Don’t let gum disease wipe the smile off your face.

The UK’s official campaign for European Gum Health Awareness Day: 12 May 2016

Endorsed by Public Health England
Supported by BSDHT and BADN
In association with the BSP Partners

#howsyoursmile

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What is the BSP doing?

The BSP is running a significant UK campaign in support of European Gum Health Awareness Day

- Major media event in Westfield, White City
- 90,000 mouth cards to encourage social media ‘mouthies’
- Ongoing social media campaign
- Educational website to engage and inform
Why is the BSP campaigning?

Gum disease (periodontitis) is a major public health problem affecting quality of life

• More than 45% of UK adults affected
• It has known links to other serious conditions
• Gum disease is preventable and treatable