



World Cavity-Free Future Day 2021



An Introduction

What is World Cavity-Free Future Day

World Cavity-Free Future Day (WCFFDay) is a global awareness day, launched in 2016 by the Alliance for a Cavity-Free Future (ACFF). WCFFDay is celebrated around the world on October 14th annually, and aims to address the need for greater global awareness of dental caries, the disease which, when left unaddressed, can lead to dental cavities.

The campaign is largely community driven, with events led by ACFF Chapters, members and partners, each of whom works to co-ordinate activity and share the messaging for the benefit of their community. In the past, some of the activities undertaken have included outreach events, educational drives, free oral-care consultations, professional webinars, school-based education efforts and many more. WCFFDay seeks to engage communities around the world in this global fight and offers the chance to send a 'wakeup call' to those with the ability to make social, economic and political changes to encourage action towards achieving a cavity-free future.

Why is it important?

Dental caries is the disease which, when left untreated, leads to dental cavities. It is the most prevalent non-communicable disease (NCD) in the world. It is a chronic disease (meaning it requires ongoing attention), which affects people of all ages, throughout their lives.

It is estimated that more than 2.3 billion people globally suffer from untreated caries of permanent teeth, with a further 530 million children suffering from untreated caries of primary teeth. This means that between 60-90% of schoolchildren and almost 100% of adults in the world suffer from caries. Despite this, with the correct structures in place, it is possible for caries to be managed and for cavities to be prevented.

Caries shares common risk factors with other NCDs such as diabetes and heart disease, so taking steps towards tackling caries also has wider health benefits for both individuals and communities.



2.3 billion people globally

suffer from untreated dental caries.



\$245 billion (USD)

is the estimated 2015 global economic burden of dental caries



2021 Campaign

The COVID-19 Pandemic has shaken global healthcare structures since the start of 2020. In addition to the intense stress placed on wider health systems, it is becoming apparent that oral health is also experiencing the knock-on effects of the pandemic, with an upturn in the numbers of people suffering from untreated dental issues, which is leading to an increase in cavities. This may be due to a lack of access to care, with teams re-focused or dental practices closed, or perhaps through a personal decision to forgo care due to fear of 'unnecessary' close contact with others. It may also be through a lack of focus on oral hygiene, or maybe due to not having access to the right toothpaste or other tools needed to maintain oral health.

That is why, for the 2021 WCFFDay campaign, we are looking to support care providers in re-connecting with their patients and the public, helping them to send the message **'help us to help you keep cavity-free'**. This campaign aims to break down any barriers within local communities and encourage people to get back into contact with people who are keen to help them **#keepcavityfree**.

What can I do to get involved?

Getting involved in this year's campaign simply means identifying an area of need that is relevant for your patients or community and taking steps to break down barriers and connect with them.

Some of the key things you could do to be a part of the WCFFDay are:

Organise a locally targeted campaign: Maybe you could organise a pop-up clinic at a home for the elderly, or a toothbrushing class at a school, or simply hand out flyers encouraging people to visit your office for their regular check-up. Every community is different, and no one knows the needs of the community you work in better than you

do. That is why we have created our 'WCFFDay: Building Your Campaign' guide to help you build a locally relevant campaign, with resources which can be adapted to your needs.

Social Media: Sharing the WCFFDay message on social media is one of the quickest and easiest ways to get involved in the campaign. We have created our 'WCFFDay Social Media Guide' to give you some ideas of how you can share the message and connect with your patients and the public.

Remember to use the hashtags [#WCFFDay2021](#) and [#keepcavityfree](#) in your social media posts.

Join the ACFF: The fight against caries will not be won in a day, and we encourage all those who work in healthcare and who are committed to seeing improvements in their patients oral and general health to join our international network of ACFF members. Doing so gives you access to all ACFF resources, relevant updates and networking opportunities with other, like minded individuals from around the world. If you would like to join the ACFF as a member, then please visit <https://www.acffglobal.org/join-us/>.

Get in Touch

We would love to hear what you and your colleagues are doing for World Cavity-Free Future Day this year. Please get in touch through email or social media to let us know about your campaigns and we will aim to share as much of the activity as possible.

Resources

All WCFFDay resources can be found at: [acffglobal.org/acff-projects/wcffday](https://www.acffglobal.org/acff-projects/wcffday)

If you need any assistance or advice then please do not hesitate to get in touch at admin@acffglobal.org.

Include Socials contact details:

 [facebook.com/ACFFGlobal](https://www.facebook.com/ACFFGlobal)

 [Twitter.com/ACFFGlobal](https://twitter.com/ACFFGlobal)

 [Instagram.com/ACFFGlobal](https://www.instagram.com/ACFFGlobal)

About the Alliance for a Cavity-Free Future (ACFF)

The ACFF is a Global not-for-profit organisation 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.

web: www.acffglobal.org **email:** admin@acffglobal.org



Stop Caries NOW for a Cavity-Free Future