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Haleon activates oral health observatory project in India

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In partnership with FDI & IDA for a comprehensive understanding of India's oral healthcare landscape

Haleon, erstwhile GlaxoSmithKline Consumer Healthcare, has announced the commencement of the groundbreaking Oral Health Observatory (OHO) project, in collaboration with the Federation Dentaire Internationale (FDI) and the Indian Dental Association (IDA). This visionary project aims to revolutionise the understanding of India's oral healthcare sector by delving into real-world observational data to uncover insights crucial for informed policymaking and advocacy.

The OHO project is designed to address the critical needs in the field of oral health. The last national-level oral health survey was conducted in 2004, leading to a substantial gap in updated data on the overall oral disease burden in India and the formulation of effective healthcare programs. The OHO project seeks to bridge this gap by analysing behaviour and practices, challenges, clinical and dental practices, and disease prevalence through its robust dataset of 1500 participants.

The importance of oral healthcare transcends the realm of dentistry. According to the Indian Council of Medical Research (ICMR), the proportion of deaths attributable to Non-Communicable Diseases (NCDs) in India has surged from 37.9% in 1990 to a staggering 61.8% in 2016. The prevalence of dental issues such as tooth loss, dental caries, periodontal diseases, and oral cancer is intricately linked to inadequate oral hygiene practices and a lack of preventive habits.

Some key findings from this project are:

66.67% sufferers experience tooth sensitivity in their lifetime

Incidence of tooth sensitivity peaks out in the 35-44y age group

20% experience bleeding after toothbrushing

Dentist to population ratio respectively is 1/9000 in urban Indians and 1/200,000 for rural Indians

The primary objective of the OHO is to establish an international platform for synchronised data collection, fostering consumer education and advocacy for improved oral health outcomes. By focusing on vital aspects including awareness, education, access, disease burden, economic impact, and proactive care, the project aims to instigate positive change in oral health habits across the nation.