10 YEARS OF PARTNERSHIP
FDI World Dental Federation and Unilever Oral Care are proud to acknowledge a successful 10-year partnership to measurably improve oral health on a global scale. During that time, we are delighted to have seen it grow and have such positive effects on the lives of the children, families and communities where our educational projects have been implemented.

A healthy smile is a smile without any dental or oral diseases. However, Dental Caries is still the most widespread chronic disease worldwide. A little more than 10 years ago, FDI World Dental Federation and Unilever Oral Care came together in partnership to address this issue and to help people live fuller lives through educating them on the importance of brushing twice-daily with a fluoride toothpaste. Studies show that brushing day and night with a fluoride toothpaste can cut tooth decay up to 50% for children compared with brushing once.

In this special edition, we are taking a look at the key milestones and results over the years of the partnership, and importantly, looking ahead at what is to come in a continuation of the partnership’s aims – that of campaigning for improved oral health.

Marie-Anne Aymerich, 
Executive Vice President, Global Oral Care, Unilever

Dr. Patrick Hescot, 
President, FDI World Dental Federation
“I APPRECIATE THE FEDERATION’S INITIATIVE THAT IS IMPROVING ORAL HEALTH EDUCATION AND PROMOTION IN MORE THAN 40 COUNTRIES.”

Dr Margaret Chan, Former WHO Director General

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The FDI-Unilever partnership is recognized by the FDI leadership and membership for its positive impact on society and providing a model of successful oral health programmes over the 10 plus years of the partnership with Live.Learn. Laugh., and Brush Day & Night.

Dr Margaret Chan, former Director General of the World Health Organization, specifically singled out the partnership for praise in an opening speech during the Annual World Dental Congress in 2012 in Hong Kong.

Over the coming three years, we look forward to continued progress. Phase IV of the partnership will be running flagship schools programme, continuing with the Brush Day & Night message and oral health advocacy amongst families – all further supported by continued World Oral Health Day activities in countries around the world.

FIRST ESTABLISHED IN 2005, THE PARTNERSHIP HAS MADE SIGNIFICANT STEPS TOWARDS ITS GOAL TO MEASURABLY IMPROVE ORAL HEALTH FOR BOTH ADULTS AND CHILDREN ACROSS THE WORLD THROUGH ENCOURAGING BRUSHING TWICE-DAILY WITH A FLUORIDE TOOTHPASTE.

Sustainability and continuity have been key to the FDI-Unilever partnership for the last 10 years in achieving two main objectives: To educate children in brushing twice-daily with a fluoride toothpaste and to empower children to become advocates for oral health among family and friends.

Together, FDI and Unilever have implemented oral health promotion and educational programmes in schools on the importance of brushing twice-daily with a fluoride toothpaste. This had been achieved through successfully launching the Brush Day & Night initiative to get parents and children to share fun, yet educational experiences, when brushing with the aim to create a long-term behavior change.

ABOUT THE PARTNERSHIP

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WE ARE PROUD OF OUR ACHIEVEMENTS OVER THE LAST 10 YEARS AND HERE ARE JUST A FEW KEY RESULTS AND HIGHLIGHTS.

**PHASE 1**

**LIVE.LEARN.LAUGH.**
**MULTIPLE-OBJECTIVE PUBLIC HEALTH PROGRAMMES**

**RESULTS**
**OVER 1 MILLION PEOPLE REACHED**

**DIRECTLY IN ORAL HEALTH PROMOTION ACTIVITIES**

**PHASE 2**

**LIVE.LEARN.LAUGH.**
**ORAL HEALTH EDUCATION AND PROMOTION PROGRAMMES WITH A FOCUS ON CHILDREN, PATIENTS, MOTHERS AND INFANTS, AND COMMUNITIES**

**RESULTS**
**REACHED MORE THAN 1 MILLION PEOPLE WORLDWIDE THROUGH DIGITAL MEDIA AND SCHOOL PROGRAMMES ACTIVITIES**

**PHASE 3**

**BRUSH DAY & NIGHT**
**SCHOOL ORAL HEALTH PROGRAMMES WHICH FOCUSED ON A 21-DAY BRUSH DAY & NIGHT EDUCATIONAL PROGRAMME AND WORLD ORAL HEALTH DAY ACTIVITIES**

**RESULTS**
**BRUSH DAY & NIGHT REACHED MORE THAN 2.5 MILLION**

- **45% INCREASE IN CHILDREN BRUSHING TWICE DAILY**
- **50% INCREASE IN CHILDREN BRUSHING SPECIFICALLY MORNING AND EVENING**

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Together, FDI World Dental Federation and Unilever joined forces in 2005 to significantly improve oral health in many countries around the world and created the Live.Learn.Laugh., programme to help achieve this mission.

Since the launch of Live.Learn.Laugh. the achievements have given us plenty to smile about. At the World Dental Congress, held in Montreal in September 2005, we launched the programme to an audience including the FDI Council, FDI President and President elect, and a number of National Dental Association presidents.

The result was a huge success with over 2,000 opinion formers from the dental community visiting the FDI Pavilion. We effectively launched the Live.Learn.Laugh. programme in Nigeria, Ghana, China, Vietnam and Indonesia.

“Working on this programme is inspiring and rewarding. It has made us realise that small simple things really do make a big difference.”

FDI and Unilever Live.Learn.Laugh. Partnership team
WE ARE ESPECIALLY PROUD OF THE COLLABORATION BETWEEN DENTISTS, OTHER HEALTH PROFESSIONALS, COMMUNITY WORKERS AND SCHOOL TEACHERS, WHICH HELPED US DELIVER SUCH IMPACTFUL PROGRAMMES GLOBALLY TO EDUCATE CHILDREN ON THE IMPORTANCE OF BRUSHING TWICE-DAILY WITH A FLUORIDE TOOTHPASTE.

Dr. Patrick Hescot, President, FDI World Dental Federation

Phase II of the Live.Learn.Laugh. programme, which ran between 2010 and 2013, focused on oral health care education amongst children, mothers and infants, patients and communities.

The partnership and programme reached more communities than ever. In fact, we ran 29 individual health projects and implemented them across 27 countries. We saw our “brush twice-daily with fluoride toothpaste” message reach more than 41,000 people directly, including over 33,000 children and an overall reach result that is estimated at 1 million people worldwide.
BRUSH DAY & NIGHT

In 2014 the FDI World Dental Federation and Unilever partnership continued our focus on promoting twice-daily brushing with a fluoride toothpaste. This was achieved through two specific activities; School programmes and World Oral Health Day.

We launched a 21-day Brush Day & Night education programme and implemented them in schools across the world. The objective was to educate children on the importance of brushing twice-daily with a fluoride toothpaste and to empower them to become advocates for oral health among family, friends and communities.

Additionally, we implemented events on World Oral Health Day, offering a platform for children to encourage and teach the world to Brush Day & Night.

TODAY WAS THE HAPPIEST DAY OF MY LIFE. WE HAD VISITORS AND DENTISTS WHO TAUGHT US HOW TO BRUSH OUR TEETH, CHECKED IF OUR TEETH WERE HEALTHY AND GAVE US TOOTHPASTE AND A TOOTHBRUSH SO WE CAN SMILE FOR LIFE.
As we continue our successful educational programmes and partnership between FDI World Dental Federation and Unilever, we look forward to Phase IV of our partnership to continue rolling out school programmes and WOHD activities.

We look forward to continuing to land the message of the importance of twice-daily brushing and ultimately improve oral health care amongst children worldwide.
ACKNOWLEDGEMENTS

We would like to thank and congratulate all the partnership stakeholders, in particular the experts from the FDI Public Health Committee, who provided expertise and guidance to the projects at different stages over the past 10 years.

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Prof. Juan Carlos Llodra Calvo
Prof. Prathip Phantumvanit
Prof. Souad Msefer
Prof. Jo Frencken
Prof. Paulo Melo

We would also like to acknowledge all National Dental Associations for their dedication and enthusiasm in improving oral health within their communities, in collaboration with the local Unilever teams.

Associação Brasileira de Odontologia*
Association des Odonto-Stomatologistes de Côte d’Ivoire
Associazione Nazionale Dentisti Italiani
Austrian Dental Chamber
Bangladesh Dental Society
Cambodian Dental Association
Chambres Syndicales Dentaires
Chinese Stomatological Association
Colégio de Cirurganos Dentistas de Chile
Consejo General de Colegios de Odontoles y Estomatologes de España
Croatian Dental Chamber
Croatian Dental Society
Czech Dental Chamber

*Dental Association of Thailand
*Egyptian Dental Association (Egyptian Society of Pediatric Dentistry and Children with Special Needs)
*Ethiopian Dental Professionals’ Association
*Finnish Dental Association
*Bundeszahnärzte-Kammer
*Ghana Dental Association
*Hellenic Dental Association
*Hungarian Dental Association
*Indian Dental Association
*Indonesian Dental Association
*Jordan Dental Association
*Kazakhstan Stomatological Association
*Kenya Dental Association
*Myanmar Dental Association
*Nigerian Dental Association
*Pakistan Dental Association
*Philippines Dental Association (Philippines Pediatric Dental Society)
*Polish Chamber of Physicians and Dentists
*Polish Dental Society
*Saudi Dental Society
*Società di Odontoiatria Italiana
*South African Dental Association
*Syndicat Tunisien des Médecins Dentistes de Libre Pratique
*Sri Lanka Dental Association
*Sudanese Dental Union
*Swiss Dental Association
*Stomatological Society of Greece
*Turkish Dental Association
*Vietnam Odonto-Stomatological Association

*no longer an FDI member

PARTNERSHIP PUBLICATIONS


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