Mr Jérôme Estignard has been appointed Interim Executive Director by the FDI Council during the 2010 FDI Annual World Dental Congress held in Salvador da Bahia. He will manage the FDI head office during the search for a permanent Executive Director.

Mr Estignard has been with the FDI since November 2009 as Finance & Operations Director. His prior experience includes five years as Senior Auditor at PriceWaterhouseCoopers in France and twelve years at SITA in France, Germany and Switzerland, including Head of Financial Reporting and global overseeing the FDI head office, from 2004 to 2008.

Mr Estignard holds an MBA from International University in Geneva (Switzerland), a degree in Accounting and Finance from the ICS Business School in Paris (France) and a degree in Business Administration and Economics from the University de Sceaux (France).

“Last month FDI hosted another Annual World Dental Congress in Salvador da Bahia, bringing together close to 10,000 participants worldwide. Striving towards better oral health never stops and we are now focusing on building a solid foundation for the work ahead of us.

FDI is a membership organisation and as such, we are seeking to enhance services for our members, taking into account advices and opinions from all members, National Dental Associations and stakeholders.

I am privileged with a trust that the FDI Elected have placed in me and am very enthusiastic about our future. With the support of this FDI Council, numerous volunteers, head-office staff and our partners, FDI is continuing its journey towards the vision of optimal oral health for all.

The FDI head office stays at your disposal and service. We welcome your questions and feedback, especially on the FDI’s new projects, launched at the recent FDI Congress in Salvador, such as Data Mirror and VOX. Both tools are developed with one goal—to better serve our members.”

The launch of VOX marks the completion of phase 1—development and testing, and encourages knowledge sharing.

Funds for Haiti through a campaign called “Adopt-a-Practice; Rebuilding Dental Offices in Haiti”. The AIA will use VOX to promote this campaign and is urging other National Dental Associations to participate. Without help, most Haitian dentists will not be able to rebuild their practices. The campaign aims to raise $550,000 by the end of 2010. For more information or to donate go to: www.ada.org/4412.aspx.

The six winners of the 2010 FDI/Unilever Poster Award Competition were announced during the VIP reception at the 2010 Annual World Dental Congress on 2 September. They are:

- Comparison of resin based sealers in terms of cytotoxicity on cell lines MG-65 and SAOS-2. Maryum Elhassan*, Ibrahim Zahabi (Iran)
- Prostaglandin-E2 induces receptor activation of the fat
- “Nanoparticle Surmaomyces”, A. save the Voice connecting the oral health world, was successfully launched in Salvador da Bahia, Brazil, during the FDI AWDC 2010.

The platform was presented to members in both the FDI General Assembly and National Liaison Officers forum, following online access being made available to members.

This new FDI web-based membership communication platform comes in response to requests from FDI members, and it is tailored to meet their diverse needs.

VOX aims to unify FDI members, governance and staff online contact through an intuitive application that provides information about FDI Members, facilitates FDI member-to-member relationship, enhances visibility of oral health leaders and encourages knowledge sharing.

After the launch, Members have been actively exploring VOX and communicating their feedback:

- "Congratulations on the creation of VOX...I have added VOX to my Favourites list" Robert Boyd-Boland NLO Australian Dental Association
- "Thank you!!! I will begin using VOX regularly...Outstanding platform!" Kathleen Roth, NLO American Dental Association

The launch of VOX marks the completion of phase 1—development and testing, and now FDI members are invited to use the platform themselves to make it a success. Meanwhile, ongoing development of the tool will continue to provide FDI and its members more advantageous functions, such as personalised web pages for each member and on-line International Directory.
The FDI launched The Data Mirror, an interactive online mapping tool, at the World Dental Congress in Salvador da Bahia, Brazil.

The Data Mirror is an FDI online oral health database with a visualization engine that allows users to dynamically and visually interact with maps generated from up-to-date global oral health data. The Data Mirror presents data collected for The Oral Health Atlas in an interactive online format. The tool allows users to choose which information to display on the map and by allowing them to compare countries. The project led by the World Dental Development and Health Promotion Committee and was funded by a grant from Johnson & Johnson.

FDI & Unilever Oral Care launch the second phase of their global partnership

The FDI World Dental Federation and Unilever Oral Care launched Phase II of their unique global partnership at the FDI Annual World Dental Congress in Salvador da Bahia, Brazil.

The new partnership follows a successful five year first phase collaboration which saw 40 different health promotion programmes implemented in partnership between National Dental Associations (NDAs) and Unilever Oral Care brands in 57 countries.

Phase II of the partnership will again involve NDAs working in partnership with Unilever Oral Care locally, with a new goal to work together to measurably improve oral health through encouraging twice daily brushing with a fluoride toothpaste. With one goal aligning the partnership globally, it aims to have a greater and more measurable impact on oral health around the world. Projects will work through key influencers such as dentists, other health professionals and teachers, aiming to reach specific target beneficiaries of families, school children and infants, to educate them regarding the benefits of twice daily brushing with fluoride toothpaste and support them in taking up this fundamentally important oral health behaviour.

To mark the launch of Phase II, the partners held a Global Launch Workshop at the FDI Annual Dental Congress, attended by NDA representatives from participating countries and from the global partnership team at FDI and Unilever. Two members of the FDI World Dental Development and Health Promotion Committee, Professors Prathip Phanthumvan and Juan Carlos Llodra also gave presentations on the efficacy of twice daily brushing with fluoride toothpaste and programme evaluation indicators.

The FDI World Dental Federation and Unilever Oral Care have committed to continue to work together to improve oral health globally and are pleased to be taking their partnership forwards. With its focused goal, aligned to FDI Policy Statement 2008 Promoting Dental Health through Fluoride Toothpaste, Phase II of the FDI/Unilever Oral Care partnership contributes significantly to the FDI ongoing vision to lead the world to optimal oral health.

Welcome to the new FDMI members!

The General Assembly B in Salvador da Bahia has elected the following new members:

**Regular**
- Egypt – Egyptian Dental Association
- Belarus – Belorussian Dental Association

**Vanuatu** – South Pacific Smiles

**Supporting**
- Academy of General Dentistry – AAD
- Brazilian Academy of Dentistry – BAD