



10 YEARS OF PARTNERSHIP





WELCOME

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

ABOUT THE PARTNERSHIP

**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.

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.



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

PHASE 1

2005 - 2009

LIVE.LEARN.LAUGH.

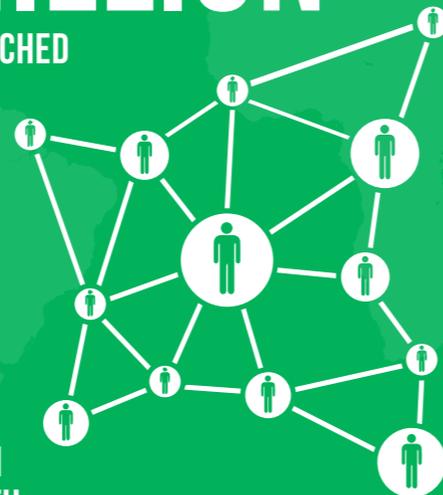
MULTIPLE-OBJECTIVE PUBLIC HEALTH PROGRAMMES

RESULTS

OVER

1 MILLION

PEOPLE REACHED



DIRECTLY IN ORAL HEALTH

PROMOTION ACTIVITIES

PHASE 2

2010 - 2013

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



INCREASE IN BRUSHING TWICE A DAY FROM

59% TO 74%

PHASE 3

2014 - 2016

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



OVER
1 MILLION
PEOPLE REACHED THROUGH ORAL
HEALTH PROGRAMMES

PHASE 1 2005 – 2009

LIVE.LEARN.LAUGH.

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



PHASE 2 2010 - 2013

LIVE.LEARN.LAUGH.

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.

“

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



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



PHASE 3 2014 - 2016

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.

”

11-year old student at World Oral Health Day 2016

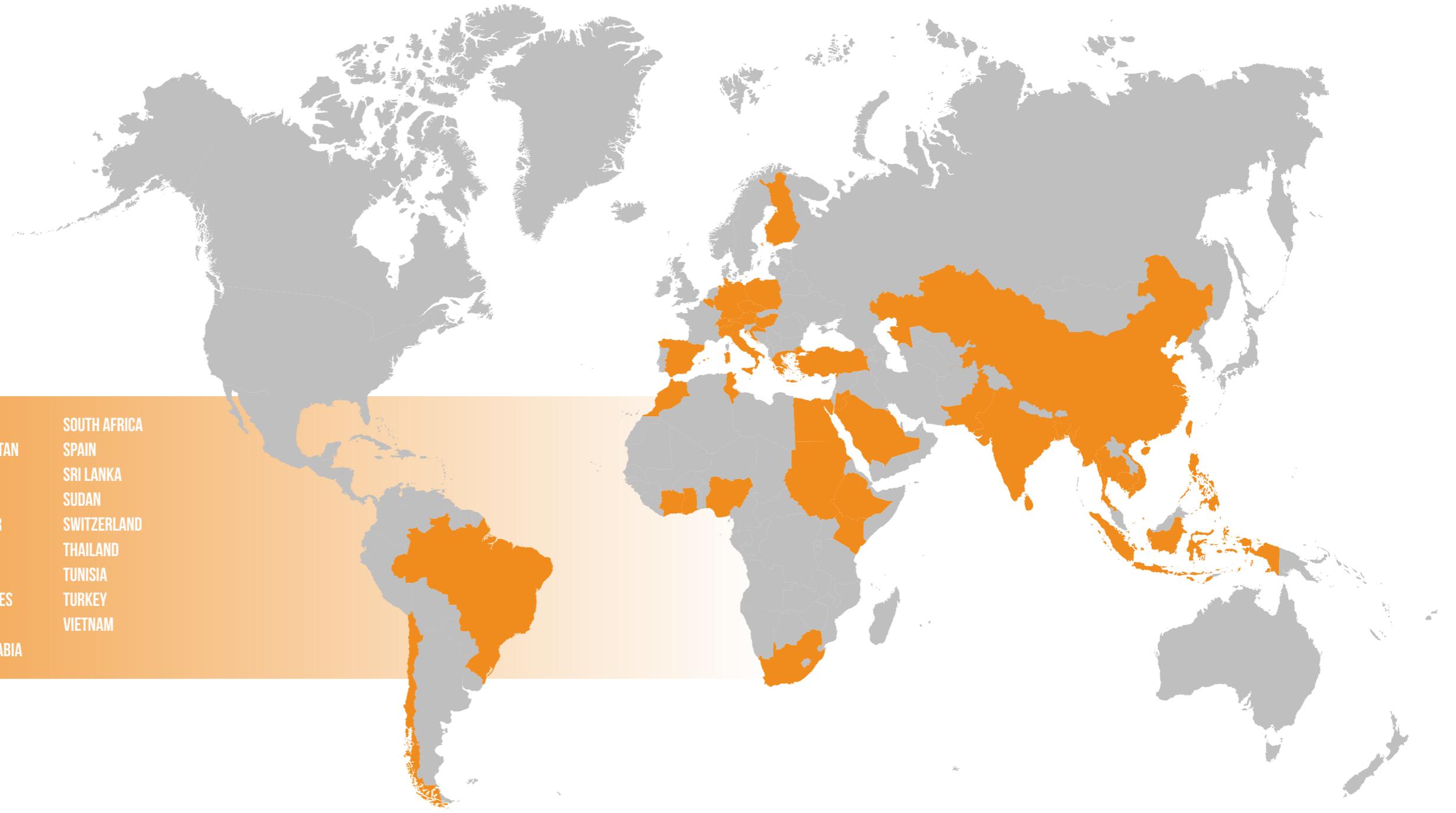


DIRECT OUTREACH OF SCHOOL PROGRAMME AND WOHD CAMPAIGN IN 2016 OVER

2.5 MILLION

COUNTRIES IN THE PARTNERSHIP

AUSTRIA	EGYPT	JORDAN	SOUTH AFRICA
BANGLADESH	ETHIOPIA	KAZAKHSTAN	SPAIN
BELGIUM	FINLAND	KENYA	SRI LANKA
BRAZIL	GERMANY	MOROCCO	SUDAN
CAMBODIA	GHANA	MYANMAR	SWITZERLAND
CHILE	GREECE	NIGERIA	THAILAND
CHINA	HUNGARY	PAKISTAN	TUNISIA
CÔTE D'IVOIRE	INDIA	PHILIPPINES	TURKEY
CROATIA	INDONESIA	POLAND	VIETNAM
CZECH REPUBLIC	ITALY	SAUDI ARABIA	





LOOKING FORWARD

BRUSH DAY & NIGHT

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.

Prof. Denis Bourgeois
 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.

Associacao Brasileira de Odontologia*
 Association des Odonto-Stomatologistes de Côte d'Ivoire
 Association Marocaine de Prévention Bucco-Dentaire
 Associazione Nazionale Dentisti Italiani
 Austrian Dental Chamber
 Bangladesh Dental Society
 Cambodian Dental Association
 Chambres Syndicales Dentaires
 Chinese Stomatological Association
 Colegio de Cirujano Dentistas de Chile
 Consejo General de Colegios de Odontolos y Estomatologos de Espana
 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
 Bunderzahnaerzte-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
 Sociedad Odontologica de Chile
 Société de Médecine Dentaire
 South African Dental Association
 Sri Lanka Dental Association
 Sudanese Dental Union
 Swiss Dental Association
 Syndicat Tunisien des Médecins Dentistes de Libre Pratique
 Stomatological Society of Greece
 Turkish Dental Association
 Vietnam Odonto-Stomatology Association

*no longer an FDI member



PARTNERSHIP PUBLICATIONS

Cohen LK. Live.Learn.Laugh.: A Unique Global Public-Private Partnership to Improve Oral Health. *Int Dent J* 2011; 61: 1 -1.

Dugdill L, Pine CM. Evaluation of international case studies within 'Live.Learn.Laugh.': a unique global public-private partnership to promote oral health. *Int Dent J* 2011; 61: 22 -29.

Pine CM, Dugdill L. Analysis of a unique global public-private partnership to promote oral health. *Int Dent J* 2011; 61: 11 -21.

Bourgeois DM, Phantumvanit P, Llodra JC, Horn V, Carlile M, Eiselé J-L. Rationale for the prevention of oral diseases in primary health care: an international collaborative study in oral health education. *Int Dent J* 2014; 64 Suppl 2: 1 -11.

Horn V, Phantumvanit P. Oral health promotion and education messages in Live.Learn.Laugh. projects. *Int Dent J* 2014; 64 Suppl 2: 12 -19.

Llodra JC, Phantumvanit P, Bourgeois DM, Horn V. LLL2: an international global level questionnaire on toothbrushing and use of fluoride toothpaste. *Int Dent J* 2014; 64 Suppl 2: 20 -26.

Bourgeois DM, Llodra JC. Global burden of dental condition among children in nine countries participating in an international oral health promotion programme, 2012 -2013. *Int Dent J* 2014; 64: 27 -34.

Eiselé J-L, Wong TC, Carlile M. Celebrating 10 years of partnership between FDI and Unilever. *Int Dent J* 2014; 64: 35 -37.

