

# Media Release

27 November 2019



## Go to the dentist before a sore tooth takes you there

*A new campaign by the ADAVB to encourage Victorians to visit the dentist.  
[findadentist.adavb.org](http://findadentist.adavb.org)*

**EMBARGOED until 2.30PM Wednesday 27 November 2019**

The Australian Dental Association Victorian Branch (ADAVB) is launching a new campaign today to encourage Victorians to take control of their dental health by visiting a dentist regularly. Only 50 per cent of Australians regularly visit the dentist, and tooth decay and gum disease are two of the most common health conditions affecting Australians.

“Frank the molar is here to remind you to take control of your dental health, and visit the dentist at least once a year,” said ADAVB President Dr Gitika Sanghvi. “Along with brushing twice per day, flossing and reducing sugar consumption, regular dental visits are an important way to keep your teeth and gums healthy and prevent disease. They provide an opportunity to detect problems early and prevent them from becoming worse.”



The campaign, created by The Shannon Group, encourages people to take control and avoid pain and prevent complex dental issues by seeing an ADA dentist regularly. Victorians can find an ADA dentist by visiting [findadentist.adavb.org](http://findadentist.adavb.org) and searching for a preferred suburb or a practitioner’s name.

Dr Sanghvi said, “Convenience is important so it is helpful to search for a dentist that might be near where you work, live or study or where your children go to school. Anything that makes the visit more accessible and easier to fit into your day, such as during your lunch break or straight after

school, is important. Try to visit the same dentist regularly so that you can establish rapport and good communication with them. That will make it easier for you to ask questions, feel comfortable doing so, and understand the treatment and options available. Seeing a dentist regularly is just as important as having a family GP.”

Good oral health is critical to good general health. It helps people to eat, speak and socialise without pain or embarrassment. Poor oral health can result in pain, a lack of access to employment opportunities, missing work and school, and an inability to eat healthy foods, and it can make other problems, such as heart disease and diabetes worse.

Dentists are committed to helping their patients to keep their teeth for life. Visiting an ADA dentist regularly for preventive care, or early identification of problems, is an investment in continuing good health, and it’s much less expensive than fixing dental problems that are well advanced.

The campaign focuses on four top reasons to look after your dental health:

### **1. Avoid pain**

Take control of your dental health and avoid problems before they start. Regular check-ups with your ADAVB dentist will help prevent dental issues that if left unchecked can become painful and affect your everyday life. Don’t lose sleep or miss out on social occasions because you’re in pain. A painful tooth can cause jaw, face, neck and head aches and can stop you from enjoying eating, speaking properly, playing sport and going to work.

### **2. Save money**

Have regular check-ups and find dental issues early before they get worse. Get advice and resources from your ADA dentist about cleaning your teeth and gums and healthy eating such as avoiding sugary foods and drinks. Keep on top of your dental health and prevent issues from turning into costly ones that may need more complex dental treatment.

### **3. Feel healthy all over**

An unhealthy diet, puberty, menopause, diabetes, drugs and alcohol, smoking and many other issues can affect your dental health. There are links between blood pressure, heart disease and dental health, and untreated tooth decay can lead to heart and lung infections. Some medications can cause dry mouth which increases the risk of tooth decay and other dental issues. Have regular check-ups with your dentist and let them know about any health conditions, or medications you are taking.

### **4. Be confident**

There’s nothing better than a fresh confident smile. Don’t be afraid of bad breath or bad impressions. Feel great knowing you have a healthy smile, give your teeth the attention they deserve and they’ll thank you for it. Be confident at work, school or play!

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## Further information

### About the ADAVB

The ADAVB has been supporting the oral health of Victorians for nearly 100 years and is the peak body representing over 4000 dentists, dental specialists, dentists in training and dentistry students in Victoria.

Visit the campaign page: [findadentist.adavb.org](http://findadentist.adavb.org)

Follow us on [Facebook](#) and [Instagram](#) at [@AusDentalVic](#)

*The campaign page and social media posts will be live and discoverable on Wednesday 27 November 2.30pm.*

## Media enquiries, filming and photo opportunities

Interviews and photos are available with Frank the Molar, ADAVB President Dr Gitika Sanghvi and ADAVB CEO Assoc/Prof Matthew Hopcraft.

Photos available with Frank the Molar:

### Wednesday 27 November at tooth-hurty pm.

ADAVB building, Level 3, 10 Yarra Street, South Yarra  
*(That's 2.30pm)*

### Contact:

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