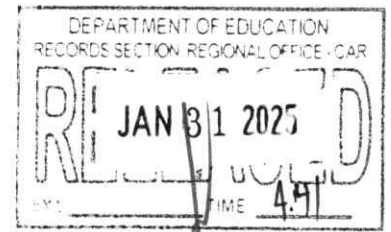




Republic of the Philippines
Department of Education
CORDILLERA ADMINISTRATIVE REGION



31 January 2025

REGIONAL MEMORANDUM

No. 077.2025

21ST NATIONAL ORAL HEALTH MONTH CELEBRATION

To: Assistant Regional Director
Schools Division Superintendents
All Schools Division Dentist
All School Health Personnel
Public and Private Elementary and Secondary School Heads
All Others Concerned

1. Relative to DOH AO No. 2022 , s. 0018, the Department of Education - Cordillera Administrative Region, through the ESSD - Health and Nutrition Section, will be participating in the 21st celebration of National Oral Health Month. This year's theme, "Pamilya, Una Kong Dentista: #Ngiting 7020," emphasizes the vital role of families and caregivers in promoting oral health, especially among learners with disabilities.
2. The aim of the celebration are the following:
 - a. promote oral health awareness and education nationwide; and
 - b. emphasize the inclusivity and protection of the rights of children with disabilities to access quality oral health care.
3. To raise public awareness for this celebration, all DepEd offices including central, regional, and schools' division offices, as well as schools are encouraged to support the 2025 National Oral Health Month by engaging in related activities, such as but not limited to:
 - a. utilizing online sharing and other media platforms through active posting and sharing of campaign and advocacy materials from DepEd, DOH and the Philippine Dental association (PDA).
 - b. conceptualizing relevant activities for learners and their families, such as seminars, webinars, lectures, and exhibits.
4. The month-long celebration can kick off with a variety of engaging activities designed to boost oral health awareness among learners and the entire school community.
5. School dentists and other school health personnel in the Schools Division Offices shall take the lead in the celebration.
6. All Dentist-In-Charge are required to submit a brief narrative and photo documentation report on the observance of the National Oral Health Month activities.



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7. Enclosed is the concept note from DOH, the theme poster, and suggested activities for the National Oral Health Month celebration for reference.
8. For more concerns, please contact Georgina C. Ducayso, Chief-ESSD at car.essd@deped.gov.ph and Joane S. Bumanghat, DMD at joane.bumanghat@deped.gov.ph / contact number 09091657891.
9. Widest and immediate dissemination of and strict compliance with this Memorandum is desired.

ESTELA P. LEON-CARIÑO EdD, CESO III
Director IV / Regional Director

Reference: As Stated
Enclosure: As Stated

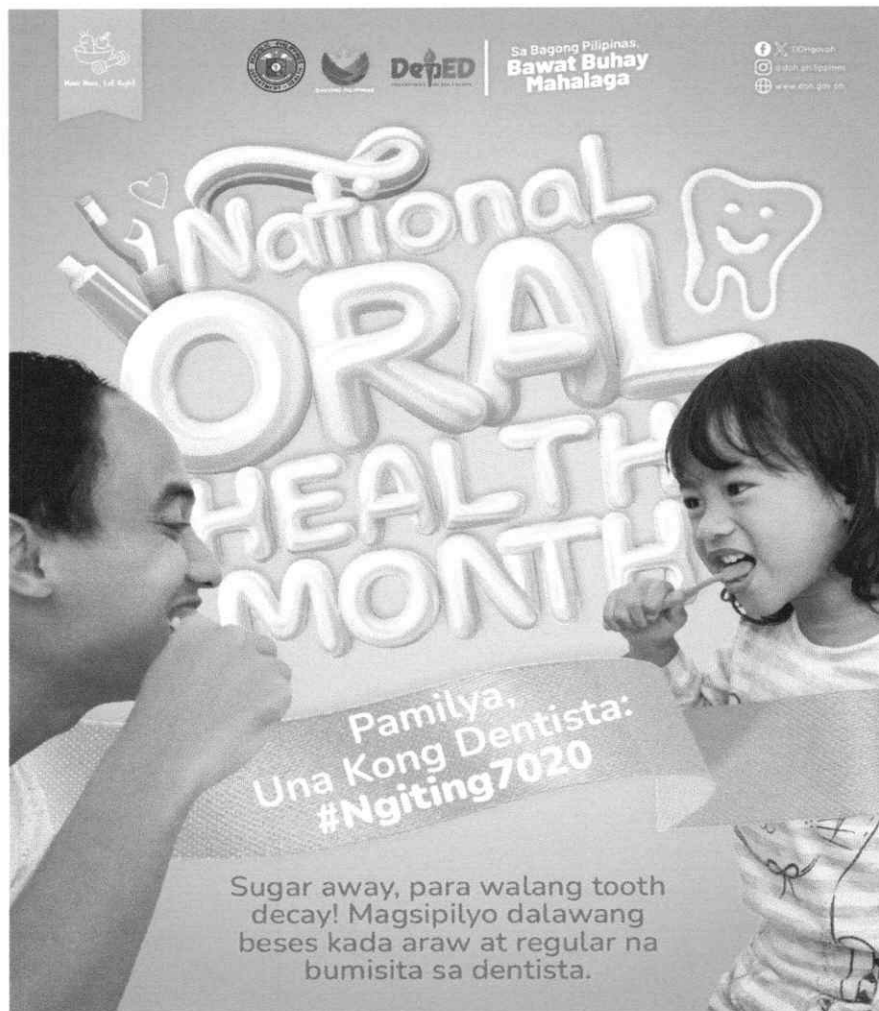
*ESSD/GCD/jsb.hns.21st National Oral Health Month Celebration
January 31, 2025*



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Enclosure 1 to RM No. 077.2025

Theme poster for the National Oral health Month



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The following are the suggested activities for the Month-long Celebration:

First Week	Oral Health Awareness Campaign
	a. Initiate a school-wide campaign to raise awareness about oral health. b. Dental Awareness campaign tailored to learners with disabilities.
Second Week	Oral Health Workshops and Seminars
	a. Classroom activities (lectures/Oral health education) b. Parent and caregiver orientation sessions on basic oral health practices
Third Week	Delivery of Dental Services
	a. Collaborate with local dental clinics or practitioners to organize onsite dental check-ups for students. b. Free dental check-ups and consultations at school clinics.
Fourth Week	Interactive Workshops
	a. Set up interactive workshops that include hands-on activities. b. Have a demonstration on proper brushing techniques and provide learners with toothbrushes and toothpaste.



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CONCEPT NOTE

National Oral Health Month 2025

“Pamilya, Una Kong Dentista: #Ngiting 7020”

I. Background

Good oral health is essential for eating, breathing, and speaking, and contributes to overall health. The pain and discomfort associated with oral diseases make concentrating difficult, can cause people to miss school or work, and can lead to social isolation. Left untreated, the health-related impact of oral diseases can be severe.

Oral diseases are among the most common noncommunicable diseases worldwide, affecting an estimated 3.5 billion people. The burden is increasing, particularly in low and middle-income countries (LMICs). In the Philippines, based on the 2018 National Survey on Oral Health, 72% of Filipinos have dental caries and 50% suffer from gum disease.

Therefore, pursuant to the Presidential Proclamation 559 series of 2004 declaring the month of February as the National Oral Health Month, with the adopted theme **“Pamilya Una kong Dentista: #Ngiting7020”**. The theme continues the handle #Ngiting7020 from the previous year, reiterating the call for Filipinos to reach the age 70 with at least 20 remaining teeth.

The theme also highlights the vital role of families in promoting good oral health, as habits like proper brushing should begin at home. Furthermore, it emphasizes the importance of early intervention, with parents acting as role models and the first line of defense in preventing oral health conditions. Lastly, the theme fosters a sense of shared responsibility and community awareness for lifelong oral health starting from the first 1000 days of the child.

II. Shared Vision

The World Health Organization has developed the Global Oral Health Action Plan 2023-2030 to support the Member States in the adoption of global oral health policies to national context.

Oral diseases are highly preventable and can be treated using simple and non-invasive procedures at the primary health care level. Evidence even proves that, as simple as twice daily toothbrushing with appropriate amounts of fluoride toothpaste can and will prevent two of the most prevalent oral diseases: dental caries and gum diseases.

Oral disease and conditions greatly affect the poor, vulnerable, and/or marginalized members of societies, often including people who are on low incomes, people living with disability; older people living alone or in care homes.

Improving access and affordability to essential oral health services can be achieved by integrating oral health promotion and care into primary health care and universal health coverage benefit packages.

III. Key Constraints

Widespread myths, misconceptions, and lack of awareness of parents and caregivers on the importance of oral health and oral hygiene habits, especially during the early childhood years.

It also shares common risk factors with leading noncommunicable diseases such as tobacco use, harmful alcohol use, and high intake of free sugars. It also includes other risk factors like lack of exclusive breastfeeding, and malnutrition

Unfortunately, access to oral health care is often limited due to an over-reliance on specialized care using high-tech equipment, the cost of which is prohibitive for many families and communities.

IV. Target Audience

General population/public	<ul style="list-style-type: none"> • To practice proper oral health behaviors • Improve health-seeking behavior in oral health • Improve oral hygiene habits
Parents and Caregivers of children including PWDs	<ul style="list-style-type: none"> • To give more focus on the oral health of the people in their care • To be more effective and knowledgeable in providing basic oral health care to persons who cannot perform self-care.
Local Chief Executives	<ul style="list-style-type: none"> • To advocate the importance of prevention and control of oral diseases by supporting the Ngiting 7020, thus, refrain from conducting “dental bunot missions” • Improve health facilities, where delivery of safe and quality oral health services can be achieved.

V. Campaign Objective

The campaign seeks to popularize the **Oral Health 70/20 vision**, or having at least 20 healthy, natural, functioning teeth by age 70, focusing on the importance of good oral health from pregnancy to childhood, all the way to adulthood for healthier aging.

VI. Communication and Behavioral Objectives

Communication Objective	Behavioral Objective
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Teach proper tooth brushing practices and techniques	Filipinos will demonstrate correct tooth brushing techniques, including brushing for two minutes, brushing twice a day, using fluoride toothpaste, and cleaning all areas of the mouth.
Encourage Filipinos to visit a dentist twice a year to maintain their oral health	Filipinos visit their dentists regularly or as needed
Raise awareness on the importance of proper diet in oral health	Filipinos will incorporate new oral health-friendly dietary habits, such as reducing sugary snacks or increasing calcium-rich food intake

VII. Key Benefits

General population/public	<ul style="list-style-type: none"> ● Enjoy more of their favorite foods even in advanced age since they will have healthy teeth and gums to allow them to eat well ● Endure less tooth pain from tooth decay and other oral health problems ● Save on costly procedures ● Smile confidently even in their old age
Parents and Caregivers of children including PWDs	<ul style="list-style-type: none"> ● Help those in their care live healthier lives ● Save on costly procedures
Local chief executives	<ul style="list-style-type: none"> ● More Philhealth beneficiaries will avail and be covered with cost-effective services, thus improving the quality of life of their constituents.

VIII. Theme and Message House

<p>The theme for National Oral Health Month 2025 is:</p> <p style="text-align: center;">“Pamilya, Una Kong Dentista para sa #Ngiting7020”</p> <p>This continues the campaign “#Ngiting70/20” from last year but puts a special focus on family as the first carers of our oral health. The theme also calls on carers for persons with disabilities (PWDs) who cannot brush their own teeth, for the carers to prioritize the oral health of those in their care along with the rest of the body and health</p>		
<p>Ibigin ang Bibig! <i>Sundin ang mga healthy habits para sa magandang oral health!</i></p>	<p>Ang pamilya ko ang una kong dentista! <i>Importante ang tungkulin ng mga magulang at tagapag-alaga para masiguro ang kalusugan ng mga bibig ng</i></p>	<p>Para maabot ko ang 70/20 kailangan magsimula ngayon! <i>Para maabot ang #Ngiting7020 (70 na taong gulang, 20 pa ang ngipin) dapat simulan sa batang edad</i></p>

	<i>kanilang mga anak at inaalagaan</i>	
<p>KNOWLEDGE</p> <p>A healthy diet contributes to good oral health. Try to reduce the consumption of foods that contribute to weaker oral health such as:</p> <ul style="list-style-type: none"> • Alcoholic beverages, since they dry out the mouth and cause a reduction in saliva production • Sugar-sweetened beverages (SSBs), sweets and sugary snacks. Too much sugar provides food for harmful bacteria in the mouth that contributes to tooth decay • Sticky foods like candies and dried fruits, these can easily become stuck in and between teeth, providing a home for harmful bacteria <p>Make sure to add foods that contribute to good oral health, such as fresh fruits and vegetables.</p> <p><u>How to do proper brushing: Follow SIPILYO</u></p> <p>S - Sapat na FLUORIDE sa toothpaste (1000-1500 ppm)</p> <p>I - Ilagay ang WASTONG DAMI ng toothpaste</p> <p>P - PAIKOT-IKOT sa bawat ngipin</p>	<p>KNOWLEDGE</p> <p>Oral health starts at home. Parents and caregivers are our first dentists, and they are responsible for teaching us good oral health habits</p> <p>Healthy oral habits, taught at home at a young age, are critical for lifelong oral health.</p>	<p>KNOWLEDGE</p> <p>Filipinos know the importance of maintaining oral health early in life ensuring healthy teeth and gums in old age.</p> <p>Parents and guardians know that a complete set of teeth, or healthy teeth and gums contribute to better overall health for their children</p>

<p>I - Iwasang magmumog matapos magsipilyo, DURA lamang</p> <p>L - Laging ARAW-ARAW, GABI-GABI</p> <p>Y - Yes sa 'BBT' (Brush Bago Tulog)</p> <p>O - Orasan ng DALAWANG MINUTO</p>		
<p>ATTITUDES</p> <p>Young Filipinos have a sense of self-respect and pride in taking care of their mouth and teeth.</p> <p>Parents and guardians view oral health as a crucial part of overall well-being</p>	<p>ATTITUDES</p> <p>Parents and guardians see themselves as the first and most influential oral health educators for their children.</p> <p>Parents and guardians have confidence that teaching good oral hygiene is both easy and impactful.</p>	<p>ATTITUDES</p> <p>Filipinos believe that "<i>Oplan Bunot</i>" is not the way to go! While removing teeth seems like the easy way out of dental and oral problems, in the long run, it will contribute to poorer oral health and poorer overall health.</p>
<p>PRACTICES</p> <p>Filipinos practice daily oral care routines, including brushing twice a day for two minutes.</p> <p>Filipinos use dental products with fluoride for stronger teeth.</p>	<p>PRACTICES</p> <p>Parents and guardians brush their teeth alongside their children as a way of demonstrating proper techniques.</p> <p>Parents and guardians schedule regular dental visits for their children to take away the fear of visiting the dentist</p>	<p>PRACTICES</p> <p>LGUs stop the practice of dental missions that rely solely on <i>bunot</i>; dentists involved in these missions will teach patients to take care of their teeth</p>