



World Cavity-Free Future Day 2018

FACT SHEET

What is World Cavity-Free Future Day?

- World Cavity-Free Future Day (WCFFDay) is a worldwide oral health initiative led by the Alliance for a Cavity-Free Future (ACFF). Its mission is to address the need for greater global awareness of dental caries, the disease which, when left unaddressed, can lead to dental cavities.
- In Australia, this campaign is being run in partnership with Colgate, the Australian Dental Association (ADA), [Dental Hygienists Association of Australia](#) (DHAA) and [Australian Dental and Oral Health Therapists' Association](#) (ADOHTA).
- WCFFDay aims to engage communities around the world in this global campaign and offers the chance to send a 'wake up call' to those with the ability to make social, economic and political changes to encourage action towards achieving a cavity-free future.
- This year, in Australia, the theme for the event is **choosing water** – the reason for this is that by simply choosing water over other sugary alternatives, Australians can help prevent dental cavities.
- This year the event takes place on Sunday, 14 October 2018 leading into Water Week held from 21 – 27 October 2018.

What is the ACFF doing for World Cavity-Free Future Day in Australia?

- The ACFF is challenging all Australians to commit to choosing water over alternative sugary drinks for ONE day, on Sunday, 14 October 2018.
- Australians are encouraged to engage in conversations about dental decay prevention and share their challenge progress with other participants on Facebook and Instagram using the hashtag #WCFFDay.

Why is World Cavity-Free Future Day important in Australia?

- The 2018 results from Australia's Oral Health Tracker reveal that over 90% of Australian adults have experienced dental caries at some point in their lives. More than one-third of Australia's five to six-year-old children have had decay in their baby teeth. (Source: Australia's Oral Health Tracker).
- Sugar-enriched food and drinks are freely available and make up a significant part of many Australians' diet. The consumption of sugary food and drinks can lead to dental decay. (Source: Australia's Oral Health Tracker).



- A daily intake of 5% of total energy intake or roughly 25 grams of sugar (6 teaspoons) per day is recommended by WHO for greatest health benefits¹. It is concerning that, one bottle of soft drink (600ml) alone can contain 15 teaspoons of sugar², more than 2x the recommended daily intake of sugar (Source: World Health Organisation and Australian Department of Health).
- Being overweight or obese is associated with oral health conditions among adults, including dental caries³ (Source: Australia's Oral Health Tracker).
- 27% of children aged 5-10 years have untreated tooth decay in Australia (Source: National Child Oral Health Study).
- **Dental decay is almost 100 per cent preventable and some behavioural changes such as drinking water instead of sugary drinks can result in a marked change in dental decay rates.**

How can Australians get involved?

- Join the challenge to choose water over other drinks for one day on **Sunday, 14 October 2018** and encourage your family and friends.
- Take a photograph of yourself drinking a glass of water or choosing water over other drinks during a meal and post it on Facebook, Instagram or Twitter. Always remember to include **#WCFFDay** in all your posts to show your support for the fight to ensure a future free from cavities.

How can dental practitioners and organisations get involved?

- Organisations and dental practitioners are encouraged to organise events to help promote oral health through outreach, educational drives, free oral-care consultations, professional webinars, school-based education efforts, associated health practitioner support and many more activities coordinated by local communities and partner organisations.
- You can become involved in WCFFDay by sharing our resources with your friends/families/co-workers/neighbours/health practitioner colleagues and become an ambassador for a Cavity-Free future. Use the #WCFFDay hashtag on social media or plan an awareness event in your area.

¹ <http://www.who.int/mediacentre/news/releases/2015/sugar-guideline/en/>

²

[http://www.health.gov.au/internet/publications/publishing.nsf/Content/CA2578620005D57ACA257B1C007C971C/\\$File/h_drinks_Fact%20Sheet_How%20Much%20Sugar_Final_web.pdf](http://www.health.gov.au/internet/publications/publishing.nsf/Content/CA2578620005D57ACA257B1C007C971C/$File/h_drinks_Fact%20Sheet_How%20Much%20Sugar_Final_web.pdf)

³

[http://www.health.gov.au/internet/publications/publishing.nsf/Content/CA2578620005D57ACA257B1C007C971C/\\$File/h_drinks_Fact%20Sheet_How%20Much%20Sugar_Final_web.pdf](http://www.health.gov.au/internet/publications/publishing.nsf/Content/CA2578620005D57ACA257B1C007C971C/$File/h_drinks_Fact%20Sheet_How%20Much%20Sugar_Final_web.pdf)



- To this end we have built a toolkit that you can access to help you become involved in the #WCFFDay campaign.

Toolkit:

[Dropbox](#)

[Google Drive](#)

Social media handles

- **Facebook handles:** @acffanz, @ColgateANZ, @australiandentalassociation, @adohta, @DhaaInc
- **Instagram handles:** [colgateanz](#), [australiandentalassociation](#), [dhaainsta](#)
- **Twitter handles:** [@acffanz chapter](#), [@AUS Dental](#), [@DHAANews](#)
- Use the # WCFFDay hashtag on 14 October on Facebook and Instagram to become part of the social movement.
- Please remember to make all posts public.

- End-