

Guinness World Records



**OFFICIAL
ATTEMPT**

Tuesday 02 March 2021

Sanjay Morzaria



Why read this presentation?

We have been officially approved by Guinness World Records to undertake a challenge for:

“Most people brushing their teeth online simultaneously”

This presentation gives more details about our challenge.

If this is something you don't want to be part of, no need to read any further. However, please pass this to others!

Our big idea



We won a National Dental Award in 2020. To celebrate this, we want to promote oral health more widely by **setting an official Guinness World Records.**

We know that during this Covid-19 pandemic, adults & early years children in particular, have neglected this part of their health and wellbeing.

Our Guinness World Records date

- ▶ We have chosen our GWR attempt as:

Saturday 20th March

- ▶ The above date is also World Oral Health Day
- ▶ We are working with **World Oral Health Day** (www.worldoralhealthday.org) for the promotion of this global event

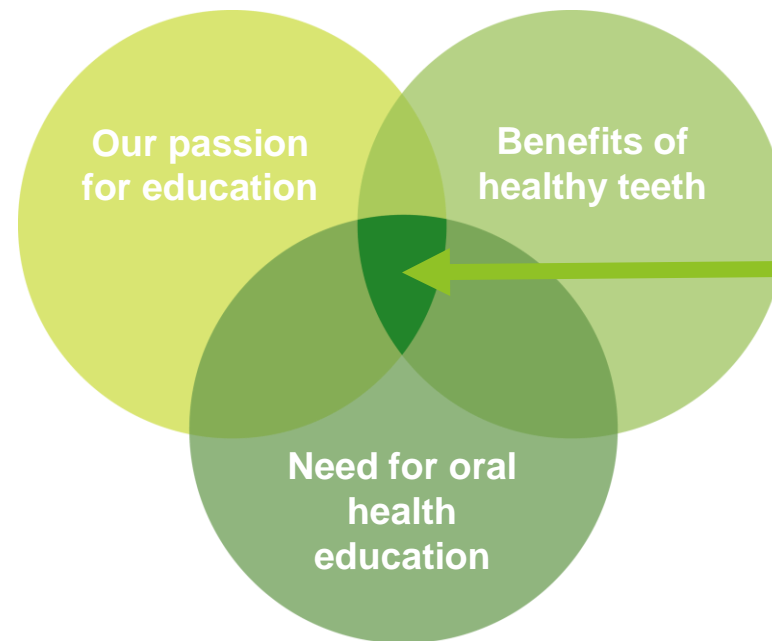
Why oral health?

- ▶ Oral disease affects **3.9 billion people** worldwide
- ▶ Tooth decay is the most common non-emergency reason why a child is admitted to a hospital in England & Wales (2017-2018)
- ▶ Oral diseases are known risk factors for a number of chronic diseases: cardiovascular diseases, cancers, obesity and Type II diabetes
- ▶ Oral diseases are preventable with good brushing
- ▶ Tackling the causes of poor oral health improves general health of the individual

Our educational values as a nursery

Our values in the children's education sector

(www.littledarling.co.uk/about-us/our-values-mission-and-vision) compliment the educational purpose of this challenge.



This event can make a visible difference to many, many people in their health, wellbeing and caring for the environment

What's in it for you taking part?

- ▶ In the era for Covid-19, this is a **unique way to understand** the value & need for good oral health
- ▶ It will be a **memorable** experience – you will be a record breaker!
- ▶ You can obtain your own certificate of participation directly from Guinness World Records!

Social media reach and publicity

- ▶ We will be predominantly using social media to promote the event and encourage people to sign up
- ▶ Our own FaceBook page has 960+ followers even though we are a very small nursery
- ▶ We are developing a media plan that includes local, national print & online media
- ▶ We are engaging with local politicians and community influencers

Who is our target audience?

- ▶ As this is an online event, anyone who has an internet connection can take part
- ▶ We have already arranged co-ordinators in a number of countries



More about our target audience

- ▶ Most of our participants will be from the UK, India and South Africa
- ▶ As this is an online event, we expect significant global participants
- ▶ The GWR is for all age groups. However, we will be targeting parents of young children very specifically
- ▶ We will actively encourage participants that are less-abled with disabilities in areas such as:
 - ▶ Vision; auditory process; physical ability; cognitive ability & speech

Our volunteer partners on this challenge

The following organisations have agreed to help us in promoting the event through their client/customer base:

- ▶ Oral Health Foundation (dentalhealth.org)
- ▶ World Dental Federation (fdiworlddental.org)
- ▶ Children's Services & PHE in seven boroughs in London
- ▶ 2Min2X (2min2x.org)
- ▶ Mouth Cancer Foundation (mouthcancerfoundation.org)
- ▶ Dental Wellness Trust (dentalwellnesstrust.org)

Let's start the conversation

- ▶ Let's start the conversation – LittleDarling.co.uk/GWR
- ▶ Register to take part at: GWR.LittleDarling.co.uk
- ▶ Contact:

Sanjay Morzaria (owner of Little Darling Childcare)

Tele: +44 7932 623852

Email: Sanjay_Morzaria@Hotmail.co.uk

About us

- ▶ A multi-award winning children's nursery (kindergarten) in Harrow, west London, UK
- ▶ Rated "Outstanding" by our regulator Ofsted
- ▶ Winner of a national Dental Award in 2020 ("Best National Smile Month"). The first time in the history of the award that a non-dentist has won this award
- ▶ Excellent social media profile (960+ followers in FaceBook)
- ▶ At least six Local Authorities in London are looking to promote this activity in their area
- ▶ National & local reputation as a quality & innovative nursery