This year, for the third time, IADS with the supervision of Oral Health Foundation supported a campaign aimed to raise the global awareness on mouth cancer and to reveal primarily those groups of patients who are most at risk.

What is this “action” in MCAM all about? We encourage dentists and dental students all over the world to educate the public about mouth cancer, highlighting the risks, symptoms and causes of the disease and explaining the importance of regular dental check-ups.

During dental examinations, we should look out for the most common mouth cancer signs, such as: ulcers which do not heal within three weeks, red and white patches in the mouth, and unusual lumps or swellings; to give them a chance to be treated successfully and have an improved quality of life.

November 2018 was incredibly rich in different types of Mouth Cancer Action Month activities. Local campaigns with lectures, dental examinations, interactive games and, of course, plenty of blue lip selfies! This year the “Best mouthaware 2018” competition challenged national associations to organize, in their country, the best MCAM campaign IADS has ever imagined. However, as it always happens, competitions accept only one winner. And here it is! We pass the torch to the Polish Association of Dental Students, our gold medalist, who will let us delve into all the inside scoop on the activities they had.

“This year the Polish Association of Dental Students (PTSS) has reached another milestone! In our MCAM event called “Blue Lips” which took place simultaneously across the whole country on the 17th and 18th of November 2018, we broke another record of examining 868 patients in one day and we talked with even more! In order to reach as many people as possible, from every age and social group, we have conducted our activities in the largest shopping centers of the largest Polish cities: Warszawa, Kraków, Łódź, Poznan, Wrocław, Białystok, Katowice, Lublin, Gdańsk and Szczecin. 167 volunteers from all 10 medical schools in Poland contributed to this success.”
"Our main goal was to promote oral health and familiarize the public opinion with basic dental problems and their relationship to systemic disorders. Making the participants aware of the essence of the problem; changes in the oral mucosa that can lead to serious disease. Oral self-check will significantly improve the process of patients reporting to the specialist and will enable the implementation of treatment at an early stage, which gives a good prognosis.

To increase the value of event, we cooperated with IFMSA and PTSF, Polish Association of Pharmacy Students.

Our friends, like us, tried to educate and familiarize the society with the most common health problems such as hypertension, diabetes, the principles of healthy eating, a healthy approach to pharmacotherapy. What we achieved would not be possible without the support of partners like Colgate, HappyDental.pl, and Solomedica.pl who help us every time we need it."

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