

# Gum Health Day

12 MAY

An EFP initiative



## HOW YOU CAN JOIN GUM HEALTH DAY 2024

Gum Health Day is an international awareness day held every year on May 12. It aims to increase public awareness of the importance of gum health and the serious negative impact of gum disease. The major focus of Gum Health Day is education about gum disease and promotion of preventive measures for maintenance of gum health, timely identification and adjustment of risk factors, and early disease diagnosis as the most effective strategies limiting negative health and socio-economic consequences of this highly prevalent disease.

Motivated by this, Gum Health Day 2024 is targeted at the younger generation, with the objective of providing information about the importance of gum health including:

1. Preventive measures,
2. Principles of early diagnosis and treatment,
3. Repercussions on the systemic health and conditions,
4. Negative impacts on orthodontic treatment,
5. Negative impact on dental implants, and
6. Familiarization and promotion of the periodontal profession.

The tone, spirit and visual presentation of the campaign is meticulously adapted to the younger generation to attain a far-reaching impact.

# The 2024 slogan is **Gums Rock! Keep them safe!**



## **Instagram, Facebook, LinkedIn and YouTube**

You can share any of the posts and videos that we'll begin to upload after April 15.

### **Hashtags**

#GumHealthDay #GumsRock

### **Mentions**

@perioeurope

### **LinkedIn**

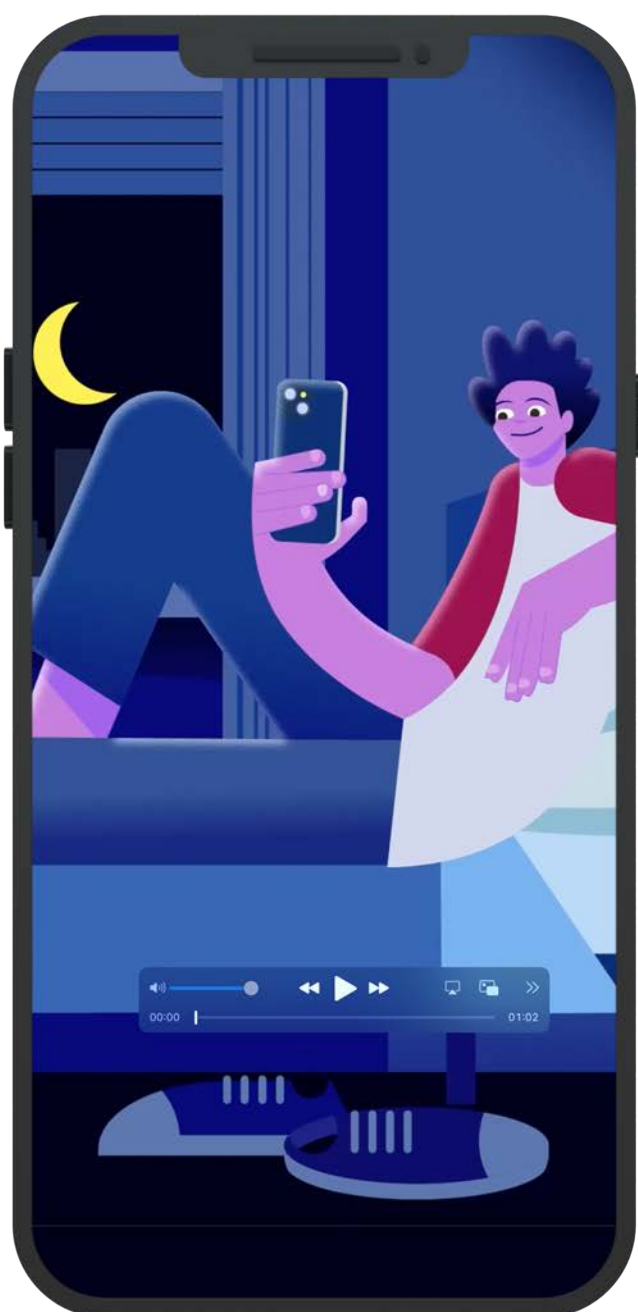
European-federation-of-periodontology

### **IG filter:**

<https://www.instagram.com/ar/7328921733870869/>

### **Link to the campaign builder:**

<https://www.efp.org/for-patients/gum-disease-general-health/gum-health-day/campaign-builder/>





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**Gums Rock! Keep them safe!**



**TikTok**

**Mentions**

@yourgums

**Hashtags**

#GumHealthDay #GumsRock

