



# Conclusions from European Gum Health Day 2018

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## EGHD18: a great success

- European Gum Health Day 2018 (EGHD18) proved to be milestone in the growing success of this initiative. It received an enthusiastic and vibrant response from the EFP-affiliated societies with near-unanimous support. It was, for the first time, followed substantially in another continent out of the EFP's traditional sphere of influence (Latin America). And it involved a successful level of collaboration and exchange between the EFP and its affiliated societies. These are three excellent bases on which to build future successes.
- The impressive success of EGHD18 was based on (1) a record number of activities developed, (2) a record number of national societies actively engaged, and (3) a record level of commitment from the national societies (natsocs). It succeeded in effectively conveying a powerful, coherent message to help raise awareness of periodontology and gum health, and it benefitted from an overwhelming wave of energy, determination, and excellent ideas from society boards and volunteers. This is the greatest asset and the best legacy of EGHD18.
- 41 countries in four continents joined EGHD18 - compared to 27 countries last year - or just four in 2015. It is clear that it is now extremely difficult for this awareness day to keep growing internationally inside Europe. So a more global approach is likely to be fruitful in coming years. Even if a wider international impact is not necessarily the priority of the gum-health day, it is an effective EFP "ambassador" and fits in well with the global strategy that the EFP is currently following.
- In the EFP countries alone, more than 98 initiatives organised in 104 cities shaped EGHD18 and brought the message of "Health begins with healthy gums" to a audience wider than ever. These figures do not include all the actions in Latin America, Slovenia, and a few EFP natsocs that did not specify the number of events that they organised. In addition to these place-specific activities, there were a number of actions involving the media, online, etc. which are counted either.
- 29 out of the 30 EFP natsocs participated in EGHD18 (96,7%) with only the Czech perio society no taking part. This means that every EFP society that has taken part in the event one year has also done so the subsequent one.
- Having reached this size and impact, it has been considered reasonable to conduct a "satisfaction survey" among the natsocs by means of a questionnaire that was completed by their presidents or delegates. Feedback from them has proven extremely useful and extremely positive. This report is partly based on their contributions.
- EGHD18 coordinator Xavier Struillou put an enormous dose of energy, common sense, proactivity, and vision into getting the natsocs engaged and ensuring that they were well served. Struillou succeeded in bringing the gum-health day to a new level. Both EGHD17



coordinator Filippo Graziani and GHD19 coordinator Lior Shapira played a very positive role too with their valuable support. And the impressive work of many board members and volunteers at the national level deserve the highest recognition and praise.

## **EGHD18: a data-supported synthesis**

- Satisfaction of natsocs with EGHD18 is 100%. When asked if EGHD18 was positive for their society and for their goals and purposes, all respondents were unanimous in the conviction that the awareness day is an excellent move.
- 85% of natsocs considered the EFP-provided materials of EGHD18 to be suitable and appropriate. While 63% said that they “liked” the materials (17 natsocs), 22% said they “loved” them (6 natsocs) and 8% “did not like” them (3 natsocs). Among these three, one said that materials were “too American-style”, another that they are delivered too late, and the third gave no reason. Among the 85% that were happy with them, almost all used the provided EGHD18 materials.
- In effect, 83% of natsocs used the EFP-created EGHD18 materials - most of them translated them into their national languages and edited them according to their needs and preferences. A similar 82% of natsocs, used the official slogan - again, usually translated.
- The overall assessment of EGHD18 in the eyes of the natsocs was very encouraging. In a scale from 0 to 5, EGHD18 got an average mark of 4. While 10 societies gave EGH18 a mark of “5”, eight natsocs gave it a “r”, six a “e” and two a “2”.
- All but one of the affiliated natsocs that participated in EGHD18 completed the feedback questionnaire. However, it must be noted that many of them took months in submitting their responses, even though the questionnaire was designed to be completed in about 5 minutes. The questionnaire was sent to the natsocs in June but most responses were not received until September.
- It was a similar situation with providing information about their planned activities ahead of EGHD18. It is a shame that so many great activities that were being organised were not reported on until after they took place. Had information been available earlier, it could have served to inspire other natsocs working in a similar direction.
- A more responsive feedback from natsocs to the EFP is desirable for the future.

Action	Positive for the natsoc	Use of materials	Suitability of materials	Use of slogan	Global assessment	Participation in questionnaire	Feedback on EGHD18	Participation in EGHD18	Participation in EGHD17
Austria	●	●	●	●	3	●	●	●	●
Azerbaijan	●	●	●●	●	5	●	●	●	●
Belgium	●	●	●	●	-	●	●	●	●
Croatia	●	●	●	●	5	●	●	●	X
Czech Rep.	-	-	-	-	-	-	-	X	X
Denmark	●	●	●	X	2	●	●	●	●
Finland	●	X	-	X	2	●	●	●	●
France	●	●	●●	●	5	●	●	●	●
Germany	●	X	X	X	3	●	●	●	●
Greece	●	●	●	●	4	●	●	●	●
Hungary	●	●	●●	●	4	●	●	●	●
Ireland	●	●	●	●	3	●	●	●	●
Israel	●	●	●	●	5	●	●	●	●
Italy	●	●	●●	●	4	●	●	●	●
Lithuania	●	●	●	●	3	●	●	●	●
Morocco	●	●	●	●	4	●	●	●	●



Action	Positive for the natsoc	Use of materials	Suitability of materials	Use of slogan	Global assessment	Participation in questionnaire	Feedback on EGHD18	Participation in EGHD18	Participation in EGHD17
Netherlands	●	X	X	●	4	●	●	●	●
Norway	●	X	●	X	4	X	●	●	X
Poland	●	●	●	X	4	●	●	●	●
Portugal	●	●	●	●	5	●	●	●	●
Romania	●	●	●	●	5	●	●	●	●
Russia	●	●	●	●	5	●	●	●	●
Serbia	●	●	●●	●	5	●	●	●	X
Slovenia	-	-	-	-	-	X	X	●	●
Spain	●	●	●	●	5	●	●	●	●
Sweden	●	●	●	X	3	●	●	●	●
Switzerland	●	X	●	●	-	●	●	●	X
Turkey	●	●	●	●	3	●	●	●	●
Ukraine	●	X	●●	●	5	●	●	●	●
UK	●	X	X	X	4	●	●	●	●



Action	Positive for the natsoc	Use of materials	Suitability of materials	Use of slogan	Global assessment	Participation in questionnaire	Feedback on EGHD18	Participation in EGHD18	Participation in EGHD17
<b>EFP</b>	<b>100 %</b>	<b>83 %</b>	<b>85 %</b>	<b>82 %</b>	<b>4</b>	<b>93 %</b>	<b>99 %</b>	<b>99 %</b>	<b>90 %</b>

● Yes / ●● Yes, a lot / X No / - Unknown

- EFP-produced content proved very popular with the natsocs even when it was not directly related to EGHD18. 75% of natsocs used content from the Oral Health & Pregnancy (OHP) project on the occasion of EGHD18, and 32% did the same with content from the Perio & Caries (P&C) project. A total of 22 natsocs took advantage of them for EGHD18 - only six societies did not.
- The EFP Manifesto was very appreciated too. Half of natsocs included it within their EGHD8 content and encouraged members and non members to sign it. Besides, ten societies (36%) used the dossier on periodontal disease as part of their EGHD18 package.
- The accumulated rate of use of all four content sources is 192%, what means than on average every society took advantage of two of them. Only three natsocs did not use these sources at all - and three were able to exploit all four sources.
- Among the four main approaches to be followed for EGHD18 at the national level, prevention and early detection was (as in previous years) the most popular (64%), but this time the link with general health was equally appreciated, and the treatment of gum disease got almost the same attention (61%). At the same time, the approach based on wellbeing and lifestyle grew and was chosen by 36% of the natsocs - compared to 21% in EGHD17.
- Two conclusions can be extracted from these data: 1) the natsocs are evolving towards a better balance between all four approaches; and 2) the societies keep combining several of them: most used two or three of them, and nine managed to follow all four of them, whereas only five natsocs adopted only a single path, and two natsocs did not use any of the approaches.

Content	OHP project	P&C project	EFP Manifes- to	Dossier on gum disease				
Action					Prevention & early diagn.	Gum disease treatment	Link with general health	Wellbeing & lifestyle
Aut	●	X	X	X	X	X	●	X
Aze	●	X	●	●	●	●	●	●
Bel	X	●	●	●	●	●	X	X
Cro	●	X	X	●	●	●	●	X
Den	●	●	X	X	●	X	X	●
Fin	●	X	X	X	●	X	X	X
Fra	●	●	X	X	●	●	●	●
Ger	●	●	●	●	●	●	●	●
Gre	●	X	●	X	●	●	●	X
Hun	X	●	X	X	●	●	●	X
Ire	X	X	X	●	●	●	●	X
Isr	X	X	●	X	●	●	●	●
Ita	●	X	●	●	●	●	●	●
Lit	●	X	●	X	●	●	●	X
Mor	●	X	X	X	●	X	●	X

Content	OHP project	P&C project	EFP Manifes- to	Dossier on gum disease				
Action					Prevention & early diagn.	Gum disease treatment	Link with general health	Wellbeing & lifestyle
Net	●	●	●	●	●	X	X	X
Nor	X	X	X	X	X	X	●	X
Pol	●	X	X	X	●	●	●	●
Por	●	●	●	X	●	●	X	X
Rom	●	●	●	X	X	●	●	X
Rus	●	X	●	●	●	●	●	X
Ser	●	X	X	●	●	●	●	X
Spa	X	X	X	X	●	●	●	●
Swe	X	X	X	X	X	X	X	X
Swi	X	X	●	X	X	X	X	X
Tur	●	X	●	X	●	●	●	X
Ukr	●	●	●	●	●	●	●	●
UK	●	X	X	X	●	●	●	●

● Yes / X No / - Unknown





- Activities developed for EGHD18 can be structured and grouped into 11 categories listed in the table below in this order: organisation of a press conference; mailing of a press release; initiatives of public affairs; joint action with other science players, and organisation of conferences or scientific presentations (in connection with public events); hand-out of leaflets; free check-ups; distribution of dental materials (regarding educational activities); and social media campaigns, video, or TV programs (as AV communications). Finally, it is stated which affiliated societies have organised activities in more than one city.
- The most popular EGHD18 activities among the natsocs were the publication of a press release (79%), the social media campaign (79%) and the handout of educational leaflets (66%).
- Activities with a bigger inter annual growth were public affairs (46% compared to 17% last year), the handout of free dental material (55% compared to 17% in EGHD17) and appearances on TV (43% compared to 21%). The rest evolved positively but with more moderate increases. This all means that, this year, natsocs offered a richer array of EGHD projects than last year, even if for many of them it was the first time they had participated in the annual awareness day.
- At the same time, the natsocs run activities in more cities than ever before. As an average, every society organised events in more than five different cities (5,1). Even if we have no reliable data about the number of initiatives undertaken last year, it is very likely that there was a considerable increase here to. For 12 May 2018 there were 101 initiatives in 107 cities in 22 countries (the rest did not inform about this) - an average of 4,6 initiatives per country.

Type of action	Press conf.	Press release	Public affairs	Joint action	Conference	Leaflet	Free check-up	Free stuff	Social media	Video	TV	Number initiatives	Number cities
<b>Aut</b>	X	●	X	●	●	●	X	X	●	X	X	2	2
<b>Aze</b>	X	●	●	●	●	X	●	●	●	●	X	-	-
<b>Bel</b>	X	●	X	●	●	●	●	●	●	●	●	3	3
<b>Cro</b>	X	●	●	X	X	●	●	X	●	●	●	8	3
<b>Den</b>	X	X	●	X	X	●	X	X	X	X	X	2	2

Type of action	Press conf.	Press release	Public affairs	Joint action	Conference	Leaflet	Free check-up	Free stuff	Social media	Video	TV	Number initiatives	Number cities
Fin	X	X	X	X	X	X	X	X	X	X	X	1	-
Fra	●	●	●	●	X	●	●	●	●	●	●	9	8
Ger	X	●	●	X	X	●	X	●	●	X	X	4	4
Gre	X	●	X	X	X	●	X	●	●	X	●	6	2
Hun	X	●	●	X	X	●	X	X	●	●	●	3	3
Ire	X	●	X	●	X	X	X	●	●	X	X	4	1
Isr	X	●	●	X	●	X	X	X	●	●	X	1	1
Ita	X	●	●	X	X	●	X	●	●	●	X	-	-
Lit	X	●	X	●	●	●	X	X	●	X	●	16	5
Mor	X	X	X	●	●	●	●	●	X	●	X	-	-
Net	X	●	●	X	X	●	●	●	●	●	●	2	30
Nor	X	●	X	X	X	X	X	X	X	X	X	-	-
Pol	X	●	●	●	●	●	X	●	●	●	●	1	1
Por	X	●	X	●	●	X	X	●	●	●	X	6	3
Rom	X	X	X	X	●	X	X	X	X	X	X	2	2
Rus	X	●	●	●	●	●	●	●	●	X	X	4	10

Type of action	Press conf.	Press release	Public affairs	Joint action	Conference	Leaflet	Free check-up	Free stuff	Social media	Video	TV	Number initiatives	Number cities
Ser	●	X	X	●	●	●	●	●	●	X	●	-	-
Spa	●	●	●	●	●	●	●	●	●	●	●	8	2
Swe	X	●	●	X	X	X	X	X	●	X	X	4	4
Swi	●	●	X	X	X	X	X	X	●	X	X	-	-
Tur	●	X	X	X	●	●	●	X	●	X	●	3	5
Ukr	X	●	●	X	●	●	●	●	●	●	●	8	12
UK	X	●	X	●	●	●	X	●	●	●	X	4	4
<b>EFP</b>	<b>18 %</b>	<b>79 %</b>	<b>46 %</b>	<b>45 %</b>	<b>52 %</b>	<b>66 %</b>	<b>39 %</b>	<b>55 %</b>	<b>79 %</b>	<b>48 %</b>	<b>43 %</b>	<b>4,6</b>	<b>5,1</b>
EFP in EGHD17	21 %	58 %	17 %	42 %	42 %	46 %	33 %	17 %	54 %	33 %	21 %	-	-

● Yes / X No / - Unknown

- Regarding the evolution of the variety of activities and approaches being organised at the national level, data show that all categories expanded this year, with the sole exception of press conferences, which were organised by the same number of natsocs as in 2017 (five more held them, but five did not repeat this time).
- Among activity categories, the handout of free dental material was done by 12 natsocs more than last year. Other major increases were experienced by public affairs (+10 societies), social media (+10), and public releases and leaflets (+9 each). Among the four approaches, five natsocs incorporated the one based on wellbeing and lifestyle.



- By countries, France was the country adding more new kinds of activities: this year it reported actions in 12 more categories than last year. Other great performers were Croatia and Serbia (both with 11 categories more than in EGHD17), Russia (8 more) and Poland (7). On the opposite side, Austria was active in 5 categories less than in 2017, and Finland in 4 fewer.
- Concerning the number of cities organising EGHD18 events, ten countries increased the number and three reduced it.

Action	PED	GDT	LGH	W/L	PC	PR	PA	JASP	CSP	LHO	FCU	FDM	SM	V	TV	Several cities	Overall
<b>Aut</b>	-	-	=	-	-	=	=	=	=	=	=	=	=	-	=	=	<b>-5</b>
<b>Aze</b>	=	=	=	+	=	=	+	=	=	=	=	+	=	+	=	o	<b>+4</b>
<b>Bel</b>	=	=	=	=	=	=	=	+	+	=	=	+	+	+	=	+	<b>+6</b>
<b>Cro</b>	+	+	+	=	=	+	+	=	=	+	+	=	+	+	+	+	<b>+11</b>
<b>Den</b>	=	=	=	+	=	=	+	=	=	=	-	-	-	=	=	+	=
<b>Fin</b>	=	-	-	-	=	-	=	=	=	=	=	=	=	=	=	=	<b>-4</b>
<b>Fra</b>	=	+	=	+	+	+	+	+	=	+	+	+	=	+	+	+	<b>+12</b>
<b>Ger</b>	=	=	+	+	=	=	=	=	=	+	=	+	+	=	=	+	<b>+6</b>
<b>Gre</b>	=	=	+	=	=	+	=	=	=	=	-	+	=	-	+	-	<b>+1</b>
<b>Hun</b>	=	=	=	=	-	=	+	=	-	+	=	=	=	=	=	+	<b>+1</b>

Action	PED	GDT	LGH	W/L	PC	PR	PA	JASP	CSP	LHO	FCU	FDM	SM	V	TV	Several cities	Overall
Ire	=	+	=	=	=	=	=	+	-	=	=	+	+	=	=	=	+3
Isr	=	+	=	=	=	+	+	-	+	=	=	=	=	=	=	=	+3
Ita	=	=	+	+	=	+	+	=	=	=	-	+	=	=	=	o	+4
Lit	=	+	=	=	=	+	=	+	+	=	=	=	=	=	+	o	+5
Mor	+	=	=	=	=	=	=	=	=	+	+	+	=	+	=	o	+5
Net	=	=	=	=	=	=	+	=	=	=	=	=	=	=	+	=	+2
Nor	=	=	+	=	=	+	=	=	=	=	=	=	=	=	=	=	+2
Pol	+	=	=	+	-	=	=	=	+	+	=	+	+	+	+	=	+7
Por	=	=	-	=	=	=	=	+	+	-	=	+	=	+	-	=	+1
Rom	-	=	=	=	-	-	=	=	+	=	=	=	=	=	=	+	-1
Rus	=	=	=	=	=	+	+	+	=	+	+	+	+	=	=	+	+8
Ser	+	+	+	=	+	=	=	+	+	+	+	+	+	=	+	=	+11
Spa	=	=	=	=	+	+	=	=	=	=	+	+	=	=	=	-	+3
Swe	-	=	-	=	=	=	+	-	=	=	=	=	+	=	=	+	=
Swi	=	=	=	=	+	+	=	=	=	=	=	=	+	=	=	=	+3

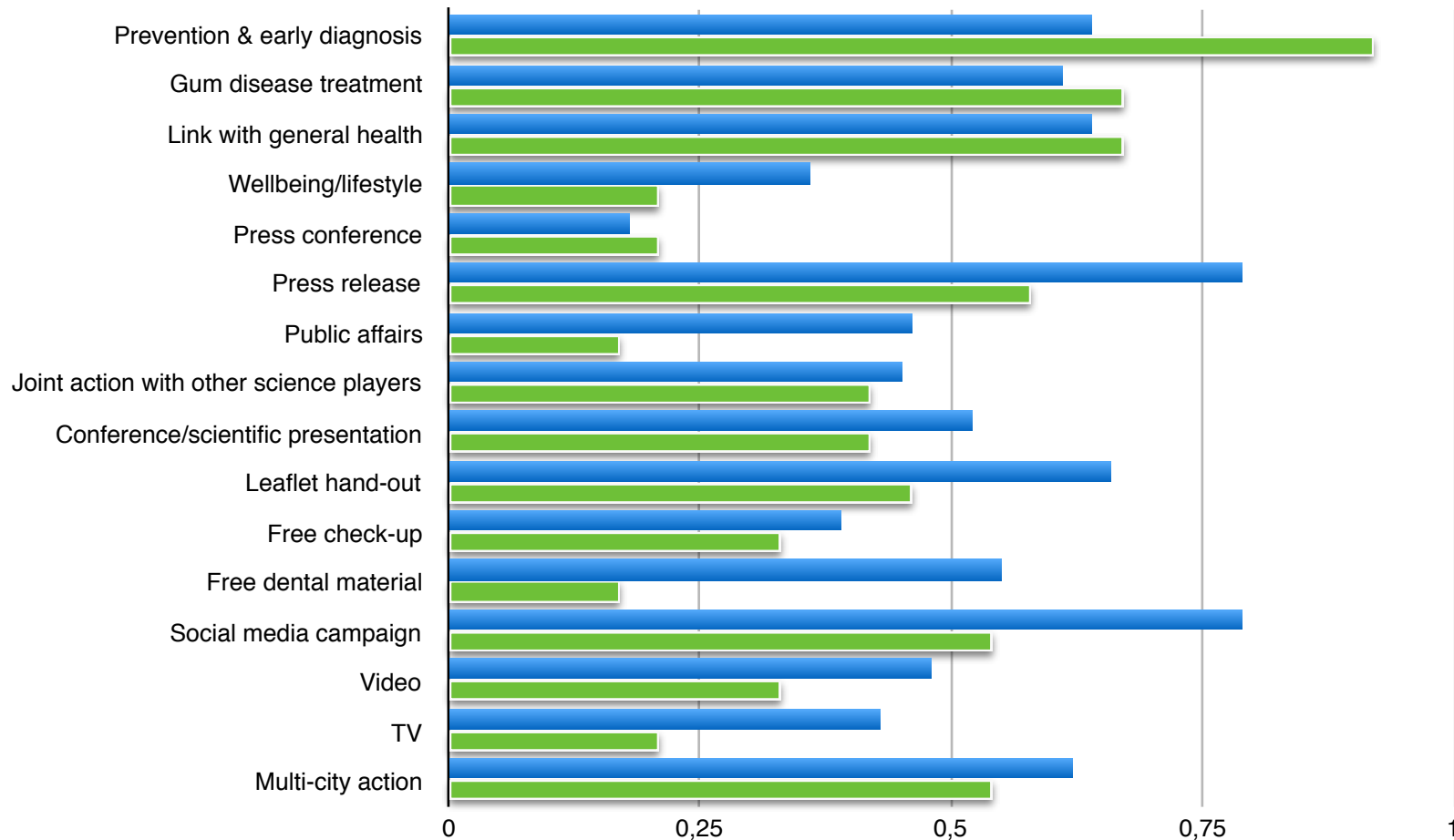


Action	PED	GDT	LGH	W/L	PC	PR	PA	JASP	CSP	LHO	FCU	FDM	SM	V	TV	Several cities	Overall
<b>Tur</b>	=	=	+	=	+	=	=	-	=	=	=	-	+	=	=	+	<b>+2</b>
<b>Ukr</b>	=	=	=	+	=	=	+	-	+	+	=	+	+	+	+	o	<b>+7</b>
<b>UK</b>	=	=	=	=	-	=	-	=	=	=	=	=	=	=	=	=	<b>-3</b>
<b>EFP</b>	<b>+1</b>	<b>+4</b>	<b>+4</b>	<b>+5</b>	<b>=</b>	<b>+9</b>	<b>+10</b>	<b>+3</b>	<b>+6</b>	<b>+9</b>	<b>+3</b>	<b>+12</b>	<b>+10</b>	<b>+7</b>	<b>+7</b>	<b>+8</b>	<b>+96</b>

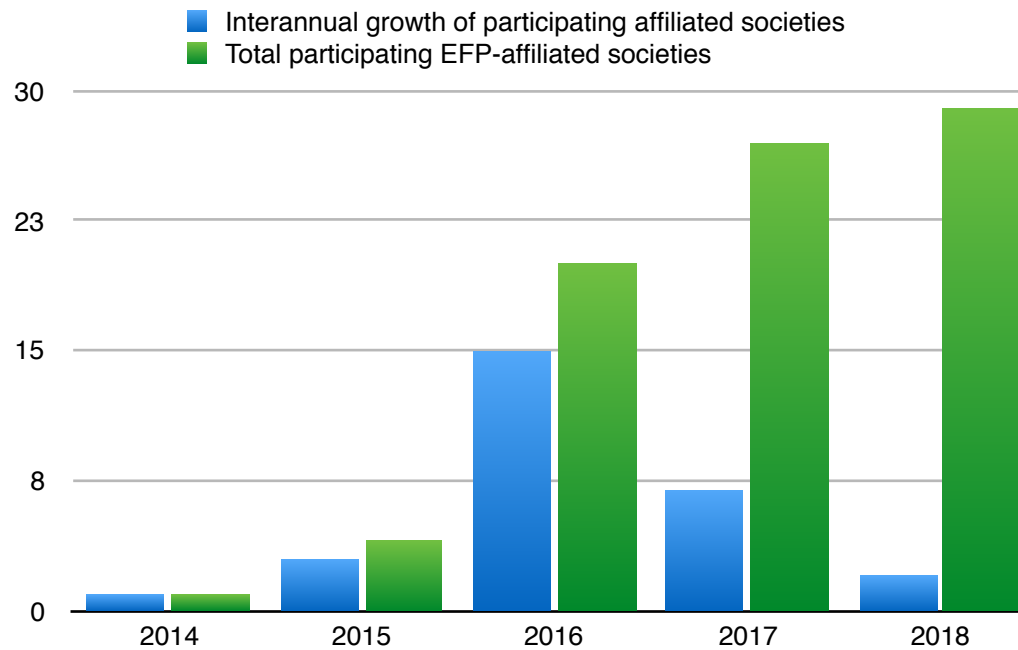
**+ Increase / - Decrease / = Unchanged / o Unknown**

- The following graphic shows the evolution of the preferences of the natsocs in terms of approach and kind of activities. In general terms, a better balance can be perceived as a global trend. Among the approaches, the disparity in EGHD17 reached 71 points between the most popular (92%) and the least (21%). That difference has moderated.
- Regarding the kinds of activity, all increase censurably in proportional terms except the press conferences. The good news here is that natsocs generally seem to be diversifying their array of activities but do not stop organising the ones that worked well in previous years.

Percentage of EFP-affiliated societies organising activities in EGHD18 and in EGHD17



- The previous and following graphics show the excellent progression of EGHD over time, including the forward leap of EGHD18. The interannual increase tends to reduce within the EFP but there is now a great potential for growth outside Europe.



	% of participating affiliated societies	Number of participating affiliated societies	Total number of participating societies	Number of EFP- affiliated societies	Increase of participating affiliated societies	% increase of participating societies
2018	97 %	29	41	30	+2	+52%
2017	90 %	27	27	30	+6	+35%
2016	69 %	20	21	29	+15	+400%
2015	13.8 %	4	4	29	+4	+300%
2014	3.4 %	1	1	29	-	-
<b>2014-2018</b>	<b>+86.6%</b>	<b>+26</b>	<b>0</b>	<b>+1</b>	<b>+26</b>	<b>+2,600%</b>





- The EFP published and disseminated a news item describing the planned activities of natsocs which informed the EFP in advance of EGHD18. News items on individual natsoc activities reported after 12 May were published by the EFP too in relation to 23 countries.
- Regarding GHD19, It is advisable to reinforce this report to the EFP both before and after the 12 May itself.

	Participation in EGHD18	Feedback from EGHD18 & news item on EFP website	Participation in EGHD17	Feedback from EGHD17 & news item on EFP website	Participation in EGHD16
Austria	Yes	Yes	Yes	Yes	Yes
Azerbaijan	Yes	Yes	Yes	Yes	Yes
Belgium	Yes	Yes	Yes	Yes	Yes
Croatia	Yes	<b>Yes</b>	Yes	No	Yes
Czech Rep.	No	No	No	No	No
Denmark	Yes	Yes	<b>Yes</b>	Yes	No
Finland	Yes	Yes	Yes	Yes	Yes
France	Yes	Yes	Yes	Yes	Yes
Germany	Yes	<b>Yes</b>	Yes	No	Yes
Greece	Yes	Yes	Yes	Yes	Yes
Hungary	Yes	Yes	<b>Yes</b>	Yes	No
Ireland	Yes	Yes	Yes	Yes	Yes
Israel	Yes	Yes	Yes	Yes	Yes

	Participation in EGHD18	Feedback from EGHD18 & news item on EFP website	Participation in EGHD17	Feedback from EGHD17 & news item on EFP website	Participation in EGHD16
Italy	Yes	Yes	Yes	Yes	Yes
Lithuania	Yes	Yes	Yes	Yes	Yes
Morocco	Yes	Yes	<b>Yes</b>	Yes	No
Netherlands	Yes	Yes	Yes	Yes	Yes
Norway	<b>Yes</b>	<b>Yes</b>	No	No	No
Poland	Yes	Yes	<b>Yes</b>	Yes	No
Portugal	Yes	Yes	Yes	Yes	Yes
Romania	Yes	Yes	Yes	Yes	Yes
Russia	Yes	Yes	Yes	Yes	Yes
Serbia	<b>Yes</b>	<b>Yes</b>	No	No	No
Slovenia	Yes	Yes (but not after EGHD18)	<b>Yes</b>	No	No
Spain	Yes	Yes	Yes	Yes	Yes
Sweden	Yes	Yes	<b>Yes</b>	Yes	No
Switzerland	Yes	Yes	Yes	No	Yes
Turkey	Yes	Yes	Yes	Yes	Yes
Ukraine	Yes	Yes	Yes	Yes	Yes
UK	Yes	Yes	Yes	Yes	Yes
<b>EFP</b>	<b>29</b>	<b>29</b>	<b>27</b>	<b>23</b>	<b>21</b>



- The following table lists by order of preference the EGHD18 materials which were best rated by the natsocs and the most frequent problems or challenges faced by the national societies when designing their national EGHD18 initiatives. Among the favourite materials were the posters, the logos, the social media covers, and the templates of the press release and the PowerPoint presentation.
- Among the issues identified by the natsocs, the main demands are more videos and AV material, and more graphic content optimised to be disseminated via social media. Both are priorities for GHD19, as well as solving some technical problems with the downloadability, the subtitling, and the visual nature of some content. It seems advisable to increase the number of videos, animations and infographics, and to offer some relevant additional EFP-produced content, even if it is not directly related to the theme of the day.

	<b>Favourite EGHD18 materials according to natsocs</b>	<b>Most frequent issues identified by natsocs preventing them from getting a bigger success</b>
1st	Set of 3 posters	More content optimised to be disseminated via SM
2nd	Set of 3 logos	Wider choice of graphics & videos
3rd	Set of 4 SM covers	Materials should be easier to download
4th	Press release template	Videos easier to translate or to subtitle
5th	Presentation template	Earlier availability of materials
6th	Infographic	More advice & content for press conferences & for lay media press releases
7th	Videos	More educational videos more “visual” and with less text
8th	Set of 6 slider images	Animations & infographics
9th	EFP Manifesto	More support for translation of content, mainly for multilingual natsocs
10th	Save-the-date template	Availability of additional EFP content even if unrelated to the EGHD theme



## **EGHD18: some recommendations**

- To keep improving the communication and exchange between the EFP the Gum Health Day coordinator at the national level.
- To start putting the day content at the disposal of natsocs even earlier if possible, as some of them need it sooner. Posters, logos, and some content could be made available some few weeks earlier, and then the rest of content before the end of the year.
- To increase the design of videos, animations, infographics and other AV content susceptible to be disseminated via social media.
- To use GHD as a 'soft-power ambassador' of the EFP on the global stage, and to arrange its extension in Asia, North America, and the Middle East. The holding of PMC19 in Hong Kong in March can be an opportunity.
- To encourage EFP-affiliated societies that are reluctant to use the GHD slogan and materials to adopt them.
- To start preparing GHD20 right after GHD19 rather than after the summer, and to involve the future coordinator of GHD20 in the final phase of GHD19 right after their election as a new member of the executive committee.
- To suggest natsocs disseminate this EGHD18 report at the national level as testimony to the natsocs' commitment to their members and as proof of their success.
- To alternate in coming years themes strictly addressed to the general public with themes based on scientific content coming from EFP-organised workshops and other scientific EFP sources, even if these can be more scientific or addressed to specific audiences.
- To keep investing in press relationships, public affairs, and social media as key vectors to gain visibility at the national level.
- To encourage natsocs to use parts of the GHD PowerPoint presentation at their national congress and other events.
- To foster the exchange of materials and ideas between affiliated societies regarding Gum Health Day activities.