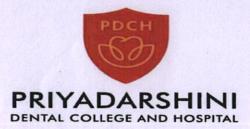
3.4.4 Institutional social responsibility activities in the neighbourhood community in terms of education, environmental issues like Swachh Bharath, health and hygiene awareness and socio-economic development issues carried out by the students and staff during the last five years.



Year	Extension/Outreach Activity	Total No. Of Participants
2022-23	World Environment Day	21

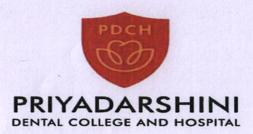


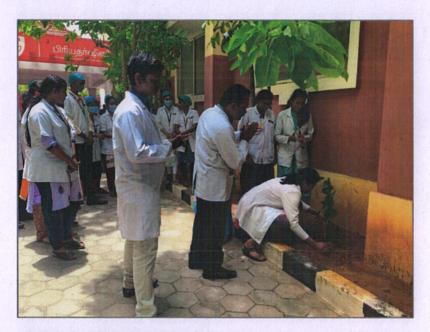


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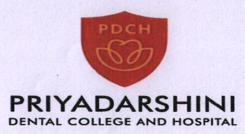




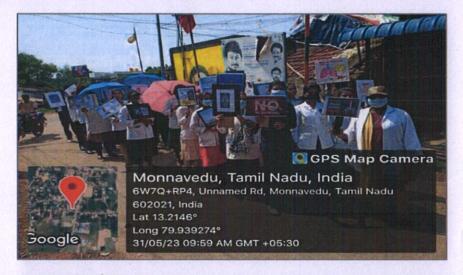


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Year	Extension/Outreach Activity	Total No. Of Participants
2022-23	World No Tobacco Day	19





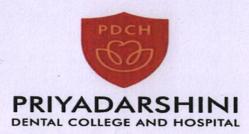




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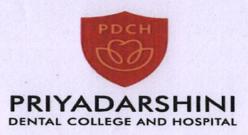


Year	Extension/Outreach Activity	Total No. Of Participants
2022-23	National Oral Medicine Day	20





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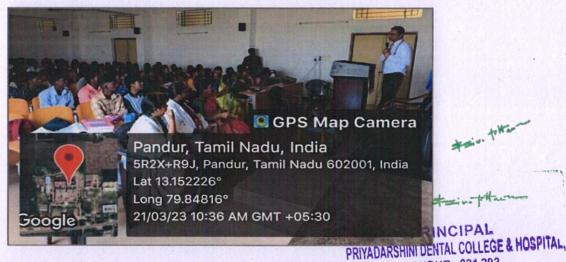
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Year	Extension/Outreach Activity	Total No. Of Participants
2022-23	World Downs Syndrome Day	20



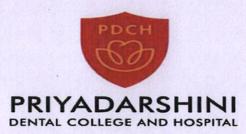


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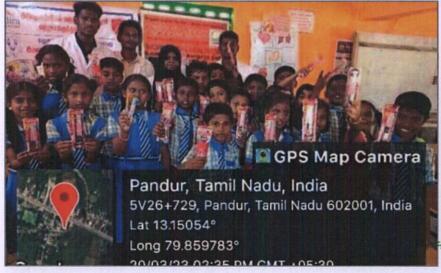
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Campus Off: No.1, V.G.R Gardens, V.G.R Nagar, Pandur – 631203. Thiruvallur. Tel: 044-2765 0160 / 16 Mobile: 98417 35858. PDCH.IN

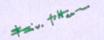


Year	Extension/Outreach Activity	Total No. Of Participants
2022-23	World Oral Health Day	20







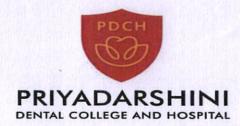


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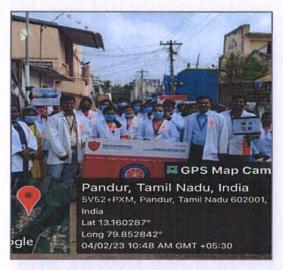
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Tel: 044 2374 1616/1717/1818/1919

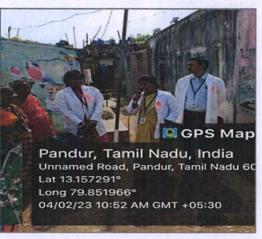


Extension /Outreach activity	Total No. Of Participants
World cancer day	16
	activity









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Year	Extension/Outreach Activity	Total No. Of Participants
2022-23	Blood Donation Day	16





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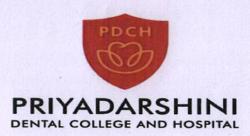
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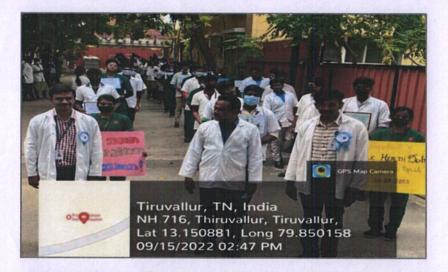
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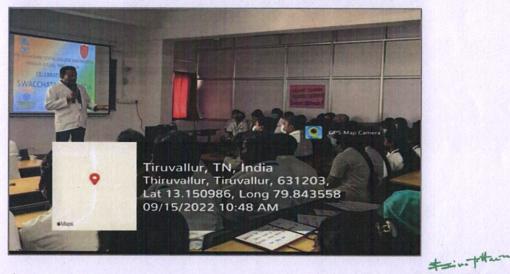
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Year	Extension/Outreach Activity	Total No. Of Participants
2022-23	Swachhata Pakhwada	43





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Tel: 044 2374 1616/1717/1818/1919

A. Introductory video:-

Introducing the PDCH, our Chairman Thiru. V.G.R, MD Tmt. Indira Rajendiran, Principal Dr. B. Sivapathasundaram, HOD of Periodontology Dr.I.Paavai Arulpari and Faculty member of the Department.









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Introducing the ISP, the President Dr. Manish khatri, the Secretary Dr.H.S. Grover and its insistence and importance on Oral Hygiene Day.







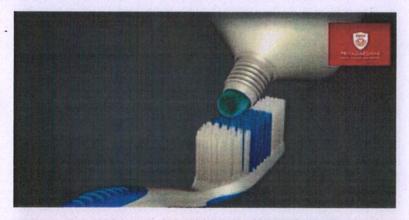
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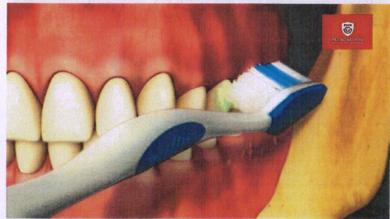


Dr. H.S. GROVER

B. Video on brushing technique:-

A short video in Tamil language with English subtitles were made based on animations to reinforce the proper brushing technique among the public.





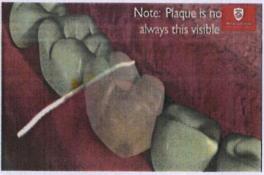
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Link for the above video <a href="https://www.instagram.com/reel/ChuiTFFhfoL/?igshid=MDJmNzVkMjY="https://www.instagram.com/reel/ChuiTFFhfoL/?igshid=MDJmyXvkMjY="https://www.instagram.com/reel/ChuiTFFhfoL/?igshid=MDJmyXvkMjY="https://www.instagram.com/reel/ChuiTFFhfoL/?igshid=MDJmyXvkMjY="https://www.instagram.com/reel/ChuiTFFhfoL/?igshid=MDJmyXvkMjY="https://www.instagram.com/reel/ChuiTFFhfoL/?igshid=MDJmyXvkMjY="https://www.instagram.com/reel/ChuiTFFhfoL/?igshid=MDJmyXvkMjY="https://www.instagram.com/reel/ChuiTFFhfoL/?igshid=MDJmyXvkMjY="https://www.instagram.com/reel/ChuiTFFhfoL/?igshid=MDJmyXvkMjY="https://www.instagram.com/reel/ChuiTFFhfoL/?igshid=MDJmyXvkMjY="https://www.instagram.com/reel/ChuiTFFhfoL/?igshid=MDJmyXvkMjY="https://www.instagram.com/reel/ChuiTFFhfoL/?igshid=MDJmyXvkMjY="https://www.instagram.com/re

B. Video on dental floss:-

This is again an awareness video, on dental flossing technique. To reinforce the awareness and make it more entertaining the faculty and students of PDCH has performed the "floss dance" which was again played in the video.











C. Video on perio-systemic interaction:-

Despite of creating awareness on oral hygiene, the importance of the same is still not amenable to the public so this video explains about the impact of diseased periodontium on various vital systemic organs. A series of placards were made representing various organs the video enacts the organs speaking about perio-systemic diseases thus portraying the importance of "oral health in overall health".





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E. Video on oral hygiene awareness:-

The final video was a short film (directed and acted by students) based on ignorance of oral hygiene among the public and the ill consequences upon failing to maintain oral hygiene. The end note given was the instructions to maintain oral hygiene.



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2. Games and activities pertaining to oral hygiene awareness:-

To easily reach the public without mass gatherings, and to improve one on one interaction with public on creating awareness we conducted various games and activities, such as:-

- a. Spin the wheel
- b. Balloon bursting
- c. Chit board
- d. Celebrity hunt

All the game content, pictures and boards were hand-made and not the commercial ones.

 a. <u>Spin the wheel</u>: - The smiley selection on spinning the wheel contains que cards with questions pertaining to oral hygiene instructions on it.



b. <u>Balloon bursting</u>: - A board containing balloons (carrying questions on oral hygiene instructions) were pasted on a dart board. Public were asked to burst a balloon and pick the chit and answer it since the ISP has insisted to create awareness on dental hypersensitivity this particular game was completely focused on it.

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c. <u>Chit board</u>: - A board with hidden chits was asked to be selected by the public. They have to answer the question on the chit.











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To create awareness in a fun way, our students and faculty members taught floss dance to the customers and staff of various shops and made them dance and gifted them with smiley badges.

4. Display of videos in major shops:-





The videos prepared were displayed on huge monitors in every floor of the shops benefitting the staffs and customers.

Additionally the videos were displayed on wide LED screens outside the shop, to benefit not only the staffs and customers of the shop, but also to benefit the general public walking by on the roads crossing the shop.

5. Video campaigning through portable monitors, throughout the district:







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A big truck vehicle with portable monitors and LED displays, were rented and the prepared videos were displayed in it. The vehicle is made to run through every nook and corner of the Tiruvallur district for two days creating awareness in wider scale.

6. Awareness among OP patients of PDCH :-







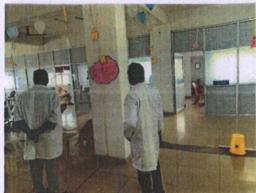
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- > The Department of Periodontology was decorated with various balloons and tails with hanging stickers on oral hygiene aids and tips.
- A oral hygiene selfie booth was created.





- > The videos were displayed in the Department and the patients were educated after this they were asked to participate in various oral hygiene awareness games and activities.
- > The winners were awarded with smileys and pictures were taken in selfie booth.

7. Awareness through social media and celebrities:

Finally to enlarge the awareness outside the Tiruvallur district, the social media was the weapon.

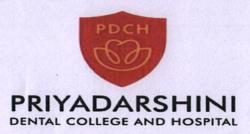
- i) A separate Instagram page was created with posts on oral hygiene awareness videos and programs.
- ii) Various celebrities of national TV and Cinefield were asked to post videos having short message on oral health awareness created by Priyadarshini Dental College and Hospital. They additionally posted stories sharing our videos helping to reach over lakhs of people following them.

Conclusion:

With the note through various *digital / audiovisual advancements*, the oral hygiene awareness was spread to various groups of population of Tiruvallur district through local campaigning, games, activities and videos. Also awareness for over 2 lakhs of people was created with help of celebrities and

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Year	Extension/Outreach Activity	Total No. Of Participants
2021-22	World No Tobacco Day	27







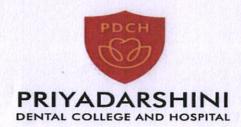
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Year	Extension /Outreach activity	Total No. Of Participants
2021-22	World cancer day	49











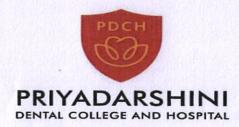
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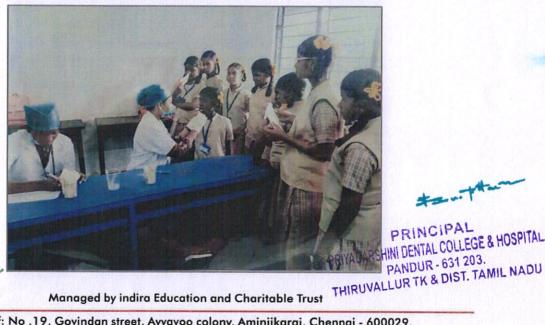
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Year	Extension /Outreach activity	Total No. Of Participants
2021-22	National Tooth brushing day	23



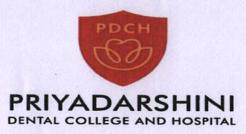


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Year	Extension/Outreach Activity	Total No. Of Participants
2021-22	Dengue Awareness Program	20



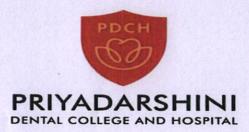


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Year	Extension/Outreach Activity	Total No. Of Participants
2020-24	World Cancer Day	70





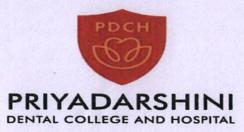
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Year	Extension/Outreach Activity	Total No. Of Participants
202 0 -2 1	No Tobacco Day	78





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YEAR	OUTREACH ACTIVITY	
2019-20	COVID 19 PANDEMIC GROCERY DISTRIBUTION	







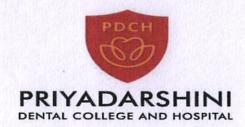


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Extension /Outreach activity	Total No. Of Participants
World cancer day	24

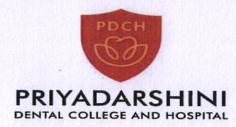




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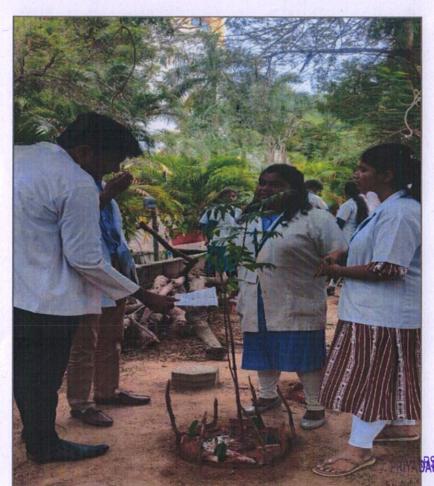
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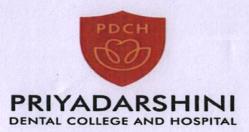
Year	Extension/Outreach Activity	Total No. Of Participants
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2018-19	World Environment Day	19



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Year	Extension/Outreach Activity	Total No. Of Participants
2018-19	World No Tobacco Day	25



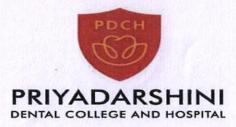


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Extension /Outreach activity	Total No. Of Participants
World cancer day	24
	activity









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