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- Oral health means more than good teeth.
  It is a determinant factor for quality of life, essential for well-being, and an integral part of general health.
- Dental caries and periodontal disease affect 60-90% of school-aged children and the vast majority of adults. Only a minority of Europeans (41%) can claim to have all their natural teeth.
- The costs of traditional curative dental

- care are rising: 5 to 10% of annual health spending is devoted to oral health, with costs doubling in the past decade and making oral diseases the fourth most expensive group of diseases to treat.
- Oral diseases are easily preventable by routine oral hygiene practices, including the use of fluoride containing toothpaste, mouthwashes, flossing, chewing sugarfree gum and regular dental check-ups.



### **About the Platform**

The Platform for Better Oral Health in Europe is a joint initiative of the European Association of Dental Public Health (EADPH), the Association for Dental Education in Europe (ADEE), the Wrigley Oral Healthcare Programs, GlaxoSmithKline Consumer Healthcare and the Council of European Chief Dental Officers (CECDO).

The Platform has been created to respond

to the call to action for better oral health launched by Dr. Cristian Buşoi and Dr. Thomas Ulmer, Members of the European Parliament. The mission of the Platform is to promote oral health and the cost effective prevention of oral diseases in Europe. It seeks a common European approach towards education, prevention and access to better oral health in Europe.



## **Call to Action**

In order to make progress and reduce the burden and cost of oral diseases across the EU, we call on the European Commission to:

- draw up a specific EU Action Plan on Oral Health that will define the EU's role in promoting dental public health.
- make oral health a priority under the Community Health Action Programme to help exchange best practice in oral health prevention, to improve data collection, and to reduce the detrimental effects of common risk factors on den-

tal health.

- address existing oral health inequalities as part of the implementation of the EU Strategy for Reducing Health Inequalities in Europe.
- provide funding under the Research Framework Programmes in order to investigate the future use of innovative approaches in dental prevention and develop effective strategies for a better inclusion of socially and economically disadvantaged populations in dental care.

## **Objectives of the Platform**

- Promote oral health and the prevention of oral diseases as one of the fundamental actions for staying healthy
- Provide sound advice and recommendations to policymakers for action with regard to EU oral health policy developments
- Develop the knowledge base and

- strengthen the evidence-based case for EU action on oral health
- Address the major oral health challenges of children and adolescents, of the increasing elderly population, and of the populations with special needs in Europe
- Mainstreaming oral health across all EU policies



#### For further information



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We invite you to visit our website for more information on the Platform and its activities: www.oralhealthplatform.eu