

**Everybody  
smiles in the  
same language!**



**Dental Health Foundation  
Ireland**

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**Dental Health Foundation  
Ireland**

**“Good oral health,  
a lifetime of wealth”**



## Who We Are

Dental Health Foundation Ireland is a dynamic and vital organisation, at the forefront of improving oral health in Ireland, through advocacy and oral health promotion.

Founded more than 40 years ago from within the dentistry profession, we adopt proactive engagement across all platforms in working alongside Government, health and dental professionals, national and local organisations, and the public. We encourage thinking and positive action around oral and all body health both nationally and internationally.

Our core values of respect, trust, and innovation underpin our aim to promote excellence as we strive to provide unbiased information on oral health to those who need it.



## What We Do

Produce advice and information to reduce oral health inequalities and to empower the public to make healthier lifestyle choices.

Promote partnership with similar organisations to effect positive change through robust collaborations.

Actively advocate for oral health by participating in relevant policy and advisory bodies.

Work alongside the education and community sectors to keep our oral health awareness message relevant and topical to the broad public audience.

Provide Secretariat Services to the Government on oral health.

## What We Believe is Important

We believe that oral health is the gateway to all body health. It is a dynamic and multifaceted system enabling us to speak, smile, smell taste, touch, chew, swallow and convey a range of emotions through our facial expression with confidence and without pain or discomfort. Oral Health is an essential part of overall health and wellbeing which also enhances social interaction and promotes self-esteem.



## Did You Know

Soft drinks can play a major role in tooth decay. Even with frequent brushing and flossing, both regular and diet soft drinks can break down the enamel of teeth. Think about swapping soft drinks and sports drinks for some fresh water instead.

The average sugar content of fizzy drinks is higher than an adult's daily recommended sugar intake - a 330ml can contains almost 8 teaspoons of sugar.

Tooth enamel is the hardest structure in the human body. However, when you eat, the bacteria in plaque, uses the sugar in your food to produce acid that eats away at the tooth enamel. Teeth for life should be cared for, so don't forget to brush your teeth!

Over 300 types of bacteria make up dental plaque in your mouth which causes tooth decay and gum disease if not removed regularly through brushing and flossing.

The average time most people brush their teeth for is 45 seconds a day. The recommended time is 2-3 minutes. The typical length of a song is 2 minutes so hum your favourite tune when brushing!

Did you know you just spit out the toothpaste after brushing, don't rinse your mouth out, as it will wash away the fluoride which helps to strengthen the tooth enamel, making it more resistant to tooth decay.

How often do you brush your teeth? It is recommended you change your toothbrush every 3-4 months, so why not make a resolution to do so every season this year. Worn bristles won't keep your teeth clean.