FDI Congress officially opened in presence of Chinese and Hong Kong SAR officials

The Grand Hall of the Hong Kong Convention and Exhibition Centre saw its latest highlight yesterday, when the FDI World Dental Federation officially opened its centennial congress with an eye-catching traditional performance featuring a 100-foot long dragon dancing among a sea of lions and flags. The ceremony was attended by high-ranking officials from the Hong Kong Dental Association, the University of Hong Kong, among other institutions, as well as the Chinese and Hong Kong SAR governments, including China’s Minister of Health Zhu Chen, who also received the FDI World Oral Health Recognition Award, which was handed over by FDI President Dr Orlando Monteiro da Silva.

Chen, who has served in this position since 2007, is the first person ever to have received this award. According to the FDI, he was selected for his contributions to the development of dentistry in China, as well as his leadership in the education of new dentists and the establishment of new dental schools.

In his welcome speech, Da Silva congratulated Chen, saying that the challenges the minister has had to overcome in the People’s Republic of China are a good example of the challenges his own organisation is confronted with in its goal to improve oral health globally. With its “Vision 2020” document (see also page 6 of this edition), introduced at a special forum during the World Dental Parliament on Tuesday, Da Silva said that the FDI is able to provide not only a roadmap for the future of dental medicine, but also inspiration to the profession, preparing it for new and exciting partnerships in leading the world to optimal oral health.

“Vision 2020 demonstrates the FDI’s agility and determination to address issues such as the huge disparities in access to oral care between countries and within countries between urban and rural areas,” he commented.

Available for download from the FDI’s website, the document focuses on significantly improving access to oral health care worldwide by 2020 by expanding the role of oral health professionals and developing a responsive model for future dental education, among other things.

In addition, the federation has launched two new websites in Hong Kong, both for its Global Caries Initiative, developed jointly with Dental Tribune International, and for its noncommunicable diseases campaign with the World Health Professions Alliance. The latter aims to help professionals, including dentists, to respond to the epidemic of noncommunicable diseases, such as cancer and respiratory disease.

This year marks the 100th time that the FDI has invited dental professionals to its Annual World Dental Congress and it is the second time that it is being held in Hong Kong. Thousands of dental professionals from the region and around the globe are expected to attend the event from Wednesday to Saturday, which has been organised in collaboration with the Hong Kong Dental Association.

Besides a comprehensive scientific programme, including a presentation on oral health in China by Dr Lingzhi Kong, Deputy Director-General of the PRC’s Center for Disease Control and Prevention, in a special session today (11:30, room 542), the latest dental materials and equipment are currently on display at the World Dental Exhibition on Level 3 of the Hong Kong Convention and Exhibition Centre.

Daily live education by DTSC

Hong Kong symposium continues today from 11:00 at Booth K30. Participants will be able to earn C.E. credits recognised by ADA CERP.

Live education sessions will continue today through the Dental Tribune Study Club Symposium at Booth K30 in the exhibition hall on Level 3 of the Hong Kong Convention and Exhibition Centre.

There, participants will again have the opportunity to learn about clinical issues in dentistry like the use of rotary dental tools, practice management and the use of CBCT. The sessions will be presented live by speakers and through webinar video presentations.

According to the Dental Tribune Study Club representatives, visitors who attend the free sessions will be able to earn C.E. credits. The event is supported by a number of prominent global dental manufacturers and institutions.

Presentation Sabine Nahmias.

Since 2009, Dental Tribune International has been running the web-based e-learning platform Dental Tribune Study Club. Additional local language platforms are also available for Latin America (representing 350,000 dentists), Brazil (representing 200,000 dentists), China (representing 60,000 dentists) and various European countries. These platforms are experimenting steady growth in both local content and membership, and further international sites are planned for launch this year. Recognized as a ADA CERP provider, Dental Tribune Study Club aims to satisfy the educational needs of the whole dental team.

As official media and education partner of the FDI World Dental Federation, Dental Tribune International also develops and implements local e-learning platforms that ensure the highest standards in communication, education and the effective dissemination of research findings in close collaboration with national dental associations.

For more information, please visit www.dtstudyclub.com.
Colgate-Palmolive extends oral health campaign

International consumables manufacturer Colgate-Palmolive announced an extension of its Bright Smiles, Bright Futures oral health programme yesterday at the FDI World Dental Congress in Hong Kong. The programme will target more than 10,000 preschool children in 100 kindergartens in Hong Kong from September onwards in order to promote better oral health care and to prevent early tooth decay among these children.

As early childhood caries is prevalent among young children in Hong Kong, the company partnered with the University of Hong Kong to promote better oral health care in this age group. According to Dr Chun Hung Chu, Clinical Associate Professor in Community and Family Dentistry and Assistant Dean at the university’s Faculty of Dentistry, a recent survey of 10,956 preschool children receiving oral health treatment through the campaign revealed that about 40 per cent of those children were suffering from tooth decay. In almost all cases, the condition had been untreated, he said.

“We are very proud to partner with the University of Hong Kong to continue Bright Smiles, Bright Futures in Hong Kong. With the support and expertise of the university’s scholars, our programme will help improve the oral health of preschool children through free education and prevention,” said Judy Chan, Associate Marketing Director at Colgate-Palmolive Hong Kong.

With the start of the new school year in Hong Kong, the manufacturer will be providing free training workshops for kindergarten teachers to equip them with adequate knowledge and skills in oral health care education. In addition, the company will be delivering oral health educational materials, including dental models, a cartoon video, posters, booklets, toothpaste and toothbrushes for children, to local kindergartens from next month onwards.

“Our aim is to make oral health care a part of the children’s daily routine in order to empower them to be responsible for their own oral health. The programme was thus designed to fit into the existing curricula of local kindergartens,” said Dr Marsha Butler, Colgate-Palmolive’s Vice-President of Global Professional Relations and Marketing.

According to Chan, the first phase of the campaign, which was initiated in September 2010 and reached over 10,000 preschool children, was very well received. “Over 95 per cent of children have adopted the proper brushing technique,” she said.

The programme is among the most far-reaching, successful children’s oral health initiatives in the world. The programme was developed by Colgate-Palmolive in collaboration with an advisory board of international educational dental experts and tested with children and teachers in the classroom.

“For over 40 years, Colgate has been committed to delivering oral health education to children around the world. This commitment to giving children the tools they need to make good oral health a permanent part of their lives continues in the Hong Kong community through the Bright Smiles, Bright Futures programme,” said Butler. “From the beginning, our company forged partnerships with different dental associations and institutions in order to raise the standards of dental hygiene at the earliest possible age by teaching children the basics.”

According to Chu, the programme will run for another two years.

Bright Smiles, Bright Futures campaign has reached more than 650 million children in 80 countries since 1991. According to the company, it is among the most far-reaching, successful children’s oral health initiatives in the world. The programme was developed by Colgate-Palmolive in collaboration with an advisory board of international educational dental experts and tested with children and teachers in the classroom.

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Professionals are leading a new global health agenda

FDI commits to important role of dentists in prevention and control of NCDs

Noncommunicable diseases (NCDs), such as cardiovascular disease, cancers, chronic respiratory diseases, diabetes, mental disorders and oral diseases, are a major concern globally because they represent a significant threat to human health and social and economic development. In 2008, NCDs were responsible for more than 60 per cent of global deaths and are expected to cause almost three quarters as many deaths as communicable, maternal, perinatal and nutritional diseases by 2020.

In urgently addressing the NCD challenges, now of epidemic proportions, governments have mandated the United Nations and World Health Organization to develop a global action plan. Furthermore, they have recognised that oral diseases (along with renal and eye diseases) pose a major health burden for many countries, share common risk factors with NCDs, and, therefore, can benefit from a common response and should be included in national NCD action plans.

Within this context, dentists have a significant role to play in NCD prevention and control, particularly regarding monitoring and risk assessment, and it is vital for the future of the profession to seek to strengthen and expand this role in order to contribute to and deliver positive health outcomes.

With regular, affiliate and supporting members in some 150 countries, representing over one million dentists worldwide, the FDI has integrated this new role into its work agenda, demonstrating its commitment to prevention and control by leading the NCD campaign of the World Health Professions Alliance (WHPA). This campaign highlights the crucial contribution of health professionals to raising awareness about NCD risk factors and communicating messages of prevention. In the first phase, the FDI along with its WHPA partners developed and launched the NCD toolkit in 2011, featuring a health improvement card and module adapted for both patients and health professionals.

Initially published only in print format, the NCD toolkit is now available online at www.whpa-nccd-campaign.org, the campaign website. It features the interactive health improvement card and offers users the option to download their health report, as well as other information tools. The NCD toolkit is now in its evaluation phase through a pilot project in South Africa and the results are expected early next year.

The WHPA represents over 26 million health professionals—dentists, nurses, pharmacists, physical therapist and physicians—through over 600 national associations.

Information about the WHPA NCD campaign is available at the FDI Pavilion.

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