



# THE WORD OF MOUTH ON ORAL, HEAD + NECK CANCER

## ORAL + OROPHARYNGEAL CANCER RATES ARE GROWING



**529,000+**  
new cases of oral cancer  
each year worldwide<sup>1</sup>



In 2017 in the U.S.<sup>2</sup>  
**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**<sup>3</sup>

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

**90%**<sup>4</sup>

## 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 disease<sup>5</sup>

**70%**

of oropharyngeal  
cancers may be  
associated  
with HPV<sup>6</sup>

**59%**

of U.S. adults are  
not aware that HPV  
is a risk factor for  
oral cancer<sup>7</sup>

LESS  
THAN **5%**

have discussed the  
relationship between  
HPV and oral cancer  
with their dental  
professional<sup>8</sup>

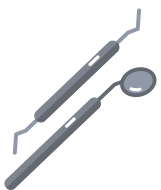
When told that certain types of HPV  
are a risk factor for oral cancer

MORE THAN  
**50%**

would like to be screened more  
often for oral cancer<sup>9</sup>

## MORE EDUCATION AND PREVENTION IS NEEDED

62% of U.S. adults know very little, or nothing at all about oral cancer<sup>10</sup>



**MORE THAN 81%**  
**OF U.S. ADULTS**

would like to be screened for oral  
cancer at every dental check-up<sup>13</sup>



**ONLY 29% OF U.S. ADULTS**  
reported that they were screened for  
oral cancer at their last dental check-up<sup>12</sup>



**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-up<sup>11</sup>



**MORE THAN 77%**  
**OF U.S. ADULTS**

want their dentist to help them learn ways  
to reduce their risk of getting oral cancer<sup>14</sup>