BC Dental Association

NEWS RELEASE

BCDA LAUNCHES TWO PROVINCE-WIDE CAMPAIGNS TO PROMOTE BETTER ORAL HEALTH

Campaigns encourage lifelong oral health and healthy habits from an early age

VANCOUVER, BC – OCTOBER 26, 2026 The British Columbia Dental Association (BCDA) recently launched two province-wide public campaigns: ***Forever Teeth*** aims to get Gen Z and Millennials thinking about their long-term oral health, while ***Sugar May Be Hiding In Your Child's Bedtime Routine*** helps parents and caregivers establish good oral health habits for young children aged 0-6.

Public education and awareness are an important part of BCDA's work to support prevention and help British Columbians make informed decisions about their oral health. Both campaigns feature playful graphics and short, punchy messaging that encourage British Columbians to think differently about oral health and its connection to overall health.

Appearing on transit shelters and billboards, in shopping malls and community centres, across social media, in online videos, and in the media, the campaigns are designed to be highly visible and spark curiosity among target audiences.

The ***Forever Teeth*** message is short and simple: trends come and go, but your teeth—and your smile—should last a lifetime. Building a relationship with a trusted dentist is an important part of protecting your oral health for the long term.

The early childhood campaign, ***Sugar May Be Hiding In Your Child's Bedtime Routine*****,** focuses on helping parents and caregivers understand that milk and juice at bedtime can increase the risk of tooth decay in young children. BCDA has also updated the online public resources available at bcdental.org with practical information to support healthy oral development and help families establish good habits.

Both campaigns will run across British Columbia until November 20, 2026. For more information, visit bcdental.org and follow us on Instagram @BCDentalAssociation

Quotes:

- *"Through these highly visual and engaging campaigns, we have an opportunity to remind British Columbians that oral health is an important part of overall health, and that dentists are trusted partners in helping patients maintain healthy smiles throughout their lives."*
  - Dr. Guessy Wang, President, BCDA

- *"Public education and awareness are important parts of prevention. By providing clear, practical information for people at different stages of life, we can help British Columbians build healthy habits, make informed decisions about their oral health, and understand the importance of an ongoing relationship with a trusted dentist."* **- Quinn Mathiesen-Newcomb, CEO, BCDA**

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