Public Service Announcement

Arctic Bay's Inuujaq School hosts Toothbrushing Pilot Project

Start Date: November 28, 2025
End Date: December 31, 2025
Arctic Bay, Nunavut **60 sec**

Starting December 1, 2025, Arctic Bay's Inuujaq School will resume its paused toothbrushing program as part of the Health and Education departments' broader oral health strategy to strengthen programming in Nunavut school settings.

The project revamp offers Nunavummiut in kindergarten to Grade 7 the opportunity to practice daily, supervised toothbrushing routines. The aims at improving oral health habits while contributing to overall community wellness.

Exciting enhancements include student-led toothbrushing clubs to promote:

- daily toothbrushing.
- teamwork.
- self-care.

These fun youth-led activities are designed to foster the Inuit Societal value of Aajiiqatigiinniq. Download the Healthy Smile Toothbrushing Log from the Government of Nunavut website to help encourage participation.

The Nunavut children's oral health program remains committed to providing Nunavummiut under the age of 12 with access to quality oral health services, education and resources.

###

Media Contact:

Charmaine Deogracias
Manager, Communications
Department of Health
867-975-5712
CDeogracias@gov.nu.ca

ᑭᒃᑯᑐᐃᓐᓇᕐᓄᑦ ᑐᓴᕋᑦᓴᐃᑦ ᐊᑐᐃᓐᓇᐃᑦ ᐃᓄᒃᑎᑐᑦ, ᖃᓪᓗᓈᑎᑐᑦ ᐃᓄᐃᓐᓇᖅᑐᓐ ᐅᐃᕕᑎᑐᓪᓗ ᐅᕙᓂ *www.gov.nu.ca.*
Public Service Announcements are available in Inuktitut, English, Inuinnaqtun and French on *www.gov.nu.ca.*
Kavamatkunnin Tuhaqtitaujukhat hailihimajun Inuktitut, Qablunaatun, Inuinnaqtun Uiuitullu uvani *www.gov.nu.ca.*
Les messages d'intérêt public sont disponibles en inuktitut, en anglais, en inuinnaqtun et en français au *www.gov.nu.ca.*