Paediatric Dentists join hands to form UAE’s first Emirates Paediatric Dentistry Club supported by EMA and Oral-B & Crest

By Dental Tribune Middle East

Dubai, UAE: Under the umbrella of Emirates Medical Association (EMA) and with the support of P&G’s Oral Care brands, Oral-B & Crest, paediatric dentists in the UAE have joined hands to create the UAE’s first organisation dedicated to elevating standards and accessibility of oral health care for children in the UAE; the Emirates Paediatric Dentistry Club (EPDC).

Guest of Honor, Dr. Aisha Sultan President of Emirates Dental Society and Head, Dental Department, Ministry of Health, UAE presided over the inauguration ceremony held on October 28th in Dubai and decreed, “Each child in the UAE has a fundamental right to complete oral health care. I'm proud to announce the formation of the Emirates Paediatric Dentistry Club which will serve to ensure that all children living in UAE receive optimal-quality and accessible oral health care.”

“Emirates Paediatric Dentistry Club’s primary objectives are to elevate standards, drive preventive care programs and encourage research.”

The membership-based entity has been created to serve as an advocate for children’s oral health and for the professionals involved in delivery of oral care for children. The primary aim of the club is to improve oral health in children aged 0 to 15, and to encourage the highest standards of clinical dental care by: Streamlining policies and guidelines, providing continuing dental education programs for paediatric and general dentists, and promoting the proliferation of research and science to ensure optimal oral health and disease prevention for all children both at the professional and family levels.

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Further the club aims to become a chief liaison between public and private sector to develop oral health preventive care programs and build effective partnerships towards preventative goals.

“We remain steadfast in our long-term commitment towards elevating the level of dental hygiene awareness and promoting preventative oral health measures across UAE. We are very proud of this feat today, and look forward to continuing our role as facilitator to enable the members of the EPDC and EMA to reach their goals of oral health maintenance and preventative care, said Dr. Ashhad Kasi, Procter & Gamble, Professional & Academic Relations Manager for the Arabian Peninsula.

The UAE’s state of oral health for children as per the last census conducted revealed that 85% of children aged 5 suffered from dental caries, (National survey of the oral health of 5 year-old children in the United Arab Emirates) – Preventive Dentistry Section, Ministry of Health, Dubai, United Arab Emirates and General Authority for Health Services for the Emirate of Abu Dhabi, Abu Dhabi, United Arab Emirates.

“The EPDC will be in effect immediately and will be open for memberships by practitioners from university and hospital paediatric dental departments, paediatric dental practice (both government & private sector) and general dental practice who serve as primary care providers to infants, children, adolescents and patients with special health care needs.”

Dr. Guy Griffin, P&G Director of Professional & Scientific Relations for EMEA

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