

#### FOR IMMEDIATE RELEASE

#### ‘Treat your gums’ – Gum Health Day 2022 focuses on new guidelines for gum disease prevention and treatment

#### ‘Gum Health Day’ is an annual international public-health campaign aiming to raise awareness of the importance of the prevention, early diagnosis, and effective treatment of gum diseases. This year’s campaign on May 12 focuses on the EFP’s new guidelines for the treatment of periodontitis and features a novel “customised content generator” to allow dentists, health organisations, and the public to create their own campaign materials.

**Brussels, 25 April 2022**. “Treat your gums” is the slogan for [Gum Health Day 2022](https://www.efp.org/gum-disease-general-health/gum-health-day/), a worldwide awareness campaign organised by the European Federation of Periodontology (EFP). The event aims to inform the public of the detrimental effects of gum diseases – gingivitis, periodontitis, peri-implant mucositis, and peri-implantitis – on both oral and overall health. The campaign calls for the prevention, early detection, and – where necessary – effective treatment of gum diseases.

Although still poorly acknowledged by the public, gum diseases are chronic inflammatory conditions affecting a high proportion of adults worldwide, causing tooth loss and other problems in the mouth. Crucially, gum diseases are also linked to major systemic health issues including diabetes mellitus, cardiovascular diseases, chronic kidney disease, adverse pregnancy outcomes, rheumatoid arthritis, Alzheimer’s disease, erectile dysfunction, certain forms of cancer, and more severe Covid-19 outcomes. This means that gum diseases and their prevention and treatment are of major importance not only for oral health, but also for the whole body.

“This year’s campaign focuses heavily on the treatment part – we know that millions of people suffer from gum diseases that can be treated effectively,” explains Moritz Kebschull, coordinator of Gum Health Day 2022. “‘Treat your gums’ calls for this treatment – with all the documented positive effects for the mouth and whole body – to actually happen.” That is why the hashtag for the campaign is #TreatYourGums, and why the recent EFP-produced [clinical practice guidelines](https://onlinelibrary.wiley.com/toc/1600051x/2020/47/S22) on the treatment of periodontitis are a major part of the Gum Health Day 2022 initiative.

“The new EFP-produced clinical practice guidelines on the treatment of all four stages of periodontitis are a crucial development, as they are the first high-quality international guidelines to outline a structured and easily implemented pathway for the efficient and effective treatment of gum disease,“ Prof. Kebschull says. “In a nutshell, gum disease treatment that works!”



He adds: “It is important to underline that gum disease is one of the most widespread chronic diseases in the worldwide adult population, and that it is usually painless, so its early detection and successful treatment depends heavily on how fast the patient takes action.”

A major innovation of Gum Health Day 2022 is an EFP-designed [“customised content generator”](https://www.efp.org/gum-disease-general-health/gum-health-day/campaign-builder/), a feature that allows the federation’s 37 affiliated national societies of periodontology, their individual members – as well as practices, hospitals, and members of the public – to customise their own Gum Health Day 2022 materials, based on a series of graphic templates and catchphrases.

In the framework of Gum Health Day 2022, the EFP encourages periodontists, dentists, researchers, and other health-related professionals to sign and disseminate the [EFP Manifesto: Perio and General Health](https://www.efp.org/about-the-efp/who-we-are-what-we-do/efp-manifesto/), an international call to action for the prevention, early detection, and treatment of gum disease. Individuals and organisations are invited to endorse it and join the 1,200+ professionals, dental practices, companies, and universities that have so far supported it.

**EFP, global benchmark in periodontology**

The European Federation of Periodontology (EFP, [ww.efp.org](http://ww.efp.org)) is a non-profit organisation dedicated to promoting awareness of periodontal science and the importance of gum health. Its guiding vision is “periodontal health for a better life.”

Founded in 1991, the EFP is a federation of 37 national periodontal societies that represents more than 16,000 periodontists, dentists, researchers, and oral-health professionals from Europe and around the world. It supports evidence-based science in periodontal and oral health, and it promotes events and campaigns aimed at both professionals and the public.

The EFP organises EuroPerio, the world’s leading congress in periodontology and implant dentistry, as well as other important professional and expert events such as Perio Master Clinic and Perio Workshop. The annual Gum Health Day on May 12, organised by the EFP and its member societies, brings key messages on gum health to millions of people across the world.

The EFP also organises workshops and outreach campaigns with its partners: projects to date have covered the relationship between periodontal disease and diabetes, cardiovascular disease, and caries, as well as women’s oral health during pregnancy.

The EFP’s *Journal of Clinical Periodontology* is the most authoritative scientific publication in this field. The federation also publishes *JCP Digest*, a monthly digest of research, and the *Perio Insight* magazine, which features experts' views and debates.

The EFP’s work in education is also highly significant, notably its accreditation programme for postgraduate education in periodontology and implant dentistry.

The EFP has no professional or commercial agenda.

**ENDS**

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