



SINGAPORE DENTAL ASSOCIATION
SINGAPORE DENTAL HEALTH FOUNDATION
320 Serangoon Road #10-13 Centrium Square Singapore 218108
Tel: 6258 9252 Fax: 6258 8903
E-mail: admin@sda.org.sg Website: http://www.sda.org.sg



Council 2020-2022

Goh Siew Hor
President

Ng Fook Chin
Vice-President

Samsudin Bin Jetty
Treasurer

Goh Siak Shyong Shawn
General Secretary

Lee Tze Hong Kevin
Assistant General Secretary

Lim Eng Yong
Council Member

Toh Teck Kiong Ainsley
Council Member

Pua Hong Ping
Council Member

Samintharaj Kumar s/o
Samy Raja
Council Member

06 April 2021

Tell Us Your #Tooth Truths

Singapore Dental Association and Singapore Dental Health Foundation Launches Oral Health Campaign

Singapore, 6 April 2021 Singaporeans know the importance of good dental hygiene. Good dental care brings about a boost of self-confidence, improvements in systemic health and allows us to enjoy our wide variety of food. However, many Singaporeans today are still fearful of dental treatment and do not visit a dentist regularly.

#ToothTruths aims to understand what the general populace fears, dislikes or loves about when they visit a dentist. SDA wants to help consumers find out more through the sharing of experiences and outcomes, via a user-generated content (UGC) social media campaign and a survey.

#Tooth Truths Survey

The #ToothTruths survey will run from 31st March 2021 to 25th April 2021. It seeks to provide a deeper understanding of Singaporeans' dental hygiene habits, their fears and motivations for going to the dentist. The survey data will help examine Singaporeans key dental health concerns.

The survey can be found [here](#) and via the QR code. All local participants who complete the survey will receive a \$30 Pearlie White Gift Card, which can be used at www.pearliewhite.com.



#ToothTruths UGC

The #ToothTruths UGC campaign will kick-off on 7th April 2021 where the public are encouraged to contribute stories about their own oral health journey. It could be their own experience with the dentist, how their treatment has impacted their lives or how they have overcome their fears.

The #ToothTruths UGC campaign will run for 4 weeks and once a week, one participant selected by the organizing committee will walk away with a hamper of dental products worth \$50 from 3M and Listerine.

Ends

6 April 2021

Singapore Dental Association and Singapore Dental Health Foundation Launches Oral Health Campaign

About the Singapore Dental Association and the Singapore Dental Health Foundation

Established in 1967, the Singapore Dental Association (SDA) is the professional association of dentists dedicated to serve both the public and the profession of dentistry. It currently has close to 2000 members in the association. The Singapore Dental Health Foundation (SDHF) is an organisation of volunteers working to increase dental awareness and promote dental health in Singapore. Together, the SDA and SDHF organise collaborations to improve oral health in Singapore.

For media enquiries, please contact:

Danielle Chow

danielle@jump-interactive.com

T: +65 9727 7766