

TOOLKIT

#MOUTHCANCERDAY



MOUTH CANCER AWARENESS DAY
WEDNESDAY SEPTEMBER 19, 2018

MOUTH CANCER AWARENESS:
WATCH YOUR MOUTH ON
SEPTEMBER 19



Dental Health Foundation
Ireland



Irish
Cancer
Society



IDA
irish dental association



DENTAL
HEALTH FOUNDATION
IRELAND



National Cancer
Control Programme



MOUTH HEAD &
NECK CANCER
IRELAND



What is mouth, head and neck cancer?

Mouth, head and neck cancer (MHNC) is cancer found in the tissues of the mouth, head and neck. Over 700 cases of MHNC are diagnosed in Ireland every year. It mainly affects older people, although more young people are being diagnosed now. These cancers are more common in men than in women. MHNC rates have been rising both in Ireland and in most EU countries. In contrast with other forms of cancer, MHNC survival rates have shown little improvement over the last 20 years. Many patients continue to present with advanced stage disease. As a result, only about 50% of patients diagnosed with this cancer can expect to be alive after five years and many will die within the first 18 months. This is why it is so important to make people aware of the risk factors and early signs of MHNC to reduce the burden of this disease for the Irish population.

What is Mouth Cancer Awareness Day?

Mouth Cancer Awareness Day (MCAD) takes place in September and is an annual campaign run by the Mouth, Head and Neck Cancer Awareness Ireland Group. This year it will take place on Wednesday, September 19.

The aim of MCAD is to:

- promote public and professional awareness of mouth, head and neck cancer;
- tell people how to reduce their risk of this disease;
- promote early detection to improve potential outcomes; and,
- encourage people to check their mouth.

Key messages

1. Early detection of mouth cancer improves treatment and outcomes.
2. Smoking, drinking alcohol and HPV infection all increase the risk of developing mouth cancer.
3. Protect your mouth and body by adopting good oral hygiene habits, eating a healthy diet, which is low in sugar and high in fruits and vegetables, quitting tobacco use and avoiding alcohol for cancer prevention.



Target audience

1. This year we are specifically targeting men over the age of 50.
2. The campaign highlights signs and symptoms of disease, common risk factors, the importance of regular dental check-ups and the importance of men checking their own mouth on a regular basis.

Call to action

1. Check your mouth before you brush your teeth. If you have a sore, ulcer, lump in your mouth, a sore throat or neck lump for more than three weeks, get checked by a dentist or doctor within seven days.
2. Visit your dentist regularly, at least once a year, even if you have no teeth and wear dentures. Nine out of ten adults in Ireland are entitled to a free oral exam, please check your entitlements on www.citizensinformation.ie.

What we are doing

1. We are collaborating with the Irish Men's Sheds Association and participating in the Men's Sheds Gathering 2018 in Páirc Uí Chaoimh on September 12, offering information and advice to 'Shedders' on the day.
2. Dentists are giving talks at various men's sheds around the country during September.
3. Running a social media campaign and contacting over 400 organisations to raise awareness of mouth, head and neck cancer.

How you can take part:

Please share the following on your social media using #MouthCancerDay:

- Video <https://youtu.be/OINHn-yYfnU>
- Infographic:
<http://www.mouthcancerawareness.ie/resources/files/Infographic%20update.jpg>
- Like the Mouth Cancer Awareness Facebook page
<https://www.facebook.com/Mouth-Cancer-Awareness-Day-18955377779390/>
- Look out for media coverage online and engage.



Resources

- Website <http://www.mouthcancerawareness.ie/>
- Information brochure: 'Mouth, Head and Neck Cancer – what you should know'
<http://www.mouthcancerawareness.ie/resources/files/Cancer%20leaflet%201.pdf> and 'Watch Your Mouth'
[http://www.mouthcancerawareness.ie/resources/files/Watch%20your%20mouth\(1\).pdf](http://www.mouthcancerawareness.ie/resources/files/Watch%20your%20mouth(1).pdf)
- Infographic
<http://www.mouthcancerawareness.ie/resources/files/Infographic%20update.jpg>
- Video <https://youtu.be/0INHn-yYfnU>

Images for social media:

Infographic

<http://www.mouthcancerawareness.ie/resources/files/Infographic%20update.jpg>

THANK YOU VERY MUCH FOR YOUR SUPPORT

