FDI Hong Kong 2012: sentimental, political, visionary

By Orlando Monteiro da Silva, FDI President

The Congress is political in the sense that the latest orientation of oral health policy is also on display with the launch of the much-anticipated FDI Global Caries Initiative (GCI) website, bringing together individual groups from around the world to exchange, communicate and share knowledge on caries management and the development of a new preventive paradigm.

The opening sentences contain principles with which all delegates attending this FDI congress no doubt agree: "Oral health is an essential component of good health, and good oral health is a fundamental human right. The role of the dental profession is to help the population and decision-makers to achieve health through good oral health."

Vision 2020 contains a strategic approach to five key identified areas: meeting the increasing need and demand for oral healthcare; expanding the role of oral healthcare professionals; shaping a responsive educational model; mitigating the impacts of socio-economic dynamics, and fostering fundamental research and translational technology. It is a blueprint for adapting and changing the dental profession to a world in constant evolution.

On this opening day of the FDI Hong Kong 2012, I would like to bid you all welcome and express the hope that you will have a profitable, informative and an enjoyable stay during the congress of the century!

Phase II of Live.Learn.Laugh. continues to go from strength to strength. We kick started the year with a global workshop in Istanbul in February, which brought partnership participants together to share experiences, achievements and, in some cases, challenges. These face-to-face encounters are central to LLL’s continued relevance and success.

By Drs Monica Carlile & Virginie Horn

From our perspective as global partners, LLL remains a model partnership within the overall FDI vision of leading the world to optimal oral health, and contributes to Unilever’s aim of helping one billion people improve their oral health and well-being, as part of its Sustainable Living Plan. Our commitment to working together, combining our skills and resources and applying them towards a shared goal, is the first example of a truly global health partnership in the field of oral health and dentistry.

Oral health is an integral part of general health and well-being; improving oral health means improving people’s lives. It means less pain from decaying teeth, and fewer school- or work-days lost through oral disease-related absences. Unilever Oral Care and FDI are proud to be partners in Live.Learn.Laugh. Look out for updates from LLL in Asia through World Dental Daily at the congress.

The sentimental reason is that this is the 100th anniversary of the Annual World Dental Congress, a landmark event celebrating scientific research and education in dental medicine. I do urge you to visit the FDI stand, where one exhibit traces the milestones of FDI since its founding in 1900.

In many ways, the exhibit also reflects well over a century of the history of dentistry and of international cooperation and understanding among the world’s oral health community.

The Congress is visionary because two days before, the World Dental Parliament, meeting here in Hong Kong, saw the launch of and debate on FDI’s Vision 2020, a roadmap for the coming decade in dental medicine. This document, developed by a specially-created constituted task team in collaboration with our national dental association and Unilever partners in each country can choose the option that is right for them. This flexibility makes the most of valuable local expertise to ensure project relevance, accepting that adaptation can be essential for real, sustainable benefit within local communities.

The four implementation options are designed to promote increased awareness of the importance of oral health in target populations, and to educate them in good preventive oral health behaviours. As with many other behaviour change interventions, we focus particularly on children, for whom we hope that learning healthy habits will provide benefits over a lifetime. All projects are evaluated through data collection, some with actinial component. Overall, we anticipate tangible impact in terms of surveillance, community-level care and follow-up.

From our perspective as global partners, LLL remains a model partnership within the overall FDI vision of leading the world to optimal oral health, and contributes to Unilever’s aim of helping one billion people improve their health and well-being, as part of its Sustainable Living Plan. Our commitment to working together, combining our skills and resources and applying them towards a shared goal, is the first example of a truly global health partnership in the field of oral health and dentistry.

Oral health is an integral part of general health and well-being; improving oral health means improving people’s lives. It means less pain from decaying teeth, and fewer school- or work-days lost through oral disease-related absences. Unilever Oral Care and FDI are proud to be partners in Live.Learn.Laugh. Look out for updates from LLL in Asia through World Dental Daily at the congress.

By Orlando Monteiro da Silva, FDI President

The four implementation options are designed to promote increased awareness of the importance of oral health in target populations, and to educate them in good preventive oral health behaviours. As with many other behaviour change interventions, we focus particularly on children, for whom we hope that learning healthy habits will provide benefits over a lifetime. All projects are evaluated through data collection, some with actinial component. Overall, we anticipate tangible impact in terms of surveillance, community-level care and follow-up.

From our perspective as global partners, LLL remains a model partnership within the overall FDI vision of leading the world to optimal oral health, and contributes to Unilever’s aim of helping one billion people improve their health and well-being, as part of its Sustainable Living Plan. Our commitment to working together, combining our skills and resources and applying them towards a shared goal, is the first example of a truly global health partnership in the field of oral health and dentistry.

Oral health is an integral part of general health and well-being; improving oral health means improving people’s lives. It means less pain from decaying teeth, and fewer school- or work-days lost through oral disease-related absences. Unilever Oral Care and FDI are proud to be partners in Live.Learn.Laugh. Look out for updates from LLL in Asia through World Dental Daily at the congress.

By Orlando Monteiro da Silva, FDI President

The Congress is political in the sense that the latest orientation of oral health policy is also on display with the launch of the much-anticipated FDI Global Caries Initiative (GCI) website, bringing together individual groups from around the world to exchange, communicate and share knowledge on caries management and the development of a new preventive paradigm.

The opening sentences contain principles with which all delegates attending this FDI congress no doubt agree: "Oral health is an essential component of good health, and good oral health is a fundamental human right. The role of the dental profession is to help the population and decision-makers to achieve health through good oral health."

Vision 2020 contains a strategic approach to five key identified areas: meeting the increasing need and demand for oral healthcare; expanding the role of oral healthcare professionals; shaping a responsive educational model; mitigating the impacts of socio-economic dynamics, and fostering fundamental research and translational technology. It is a blueprint for adapting and changing the dental profession to a world in constant evolution.

On this opening day of the FDI Hong Kong 2012, I would like to bid you all welcome and express the hope that you will have a profitable, informative and an enjoyable stay during the congress of the century!

Phase II of Live.Learn.Laugh. continues to go from strength to strength. We kick started the year with a global workshop in Istanbul in February, which brought partnership participants together to share experiences, achievements and, in some cases, challenges. These face-to-face encounters are central to LLL’s continued relevance and success.

By Drs Monica Carlile & Virginie Horn

From our perspective as global partners, LLL remains a model partnership within the overall FDI vision of leading the world to optimal oral health, and contributes to Unilever’s aim of helping one billion people improve their health and well-being, as part of its Sustainable Living Plan. Our commitment to working together, combining our skills and resources and applying them towards a shared goal, is the first example of a truly global health partnership in the field of oral health and dentistry.

Oral health is an integral part of general health and well-being; improving oral health means improving people’s lives. It means less pain from decaying teeth, and fewer school- or work-days lost through oral disease-related absences. Unilever Oral Care and FDI are proud to be partners in Live.Learn.Laugh. Look out for updates from LLL in Asia through World Dental Daily at the congress.

By Orlando Monteiro da Silva, FDI President

The Congress is political in the sense that the latest orientation of oral health policy is also on display with the launch of the much-anticipated FDI Global Caries Initiative (GCI) website, bringing together individual groups from around the world to exchange, communicate and share knowledge on caries management and the development of a new preventive paradigm.

The four implementation options are designed to promote increased awareness of the importance of oral health in target populations, and to educate them in good preventive oral health behaviours. As with many other behaviour change interventions, we focus particularly on children, for whom we hope that learning healthy habits will provide benefits over a lifetime. All projects are evaluated through data collection, some with actinial component. Overall, we anticipate tangible impact in terms of surveillance, community-level care and follow-up.

From our perspective as global partners, LLL remains a model partnership within the overall FDI vision of leading the world to optimal oral health, and contributes to Unilever’s aim of helping one billion people improve their health and well-being, as part of its Sustainable Living Plan. Our commitment to working together, combining our skills and resources and applying them towards a shared goal, is the first example of a truly global health partnership in the field of oral health and dentistry.

Oral health is an integral part of general health and well-being; improving oral health means improving people’s lives. It means less pain from decaying teeth, and fewer school- or work-days lost through oral disease-related absences. Unilever Oral Care and FDI are proud to be partners in Live.Learn.Laugh. Look out for updates from LLL in Asia through World Dental Daily at the congress.