

The Oral-B Health Program – Achieving Healthier Mouths for a Healthier Nation

Our Vision

The vision of the Oral-B Health Program is to enable every Australian to achieve a healthier mouth through better access to dental services, education and proven performing products.

Our Focus Area

In its inaugural year, the Oral-B Health Program is focused on dedicating this support to children, particularly those living in regional areas, to help improve oral health outcomes.

The Work of the Oral-B Health Program

The Oral-B Health Program is working to provide greater access to dental services by supporting and extending the work of several charities, of which, we are currently negotiating agreements with at the moment.

During the 2010/ 2011 financial year, donations from the Oral-B Health Program will be used to fund a grants program for children in regional areas to access much needed dental services.

In addition, a mobile van program will operate providing free dental health check-ups to children and families around the country. Any child found to need dental work at these check-ups who can not afford to visit a dentist will be encouraged to apply for an Oral-B Health Program grant.

Educating Australians on how to achieve better oral health is another important area for the Oral-B Health Program, along with emphasising the importance of using good quality products. As part of this commitment, the Oral-B Health Program will be making products available to a number of communities around the country to encourage good oral hygiene habits.

The Oral-B Health Program believes the combination of working to provide better access to dental services, education and the best performing products is key to achieving healthier mouths for a healthier nation.

The Oral-B Health Program is an initiative of Procter & Gamble Australia Pty Ltd.