

**Indian Dental Association & Colgate participating in**

**The Jana Swasthya Abhiyan**

**At the ongoing Nasik- Trimbakeswar Kumbh Mela 2015**

**~ IDA to create awareness about Oral Health and Oral Cancer amongst thousands of pilgrims congregating from across the country ~**

**Nasik, 26th August, 2015:** **Indian Dental Association (IDA)**, in association with Colgate-Palmolive (India) Limited, as part of their endeavor to create awareness about oral health and hygiene and Oral Cancer amongst the masses, are participating in the **Jana Swasthya Abhiyan**, an initiative of **Department of Public Health, Govt. of Maharashtra**.

Today, India has undesirably come to be known as the Oral Cancer capital of the world. People across the country are addicted to consuming various tobacco products. Such habits can lead to oral cancer, thus making these families, and the society at large, vulnerable to the effects of cancer. Kumbh Mela, being the amalgamation of masses from diverse parts of the country, proves to be an ideal platform for IDA and Colgate to provide Oral Care Education and awareness.

As part of the **Jana Swasthya Abhiyan**, **IDA & Colgate** will be conducting free oral health check-up camps for **15 days** in **4 different phases** during the ongoing **Mahakumbh in Nasik and Trimbakeswar**, starting from 26<sup>th</sup> August 2015. The aim of the campaign is to create awareness about oral health and hygiene and oral cancer amongst thousands of pilgrims who will be converging at Maha Kumbh from across the country.

**According to Dr. Ashok Dhoble, Hon'ble Secretary General, Indian Dental Association**, "*Maha Kumbh being the largest gathering of people in the country, we are aiming to influence thousands of lives by creating awareness about oral health and hygiene and Oral Cancer amongst them. Through this initiative, we will be moving closer to IDA's vision of improving oral health and quality of life, achieving 'optimal national oral health for all' by 2020.*"

IDA will be present at 10 locations at Nasik **and Trimbakeswar** Maha Kumbh to conduct free oral health check-up camps in association with

**Karmaveer Bhausahab Hiray Dental College and Hospital, Nasik.** This endeavor is actively supported by **Colgate** in creating Oral Care awareness.

**Eric Jumbert, Director, Marketing, Colgate-Palmolive (India) Limited** said, “As the market leader in Oral Care, Colgate is consistent in its efforts to spread awareness about Oral Health and Hygiene among consumers. Events such as the Kumbh Mela present us with a great opportunity to interact and connect with a large variety of consumers. We are delighted to partner with IDA to spread the message of good oral care habits and conduct free dental check-ups at the Mela.”

**About Indian Dental Association (IDA)**

Founded in 1945 IDA is the largest recognized body of dental professionals in India. IDA has a national presence and works with 29 state and 7 union territories and over 360 local branches spread across the country. Its mission is to lead the country to optimal oral health while promoting professional advancement of its own members. IDA is affiliated with distinguished global associations such as the Federation of Dentaire Internationale (FDI or World Dental Federation), Commonwealth Dental Association (CDA) and the International Association for Dental Research (IADR), to name only a few. IDA believes in the importance of oral health and is consistently working towards its aim of optimal oral health for every Indian by 2020.

**For any further information please contact:**

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