

Type of campaigns and objectives

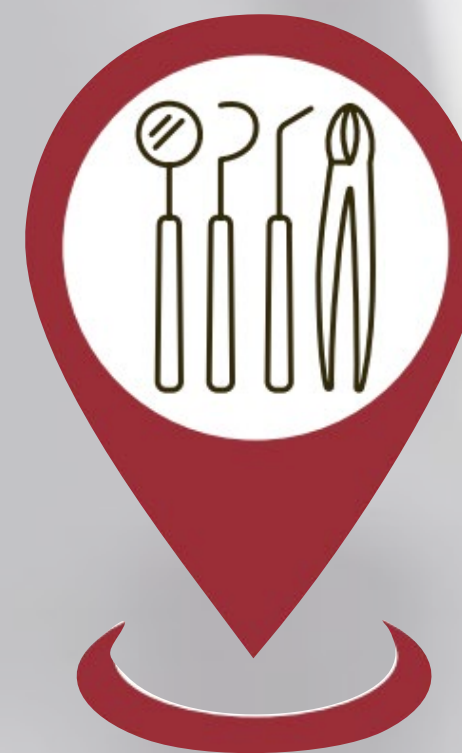
- Educational campaigns.
- Focused on promoting knowledge and attitudes towards oral cancer with the aim of increasing early diagnosis and improving prognosis.

I



Inform and Educate

D



Early detection

R



Refer

03

# Campaigns

## organised

Campaigns structure

Are based on 3 pillars:

1

ONLINE TRAINING  
FOR DENTISTS

2

SPECIFIC  
PLATFORM

3

ORAL CANCER  
CHECK-UP  
MONTH

*Vigila tu boca, evita el Cáncer Oral*

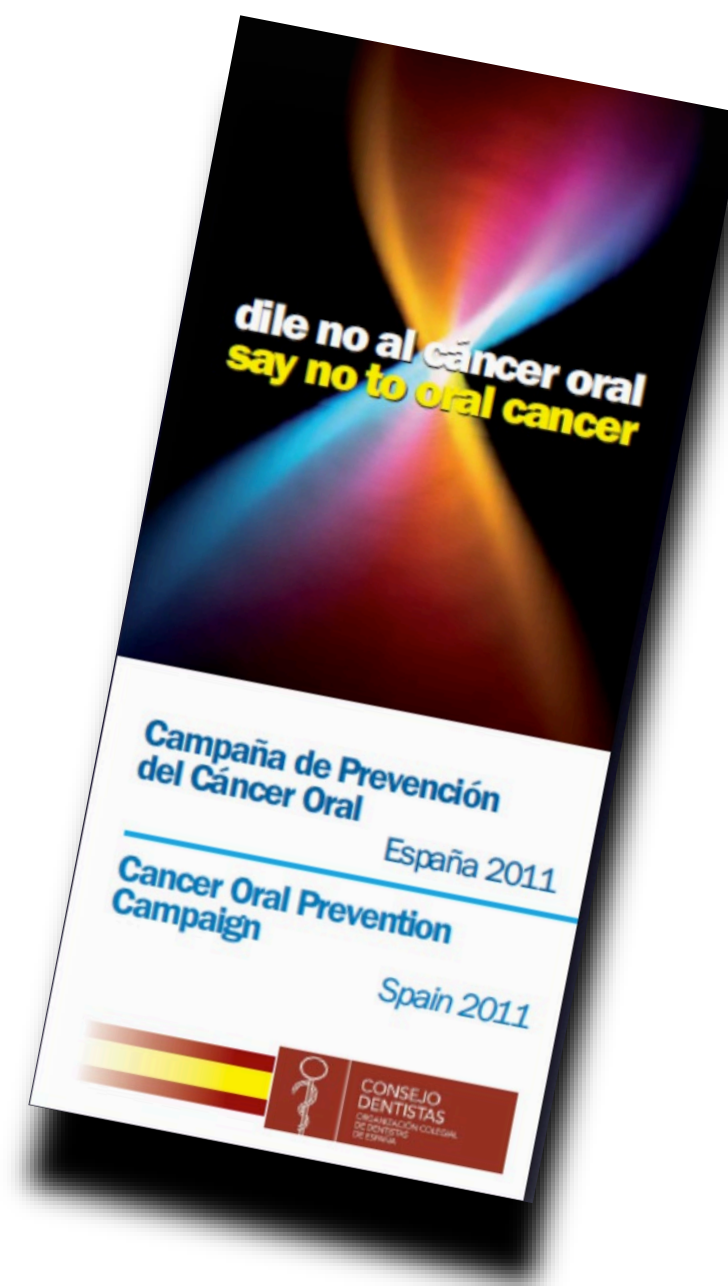
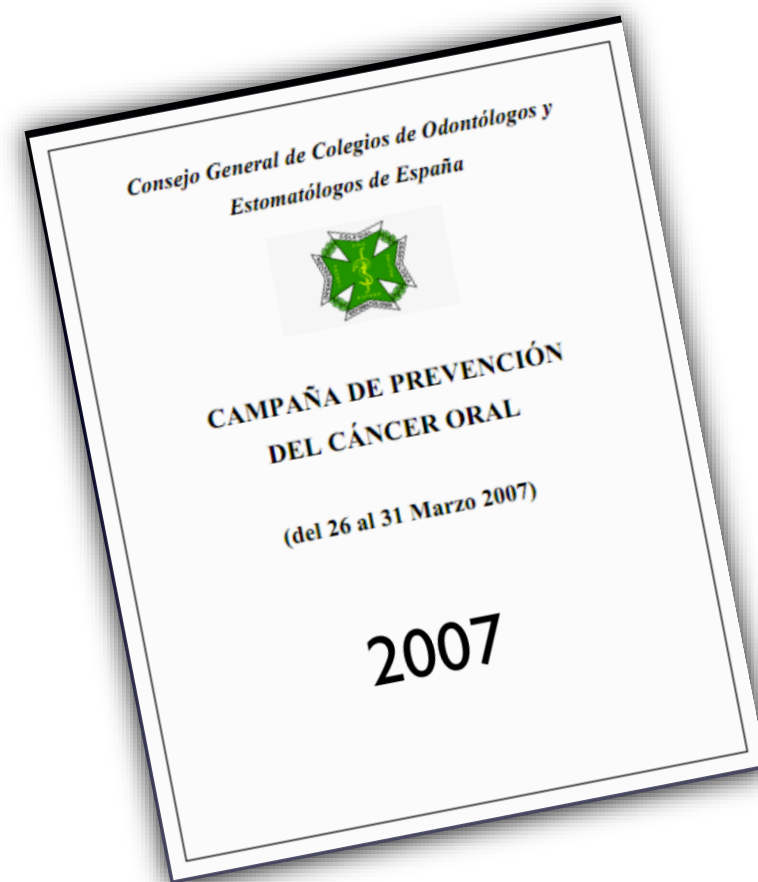


03

# Campaigns

## organised

5 Campaigns between 2007 and 2021



2007

2009

2011

2018

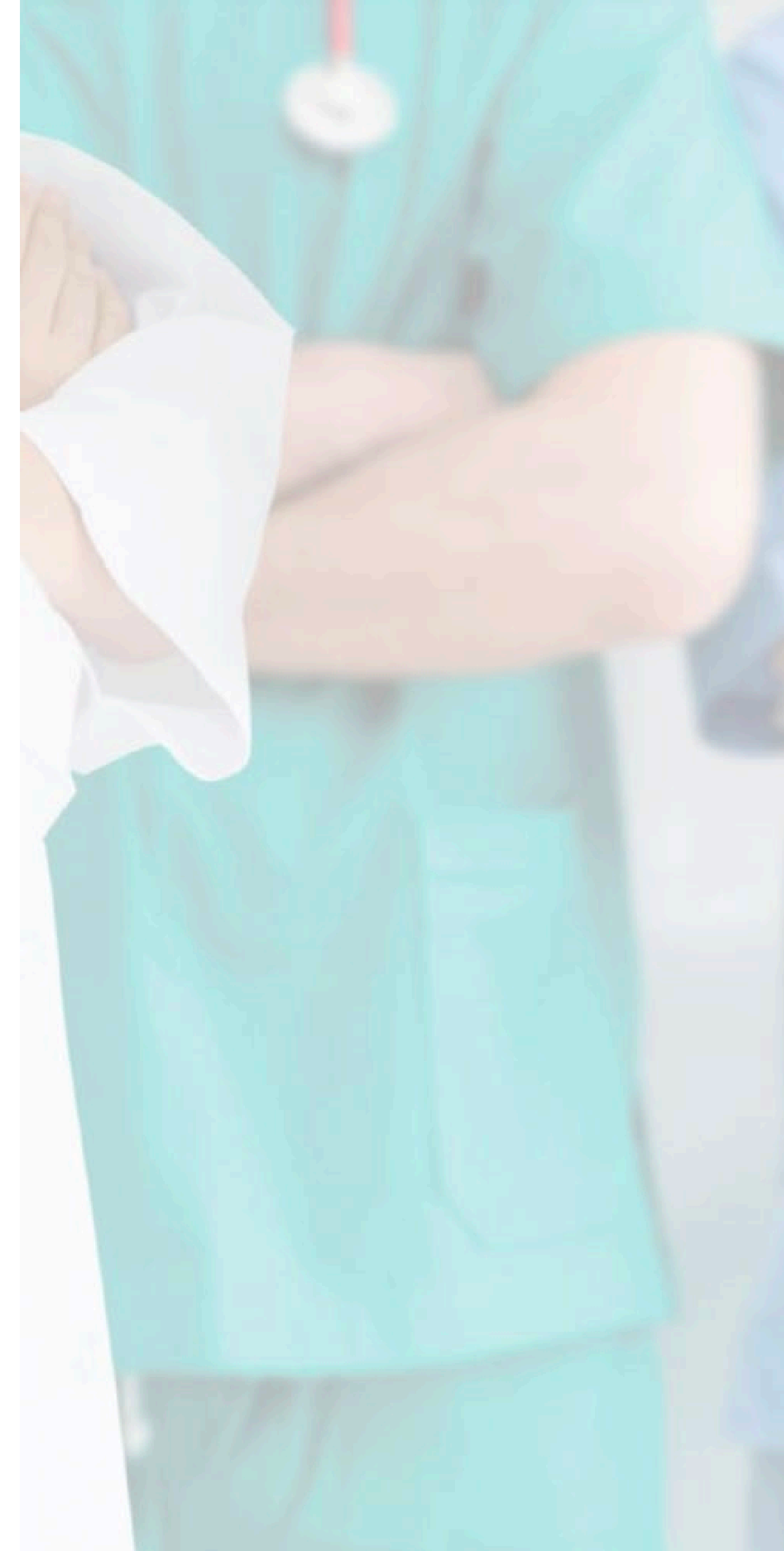
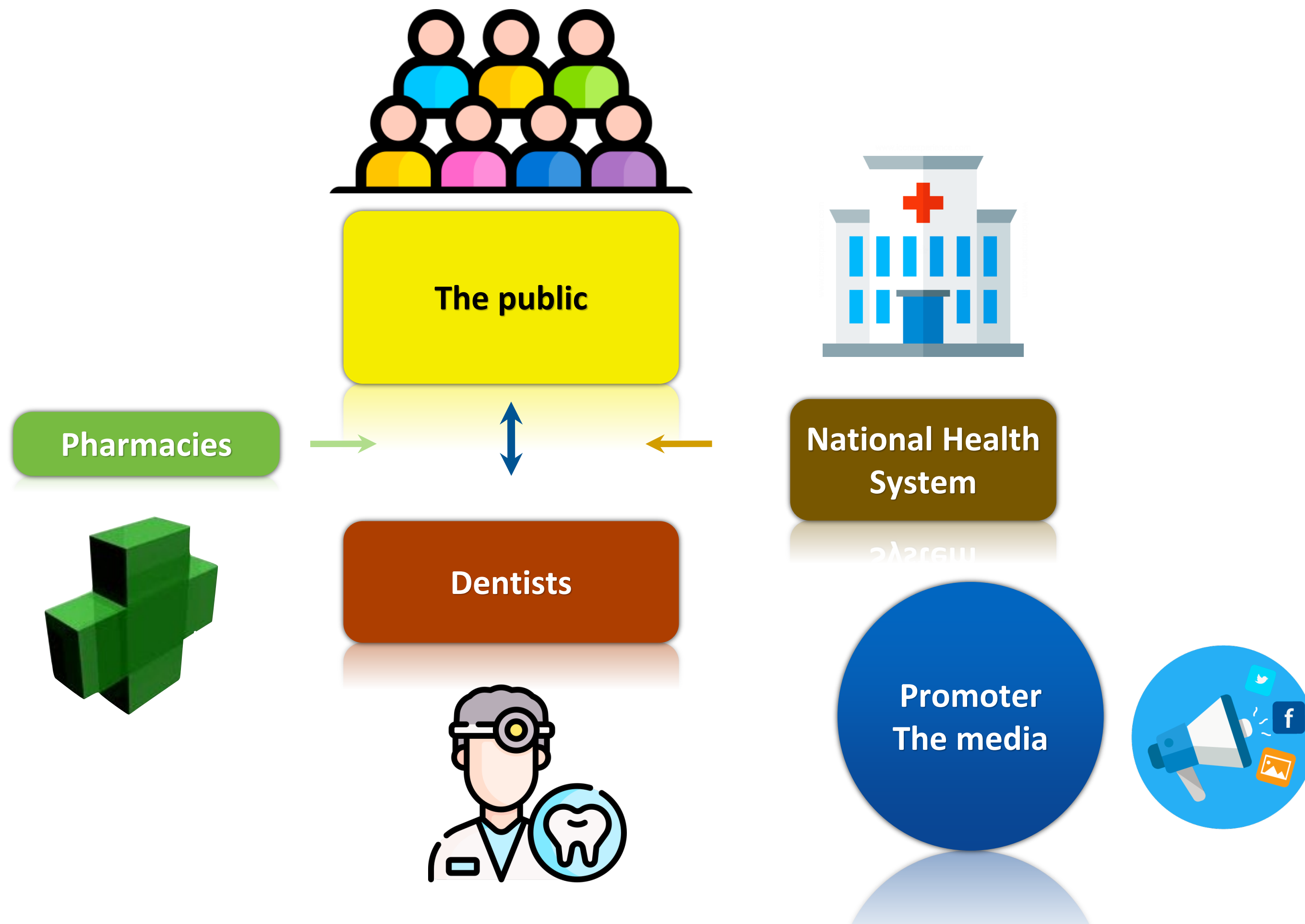
2021



# 03 Campaigns organised

How? The organization of the campaigns

4 actors and 1 promoter

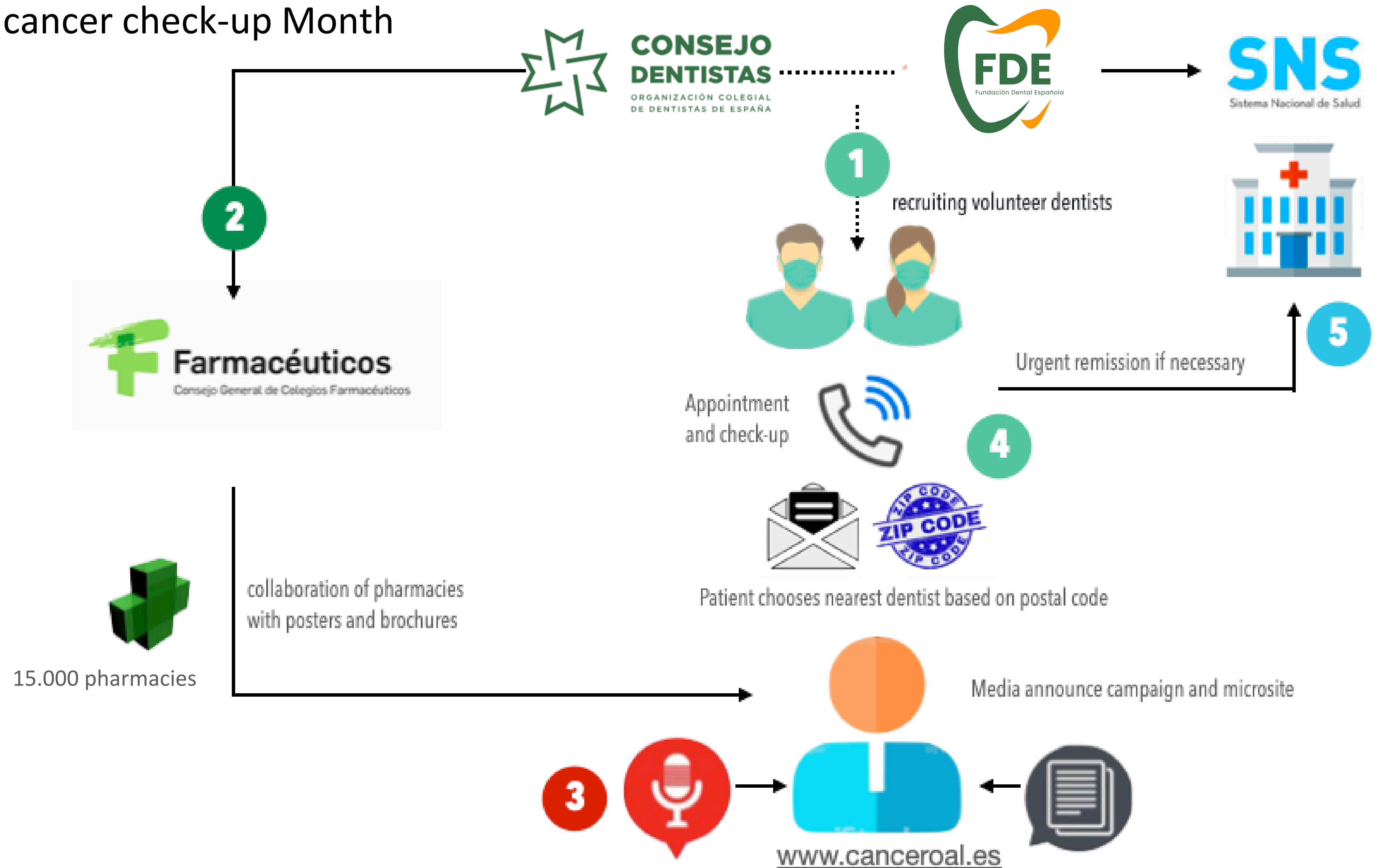


03

# Campaigns

## organised

How? Oral cancer check-up Month



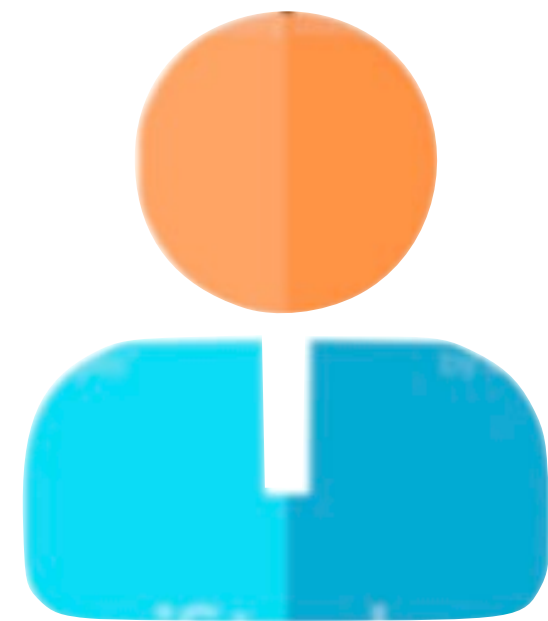
03

# Campaigns

## organised

Campaign contents

2 types of contents are available:



To the general public



To dentists

03

# Campaigns organised

Campaign contents



To the general public



Information sheets



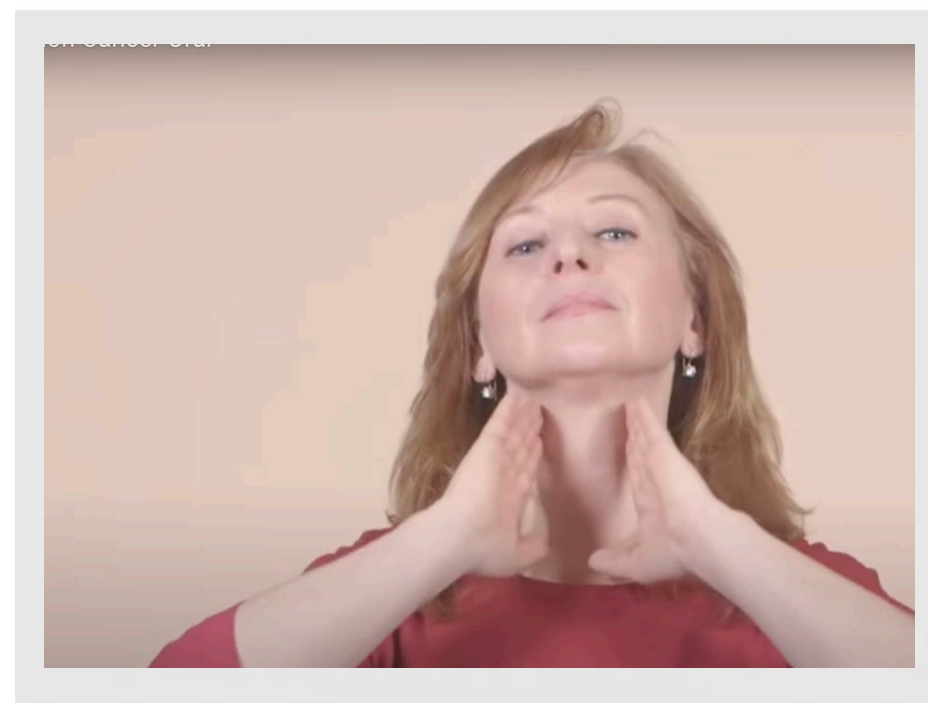
Oral cancer: did you know?



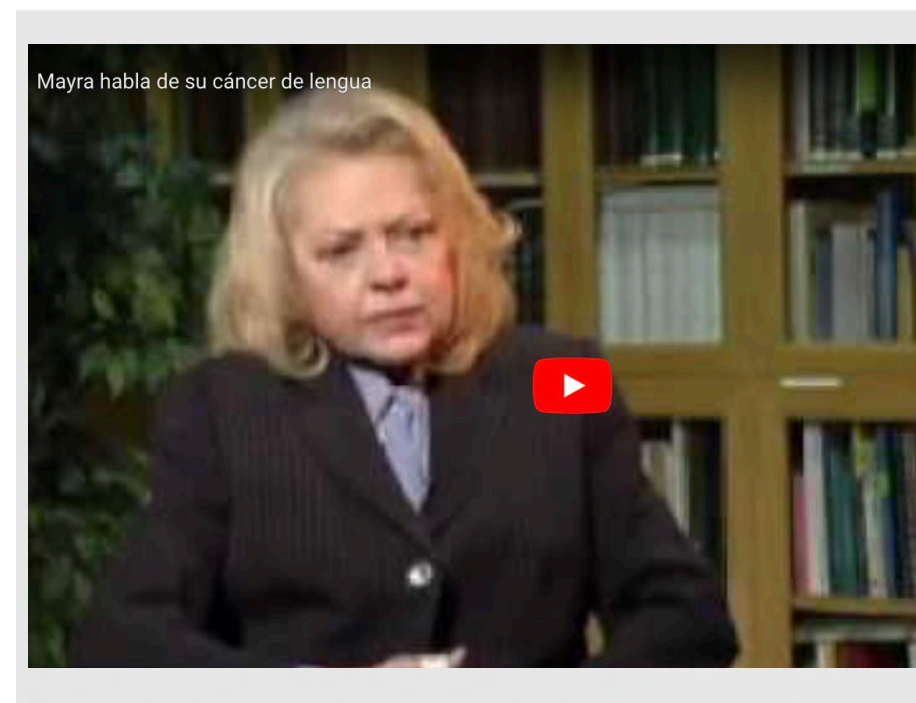
Eat healthy, prevent oral cancer



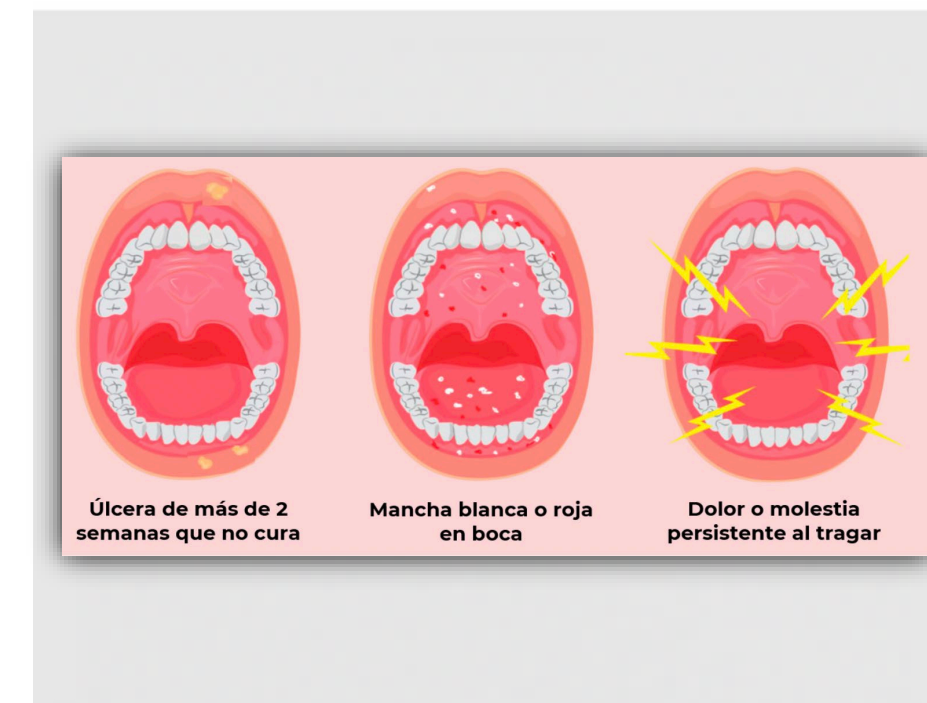
Video: reduces the risk of oral cancer



Video: self-screening for oral cancer



Real patients testimonials



Infographics

03

# Campaigns organised

Campaign contents



To the general public

## Ensalada de verduras y frutas en tres texturas



Agapito Cristóbal Nuñez  
Restaurante del Parador Hostal San Marcos  
León

### Ingredientes 4 raciones:

#### Asadas:

150 g. Berenjenas  
150 g. Cebolleta  
100 g. Pimiento Rojo  
100 g. Pimiento Verde  
4 ud. Hojas Tiernas de Repollo  
100 g. Calabaza

#### Cocidas:

100 g. Judías Verdes  
150 g. Puerro  
150 g. Alcachofa  
150 g. Calabacín  
100 g. Hinojo

#### En crudo:

150 g. Tomate pelado y  
despepitado  
100 g. Higos o Brevas O Mango  
1 ud. Aguacate

### Preparación

- 1 Asar las verduras, pelar y cortar en tiras iguales de tamaño.
- 2 Cocer las verduras escurrir y cortar en tiras, no refrescar.
- 3 Pelar las crudas y cortar en tiras.
- 4 Cocer ligeramente las hojas de repollo que queden de color vivo. Escurrir bien y secar.

### Montaje

- 5 En molde rectangular forrar con papel films transparente y sobre este forrar con las hojas del repollo e ir poniendo todas las verduras templadas o a temperatura ambiente al igual que las frutas intercalando colores de manera que al corte queden todas formando un mosaico con mucho colorido y texturas distintas. Prensar y enfriar unas 12 horas. Cortar con cuchillo eléctrico o cuchillo de sierra.

Aliñar con aceite de oliva virgen extra y escamas de sal.


54  
recipes against oral cancer



# 03 Campaigns organised

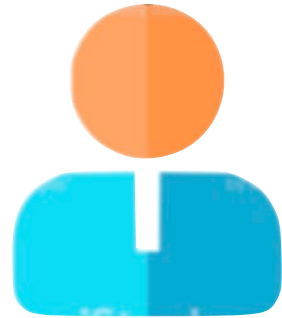
## Campaign contents

### Your risk level



### Check your risk

By answering a few quick questions you can find out your risk immediately. This information is for guidance only, and in no way replaces a definitive diagnosis by a professional.



To the general public

#### YOUR RISK FACTORS



##### AGE

La incidencia del cáncer oral va aumentando con la edad. Se ha comprobado que a partir de los 40 años, empiezan a aparecer más casos.

**Recuerda:** la edad es un factor de riesgo. Si tienes más de 40 años, conviene que realices una autoexploración periódica de tu boca y visites al dentista al menos anualmente, o de inmediato si detectas cualquier signo o síntoma de sospecha



##### SUN EXPOSURE

La radiación ultravioleta B (UVB) oscila entre los 290 y los 320 nm, y se la considera como la principal responsable del cáncer de piel y labio. Los estudios epidemiológicos han revelado, que la incidencia del cáncer de piel y de los labios es más alta en personas que residen en áreas con altos niveles de radiación solar.

**Recuerda:** la protección solar previene el cáncer de labio y salva vidas. No abuses del sol y usa protector labial.



##### UNSAFE SEXUAL PRACTICES

El virus del Papiloma Humano (VPH) puede causar cáncer orofaríngeo. El virus puede acantonarse en las células de la mucosa e inducir su transformación maligna. Es 8 veces más frecuente en hombres que en mujeres. En la actualidad se está detectando un aumento en hombres jóvenes.

**Recuerda:** una sexualidad protegida previene frente a muchas enfermedades, entre ellas el cáncer oral.

03

# Campaigns organised

Campaign contents



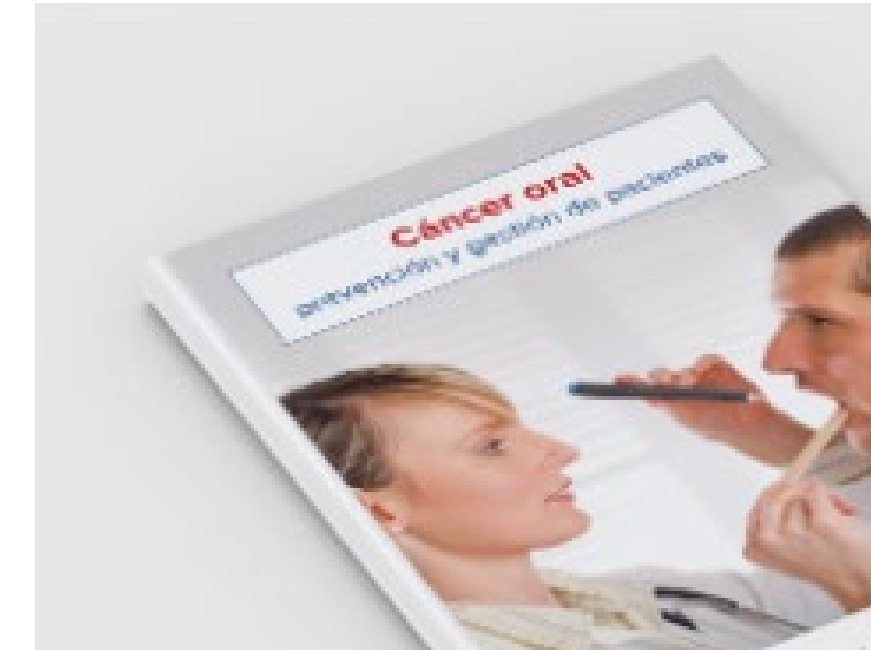
To dentists



**Book Oral Cancer for dentists**



**Oral biopsy**



**Prevention and management of patients with oral cancer**



**Oral cancer prevention guide**



**Early diagnosis of oral cancer**



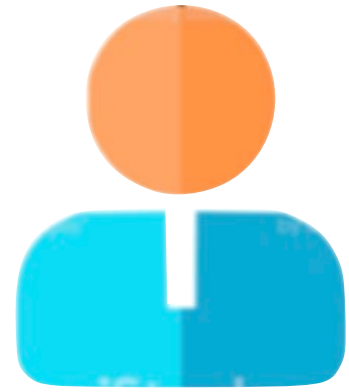
**Campaign display**

04

# Main results

Results of the 2021 campaign

430.000 people have had access to general information  
45.000 people have visited the oral cancer platform  
The campaign cost: 60.000 euros



15,000

Patients attended clinical consultations

55%

Visited the dentist in the last year

67%

Heard about oral cancer

12%

Were aware of the link between diet and oral cancer

64%

Were aware that a long-standing ulcer is a warning sign



2,300

Volunteer dentists participated

92%

Routinely explored tongue and oral mucosa

96%

Informed patients about smoking habits

53%

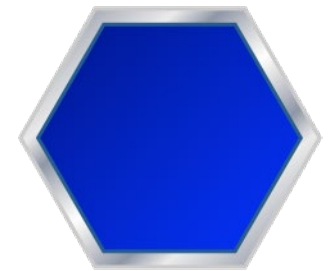
Reported on diet and oral cancer

475

Oral lesions were detected, 42 required biopsy and follow up

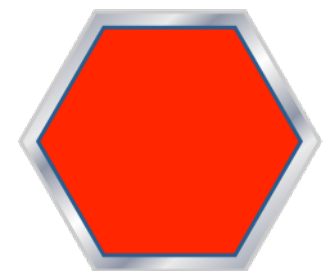


## 05 Limitations



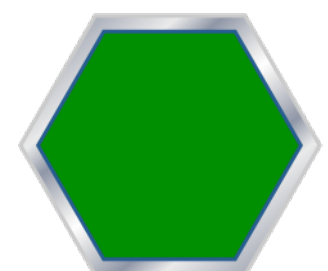
Patients still find it difficult to use health services in a preventive manner and to consider the dentist as a fundamental reference in the early detection of oral cancer.

### Early detection



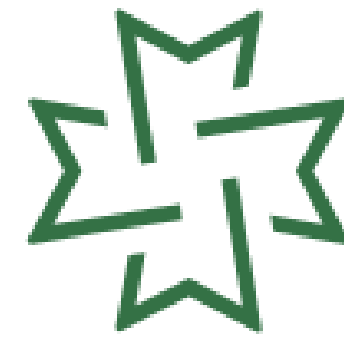
It is difficult to convince dentists of the importance of taking part in these campaigns. The number of participants is 5% of the total number of Spanish dentists, and this figure has remained stable since 2007.

### Commitment



It is not easy to convince the Ministry of Health of the importance of its synergistic collaboration in these campaigns.

### Involvement



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Despite all the difficulties, the Spanish Dental Council firmly believes in the importance of our Organization in promoting health. We unreservedly support any action or campaign aimed at a global and integral approach to health. This is part of our mission and vision.

Thanks