



THE WORD OF MOUTH ON ORAL, HEAD + NECK CANCER

ORAL + OROPHARYNGEAL CANCER RATES ARE GROWING



529,000+
new cases of oral cancer
each year worldwide¹



In 2017 in the U.S.²
49,750+
individuals **will be**
diagnosed with oral or
oropharyngeal cancer



132 new cases of oral cancer
diagnosed each day



9,750 will die of
oral cancer

MORE THAN
40%

of those diagnosed with oral
cancer **die within five years**³

Early detection can more than double
a patient's chances of survival up to

90%⁴

ARE YOU AT RISK?



TOBACCO

Smoking/Smokeless/Vapor
No amount is safe;
risk increases with use



ALCOHOL USE

14+ drinks/week for men;
7+ drinks/week for women



**EXPOSURE TO
THE HPV VIRUS**
(Human Papillomavirus 16)



SMOKING + DRINKING
People who both smoke and
drink are at greatest risk

THE FACES OF ORAL CANCER ARE CHANGING

Oral, head and neck cancer among young adults is on the rise due to an increase in oral human papilloma virus (HPV), a common sexually transmitted disease⁵

70%

of oropharyngeal
cancers may be
associated
with HPV⁶

59%

of U.S. adults are
not aware that HPV
is a risk factor for
oral cancer⁷

LESS
THAN **5%**

have discussed the
relationship between
HPV and oral cancer
with their dental
professional⁸

When told that certain types of HPV
are a risk factor for oral cancer

MORE THAN
50%

would like to be screened more
often for oral cancer⁹

MORE EDUCATION AND PREVENTION IS NEEDED

62% of U.S. adults know very little, or nothing at all about oral cancer¹⁰



MORE THAN 81%
OF U.S. ADULTS

would like to be screened for oral
cancer at every dental check-up¹³



ONLY 29% OF U.S. ADULTS
reported that they were screened for
oral cancer at their last dental check-up¹²



ONLY 20% OF U.S. ADULTS

say that their dental professional spoke
with them about risk factors for oral
cancer at their last dental check-up¹¹



MORE THAN 77%
OF U.S. ADULTS

want their dentist to help them learn ways
to reduce their risk of getting oral cancer¹⁴