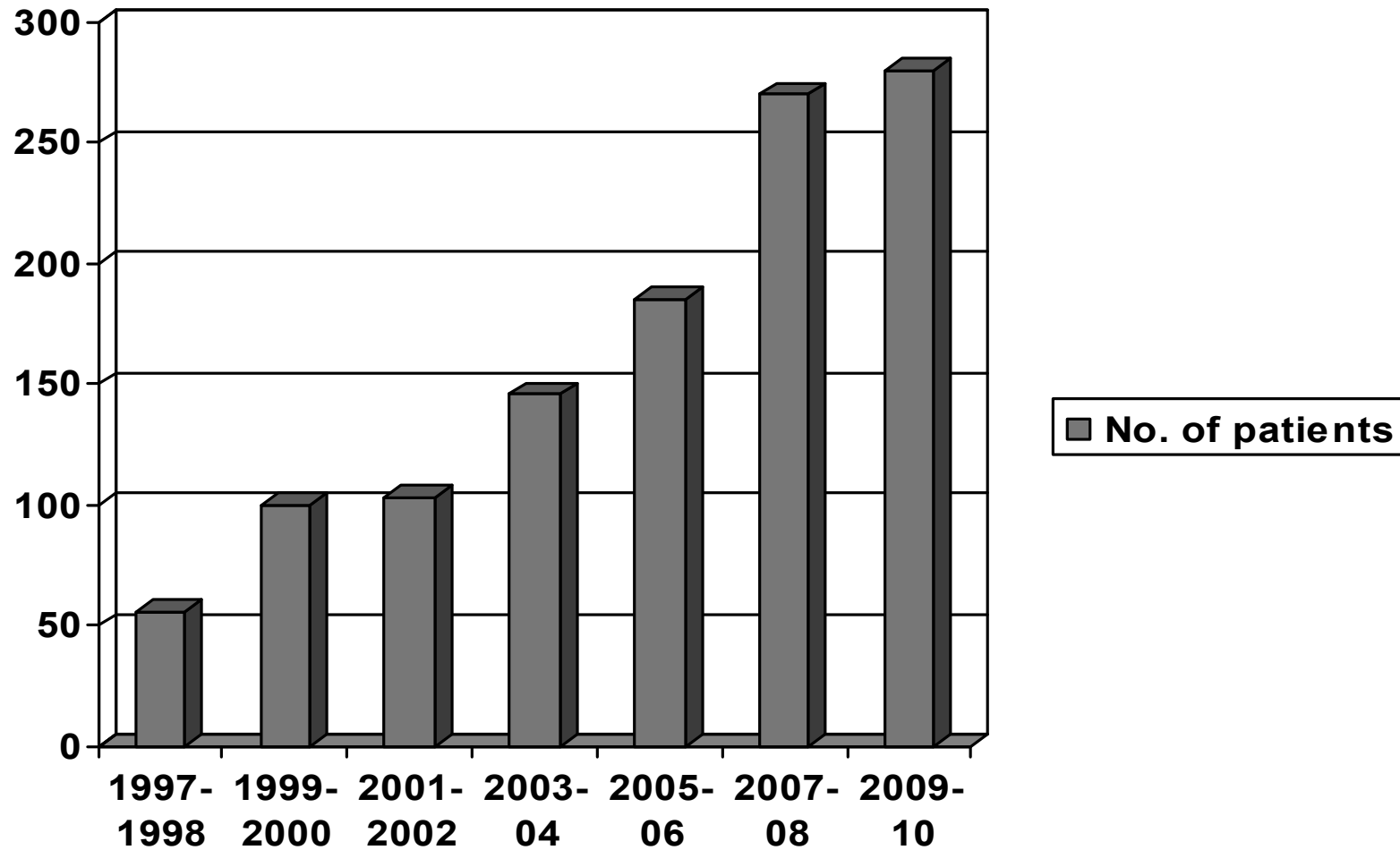


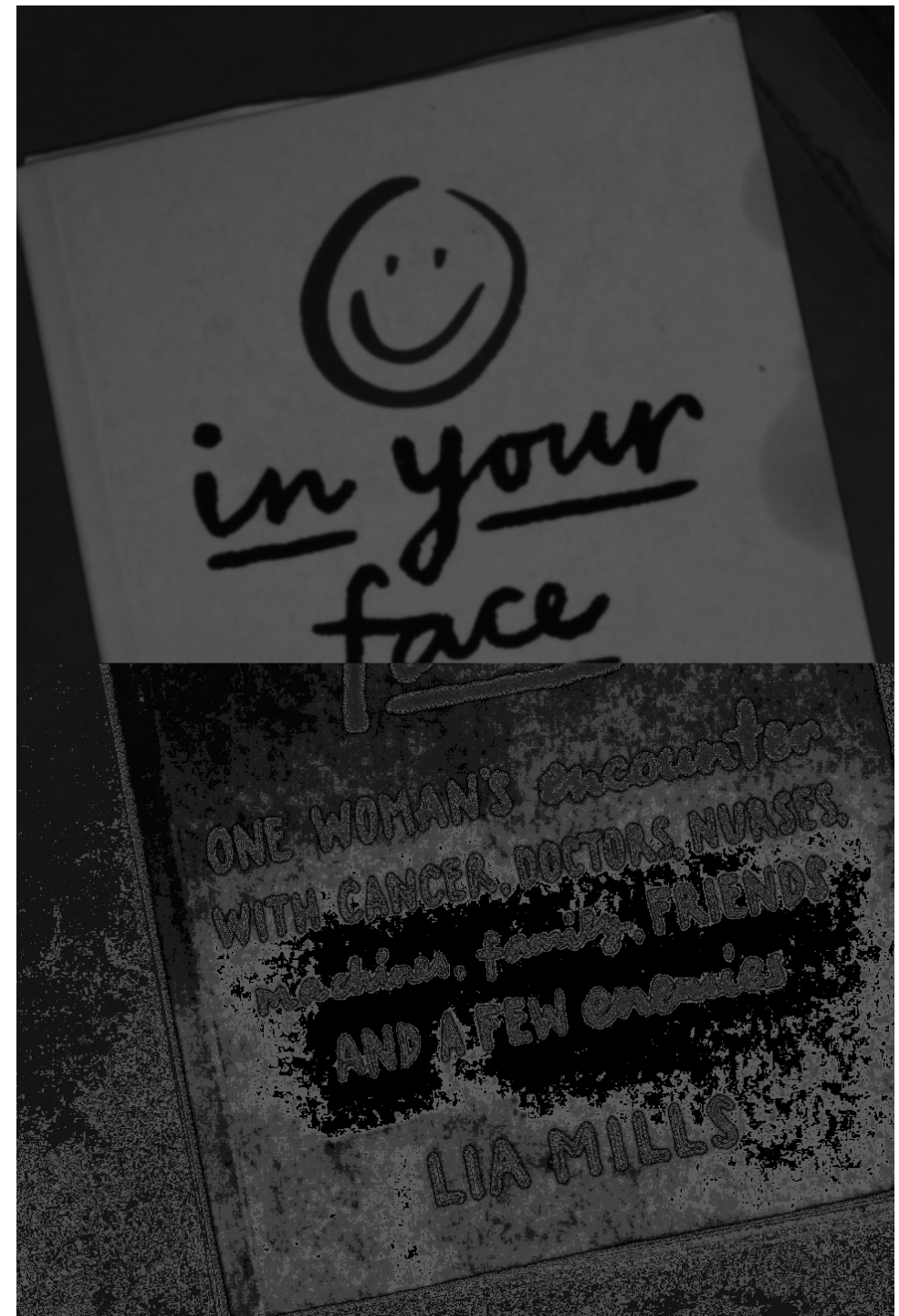
Mouth Cancer Awareness Campaign 2010-2012

Head & Neck Cancer Patients Referred to DDUH for Pre-radiotherapy Dental Assessment 1997-2010

D MacCarthy et al (2008)



Experiences of treatment
of mouth cancer – written
by Lia Mills in 2006. Lia
is one of the founders of
Mouth, Head & Neck
Cancer (MHNC)
Awareness Ireland





Partners

- MHNCAI
- Irish Cancer Society
- Dental Health Foundation Ireland
- Dublin Dental University Hospital
- Cork Dental University Hospital
- Irish Dental Association



MCAD Objectives

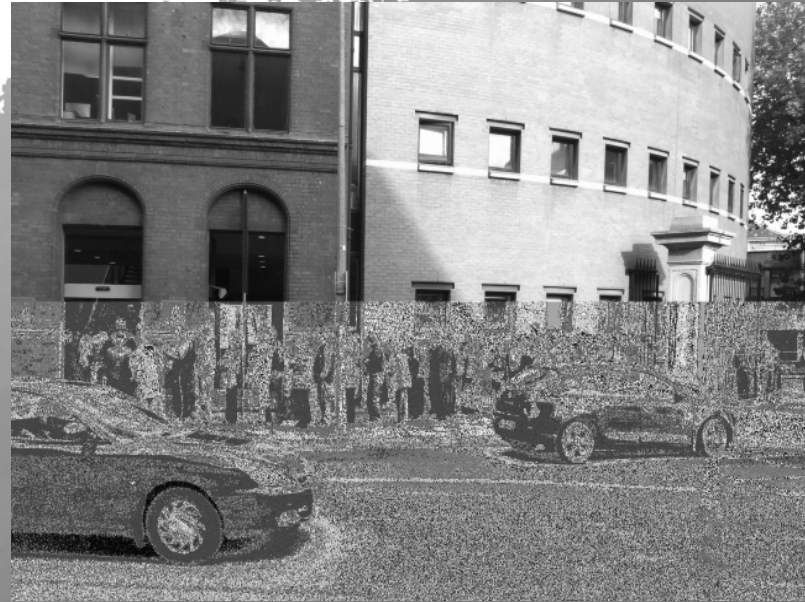
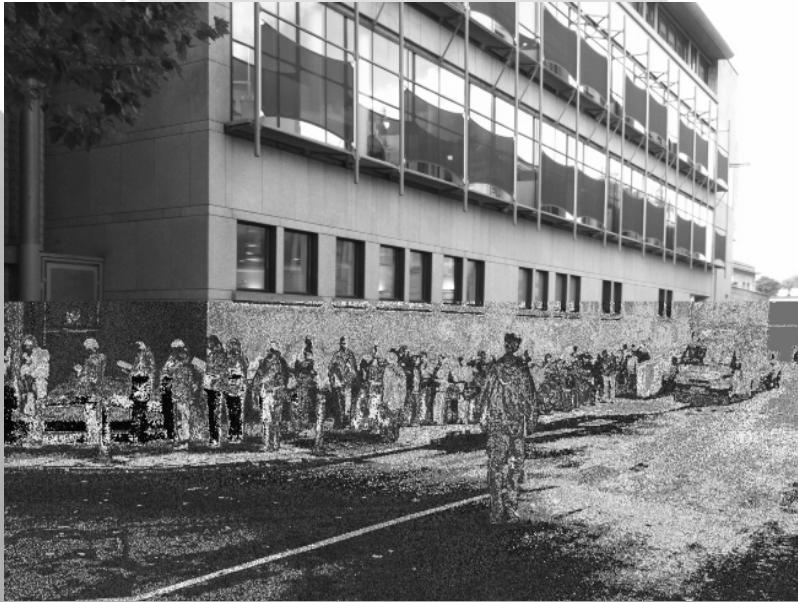
- To raise public and professional awareness
- To highlight modifiable risk factors
- To promote prevention and early detection
- To improve the patient pathway





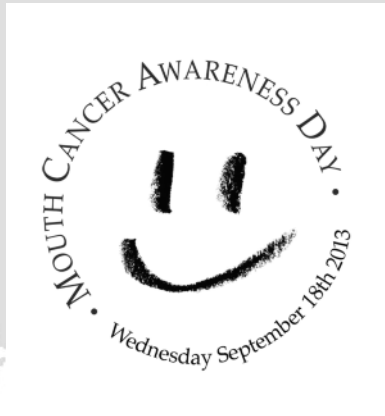


September 29, 2010









Mouth Cancer Day Results

2010

**3,200 patients seen
6 cancers detected**

2011

**Over 8,000 patients seen
13 cancers detected**

2012

**Over 5,000 patients seen
2 cancers detected**



Where do we go from here?





Future Strategy

- Dentists role in smoking cessation
- Closer cooperation between doctors and dentists
- Increase education in healthcare professionals
- Improve dental attendance rate
- Increase targeted examinations



Tobacco and Oral Health

- Oral Cancer
- Periodontal disease
- Wound healing
- Dental Implants
- Smell and taste
- Aesthetics



**Five minutes in the dental chair
that could save your life**

Thank you