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

What are we 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 are we doing it?
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 if caught early

How can you help?

✔️ Use the campaign hashtag #howsyoursmile
✔️ Upload a ‘mouthie’ on Twitter, Facebook, Instagram - anywhere! (order more cards via website)
✔️ Encourage your friends and family to get involved
✔️ Host an awareness event at work (please let us know about it)
✔️ Promote it across your own social media platforms
✔️ Visit our educational website for more details
✔️ Have fun for a great cause!

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In association with the BSP Partners

#howsyoursmile
howsyoursmile.co.uk
admin@bsperio.org.uk
Reg charity number: 265815