



**Mouth Cancer Awareness Day  
Wednesday 18<sup>th</sup> September 2019  
Toolkit**

**#MouthCancerDay**

**Mouth Cancer Awareness: Watch Your Mouth on 18<sup>th</sup> September**



**DUBLIN DENTAL  
UNIVERSITY HOSPITAL**  
OSPIDÉAL DÉADACH  
OLLSCOILE ÁTHA GLIATH



CORK UNIVERSITY  
**DENTAL**  
SCHOOL AND HOSPITAL



**Dental Health Foundation**  
Ireland



**Irish  
Cancer  
Society**

**IDA**  
Irish dental  
association



**National Cancer  
Control Programme**



**MOUTH HEAD &  
NECK CANCER  
IRELAND**

## **What is Mouth Head and Neck Cancer (MHNC)?**

MHNC refers to cancers found in tissues of the mouth, head and neck. Over 700 cases of MHNC are diagnosed in Ireland every year. It mainly affects older people although more young people are being diagnosed now. These cancers are more common in men than in women. MHNC rates have been rising both in Ireland and in most EU countries. In contrast with other forms of cancer, MHNC survival rates have shown little improvement over the last 20 years as many patients continue to present with advanced stage disease. As a result, only about 50% of patients diagnosed with this cancer can expect to be alive after 5 years and many will die within the first 18 months. Other patients are left with life altering changes to their appearance and their ability to speak, eat and swallow. However, if diagnosed at an early stage, survival rates increase and treatment is straightforward. This is why it is so important to make people aware of the risk factors and early signs of MHNC to reduce the burden of this disease for the Irish population.

## **What is Mouth Cancer Awareness Day (MCAD)?**

Mouth Cancer Awareness Day (MCAD) takes place in September and is an annual campaign run by the Mouth Head and Neck Cancer Awareness Ireland Group, this year it will take place on Wednesday 18th September.

The aim of MCAD is to:

1. Promote public and professional awareness of Mouth Head & Neck Cancer.
2. Tell people how to reduce the risk of this disease.
3. Promote early detection to improve potential outcomes.
4. Encourage people to check their mouth.

## MCAD 2019



### Key messages

1. Early detection of mouth cancer improves treatment and outcomes.
2. Smoking, drinking alcohol and HPV infection all increase the risk of developing mouth cancer.
3. Protect your mouth and body by adopting good oral hygiene habits, eating a healthy diet, which is low in sugar and high in fruits and vegetables, quitting tobacco use and avoiding alcohol for cancer prevention.
4. The World Health Organisation (WHO) considers the HPV vaccine to be extremely safe. Get further information on the HPV vaccine from [www.hpv.ie](http://www.hpv.ie). Encourage all 1<sup>st</sup> year boys and girls in second level schools to get the HPV vaccination.

### Target Audience

1. This year we are specifically targeting young people.
2. The campaign highlights signs and symptoms of disease, common risk factors, importance of regular dental check-ups and the importance checking your own mouth on a regular basis.

### Call to Action

1. Check your mouth after you brush your teeth. If you have a sore, ulcer, lump in your mouth, a sore throat or neck lump for more than 3 weeks, get checked by a dentist or doctor within 7 days.
2. Visit your dentist regularly, at least once a year, even if you have no teeth and wear dentures. 9 out of 10 adults in Ireland are entitled to a FREE oral exam, please check your entitlements on [www.citizensinformation.ie](http://www.citizensinformation.ie)

## What we are doing

1. We are collaborating with 'Spunout' to produce
  - (a) a short video highlighting the story of a young person who had head and neck cancer. The video will focus on the patient's own story, highlight risk factors and contain advice on mouth health and
  - (b) a motion graphic to highlight symptoms, risk factors and how to reduce the risk of mouth head and neck cancer.
2. Running a social media campaign. The video and motion graphic will be hosted on the SpunOut.ie YouTube Channel where it will be pushed out on Facebook, SnapChat, Twitter and Instagram in order to engage with this younger age group and it will also be shared through the Mouth Cancer Awareness Facebook page and by contacting over 400 organisations to raise awareness of Mouth Head and Neck Cancer.

## How you can take part:

Please share the following on your social media using **#MouthCancerDay**

- Video [https://www.youtube.com/watch?v=fS6IEs\\_oBY4](https://www.youtube.com/watch?v=fS6IEs_oBY4)
- Motion Graphic <https://youtu.be/OQvZFTjzis0>
- Share the Infographic on your social media channels using the hashtag **#MouthCancerDay**
- Like the Mouth Cancer Awareness Facebook page <https://www.facebook.com/Mouth-Cancer-Awareness-Day-18955377779390/>
- Look out for media coverage online and engage.

## Resources

- Website <http://www.mouthcancerawareness.ie/>
- Information brochure: **'Mouth, Head and Neck Cancer – what you should know'**  
<http://www.mouthcancerawareness.ie/resources/files/Cancer%20leaflet%201.pdf> and  
**'Watch Your Mouth'**  
[http://www.mouthcancerawareness.ie/resources/files/Watch%20your%20mouth\(1\).pdf](http://www.mouthcancerawareness.ie/resources/files/Watch%20your%20mouth(1).pdf)
- Infographic
- Video [https://www.youtube.com/watch?v=fS6IEs\\_oBY4](https://www.youtube.com/watch?v=fS6IEs_oBY4)
- Motion Graphic <https://www.youtube.com/watch?v=XoEYpGKqcFs>
- Fact Sheets: 8 Ways to Support a Friend with Cancer  
What is Mouth Cancer

## Images for Social Media:

Infographic

Video <https://youtu.be/OQvZFTjzis0>

Motion Graphic <https://www.youtube.com/watch?v=XoEYpGKqcFs>

**Thank you very much for your support.**