



LIVE
LEARN
LAUGH

Unilever and the FDI

Working together to improve oral health globally

Improving oral health globally

In 2005, Unilever Oral Care, a leading manufacturer of toothpaste and toothbrushes; and the FDI World Dental Federation, the worldwide authoritative and independent voice of the dental profession; joined forces to launch 'LIVE. LEARN. LAUGH.' – a programme to improve oral health for millions of people around the world.

Both Unilever and the FDI are global organisations that share many of the same values, including a commitment to make a tangible difference to people's lives: one of the FDI's missions is to promote optimal oral and general health for all people and Unilever's is to add vitality to life, helping people feel good, look good and get more out of life. The global partnership will see Unilever and the FDI work with National Dental Associations in countries around the world to implement sustainable oral care educational programmes.

LIVE. LEARN. LAUGH.

You may be wondering why the Unilever/FDI partnership is called LIVE. LEARN. LAUGH.

Here is the story behind the name:

LIVE

Through the Unilever/FDI partnership and the sustainable oral health programmes the National Dental Associations will be empowered to deliver, people will be freed from their oral health concerns and have freedom to *live* and enjoy life.

LEARN

As a result of the supportive statements that will appear next to the FDI logo on Unilever Oral Care brands such as twice daily brushing with a fluoride toothpaste; the oral care educational programmes that will be implemented; and the informative literature that will be produced through the partnership; people will have the opportunity to *learn* and improve their own oral health.

LAUGH

The ultimate mission of the LIVE. LEARN. LAUGH. programme is to improve oral health as both Unilever and the FDI believe it is intrinsically linked to overall wellbeing. When people are healthy, they are free to enjoy life and enjoyment goes beyond simply smiling...people will have the ability to embrace *laughter*.



“Our global partnership with the FDI is unprecedented. The FDI is the professional, independent, world-wide voice of dentistry, representing over 900,000 dentists; while 150 million people in over 150 countries choose Unilever brands every day to feed their families, clean themselves and their homes. Together, through our extensive networks and the LIVE. LEARN. LAUGH. programme, we can make a real and tangible difference to people's lives.”

Dr Analia Mendez, Global Project Leader, Unilever Oral Care



Building on existing Unilever and FDI oral health development programmes

Unilever and the FDI acknowledge that improved oral health starts at grassroots level with education in schools and communities, raising awareness of the importance of good oral care.

LIVE. LEARN. LAUGH. will build on both organisations' knowledge in implementing oral health development programmes around the world.

Outlined below are some examples of existing Unilever and FDI programmes.

Unilever Italy

Unilever Italy currently works with the Italian National Dental Association, ANDI (Associazione Nazionale Dentisti Italiani) in implementing a long term oral health schools programme. The initiative has been running for over 14 years in primary schools across Italy. In that time, the programme has helped 1.5 million children; and involved 7,000 schools and 15,000 dentists.

Unilever Nigeria

Unilever Nigeria provided dental equipment and funded free dental checks for around 10,000 people. The company also worked with national dentists to raise awareness of the importance of oral health. In addition, Unilever Nigeria last year launched the Nutrition and Dental Health Schools Campaign, which aims to educate two million people about oral health over the next five years.

'Tobacco or Oral Health'

In May 2005, the FDI and the World Health Organisation (WHO) launched a jointly developed advocacy guide for oral health professionals. It has proven to be an extremely useful guide for the profession on a global scale.

Smiling Schools of Namibia

This FDI programme aims to introduce oral health education in a rural area of Namibia, including education of teachers and the provision of simple treatments for school children. The programme seeks to integrate an oral health component into the WHO's Health Promoting Schools Programme.





LIVE

LEARN

LAUGH



UNILEVER & FDI WORLD DENTAL FEDERATION
GLOBAL PARTNERSHIP



LIVE. LEARN. LAUGH. UPDATE

Unilever joined forces with the FDI World Dental Federation in January 2005 to form the **Live. Learn. Laugh.** partnership to improve oral health across the world.

Since then, the partnership has given us plenty to smile about ...

- At the World Dental Congress, held in Montreal in September 2005, we officially launched **Live. Learn. Laugh.** to an audience including the FDI Council, FDI President and President elect and a number of NDA presidents, and attracted over 2000 opinion formers from the dental community to our exhibition stand.
- The partnership has already been successfully launched in Nigeria, Ghana, China, Vietnam and Indonesia.



Live. Learn. Laugh. projects are starting to come to fruition all over the world, helping us achieve our aim to raise awareness of the importance of good oral health at grassroots level. Highlights include:

- **Austria:** caries prophylaxis in lower Austrian kindergartens and schools;
- **Bangladesh:** an awareness programme including primary school oral health check-ups, a National Oral Health Day and oral cancer screening camps;
- **Brazil:** working to improve oral health in Pernambuco, a city in North East Brazil, specifically to attain sustainability for oral health care in this area initially among children and youth;
- **Cambodia:** launching a preventative programme for primary school children;
- **Chile:** launching a preventative development and education programme in three ethnic socially deprived communities of the country;
- **Cote d'Ivoire:** creating a primary healthcare project in the economically-challenged suburbs of Abidjan, reaching 3000 children aged three to 10 and providing early screening of oral health problems;
- **Croatia:** creating "Smile through Life" – a community based oral health education programme for 14-18 years group, with Ministry of Health and Tourism Board assistance;
- **Czech Republic:** developing the "Caries Prevention in the Whole Family" programme which involves introducing a 'Dental Pass', designed to encourage cooperation and communication between children, parents, dentists and paediatricians;

- **Germany:** developing a healthy eating programme – in partnership with Ministry of Health, Consumer Protection, Food and Agriculture, Patient Advisory Boards, German Association of Nutrition, Associations of child physicians and midwives; to transfer knowledge, know-how and expertise at national and local levels;
- **Ghana:** launching an oral health educational programme to train teachers and community nurses;
- **Greece:** researching and surveying the prevalence of early childhood caries in 2-5 yrs old children and its association with various determinants for caries development;
- **Hungary:** administering health education, specifically kindergarten training for children and parents by trained instructors;
- **Nigeria:** launching of an oral health awareness and assessment programme in targeted communities in Nigeria;
- **Poland:** implementing a dental education programme for parents-to-be;
- **Spain:** creating a programme to assist dentists in encouraging consumers to give up tobacco habits;
- **Sudan:** developing an oral health promotion programme for displaced school children around the capital Khartoum;
- **Switzerland:** promoting oral health in children by supporting the national programme of Oral Health Care Assistants in schools;
- **Thailand:** improving oral health related quality of life among the Thai elderly population.

And we've also got a lot to look forward to, with further **Live. Learn. Laugh.** programme launches in North Africa, Middle East, Turkey and Greece planned for early 2006.

We're even closer to achieving our vision of improving oral health among populations all over the world through education and grassroots partnerships. We'd like to extend our thanks to everyone who has worked so hard on the programme, not least the National Dental Associations that have joined forces to make this a reality.

