

# Economist Impact new white paper on periodontitis and caries

A RESEARCH BY

ECONOMIST  
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Did you know that 45% of the world's population is affected by oral diseases?

This surpasses the combined prevalence of 5 of the most common non-communicable diseases: mental disorders, diabetes, chronic respiratory and cardiovascular diseases, and cancer.

"Time to put your money where your mouth is: addressing inequalities in oral health" is the EFP-commissioned Economist Impact white paper, supported by Haleon, on how to best manage the burden of periodontitis and caries.



## Five takeaways from the new white paper

### 1 Healthy smile for everyone:

Some people have a harder time taking care of their teeth and gums, and we need to make sure everyone can get help to keep their smile healthy.



### 2 Stop problems before they start:

It's better to prevent tooth and gum problems than to fix them later. You can do this by brushing your teeth, eating healthy foods, and visiting the dentist regularly. By brushing your teeth twice a day with a fluoridated toothpaste and cleaning between teeth on a daily basis, you can prevent or delay development and progression of caries and gum disease.



### 3 Investing in gum health:

It's important to invest in gum health too. This means making sure everyone can go to the dentist and learn how to take care of their gums and teeth properly.



### 4 Working together:

everyone—dentists, teachers, parents, and leaders—needs to work together to help the public have healthy gums and teeth. Teamwork makes it easier to keep our smiles bright!



### 5 Money and teeth:

Regular dentist visits can keep your teeth strong and save money in the future! Visiting your dentist regularly may help to catch gum disease at an early stage and avoid problems such as pain, infection and tooth movement or tooth loss, that can affect speech, eating and confidence.



Now it's your turn! Let's work together to support efforts that ensure everyone can access dental care and learn how to keep their gums and teeth healthy.

Visit your dentist twice a year, don't forget to brush your teeth twice a day, and remember: there's no health without oral health.

For more information about gum disease, please visit [efp.org](http://efp.org)