

## **Public Service Announcement**

Healthy teeth, healthy body

Start Date: April 1, 2016 End Date: April 8, 2016 Nunavut

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April is Oral Health Month, and it's the perfect time to remind everyone that taking care of your mouth and teeth is important for your health.

Regular brushing helps remove plaque and bacteria that cause cavities and gum disease, which are linked to serious conditions like diabetes and respiratory diseases. Flossing removes plaque and food that you cannot reach with your toothbrush.

What is plaque?

- Plaque is a thin, sticky film of bacteria that constantly forms on your teeth.
- When you eat foods containing sugars and starches, the bacteria in plaque produce acids, which attack tooth enamel, forming a cavity over time.

Did you know that not brushing fosters the growth of plaque, which leads to cavities and gum disease? When you don't brush before bed, your teeth are subject to acid attacks the entire time you sleep!

Dental therapists and community oral health coordinators support oral health activities in your community, and help keep your teeth and mouth healthy. Ask them for more information on oral health, and follow the Government of Nunavut's Facebook page for updates.

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Communications