End of the line for tobacco displays

New legislation came into effect on 6 April to protect children from being the target of tobacco promotion and to help people quit smoking

From April all large shops and supermarkets in England had to cover up cigarette displays. Most adult smokers started smoking as teenagers and we need to stop this trend.

“Banning displays of cigarettes and tobacco will help young people resist the pressure to start smoking and help the thousands of adults in England who are currently trying to quit.”

Jo Butcher, programme director of health and well-being at the National Children’s Bureau, said: “National Children’s Bureau welcomes the end of tobacco displays.

“Children and young people tell us that outside influences make it even more difficult for them to choose healthier lifestyle. A yet to be released National Children’s Bureau health survey has found that more than one in four young people felt they needed more information about the health effects of drugs, alcohol or tobacco.

“It’s essential that we create a culture that promotes and protects public health and tobacco legislation is a significant factor in making this happen.”

Cigarettes and all tobacco products will have to be out of sight except when staff are serving customers or carrying out other day-to-day tasks such as restocking. Those responsible in shops not complying with the law could be fined up to £5,000 or could face imprisonment.

Up until now, every time parents do their weekly shop their children are exposed to tobacco, making it a normal part of everyday life. Statistics show:

- Five per cent of children aged 11-14 are regular smokers
- More than 380,000 children under 16 try smoking each year
- 59 per cent of smokers say that they were smoking regularly before the age of 16

Covering tobacco displays will protect children and young people from the promotion of tobacco products in shops, helping them to resist the temptation to start smoking. It will also help and support adults who are trying to quit.

Health Minister Anne Milton said: “We cannot ignore the fact that young people are recruited into smoking by colourful, eye-catching, cigarette displays. Most adult smokers started smoking as teenagers and we need to stop this trend.”

Survey finds mid-life crisis
Middle-aged women are most likely to suffer from fear of the dentist, a new study found.

Taking place from 20 May to 20 June 2012, it is the UK’s largest and most successful oral health campaign. With the help of more organisations raising the importance of oral health, Chief Executive of the Foundation, Dr Nigel Carter, believes further advances can be made. Dr Carter said: “Statistics show not enough children give consideration to their oral health, and that’s where National Smile Month comes in.” Visit www.smilemonth.org for information.

The receptionist’s role
Glenys Bridges discusses team work

Best of British
Richard Daniels promotes dental laboratories

The daily grind
Paw Khaira discusses bruxism

Lab Tribune

Clinical

Practice Management

MyFaceMyBody Awards celebrate the cosmetic industry

News
Children call for smoke-free homes

The New TV and radio ad campaign ‘The Shocking Truth’ has drawn in support from children. The TV ad is available to watch on the BDA’s YouTube channel and the radio ad can be heard on the BBC’s Radio 4. The campaign is supported with a leaflet and a downloadable guide for parents and carers.

Nominations open for Principal Executive Committee

The nominations process for the new BDA Principal Executive Committee (PEC) has opened. The new committee, which will replace the current Representative Body and Executive Board, will assume overall responsibility for BDA policy and governance. PEC members will also be the legally responsible directors of the Association.

The Committee will consist of 16 members, 12 of whom will represent geographical constituencies and three who will be elected on a UK-wide basis. All members will be elected in spring 2013. Seats will then be subject to a revolving cycle of elections starting in December 2014, when a third will be subject to fresh elections.

Those interested in standing for election are invited to submit a completed nomination form and personal supporting statement by Friday 25 April 2012. Members will have the opportunity to hear from prospective candidates at a series of speed-dating style events at the British Dental Conference and Exhibition, which takes place in Manchester between 26-28 April, and will receive ballot papers, where required, at the end of April.

Encouraging applications, BDA Chief Executive Peter Ward said: “The BDA occupies a unique position in UK dentistry. Members of the new Principal Executive Committee will be working in the interests of their professional colleagues, taking on the governance and stewardship of the Association and overseeing the next stage of its development. They will inherit resources, reputation and research and will help shape the future of the BDA and the dental profession.”

“I encourage all members who are passionate about the future of the organisation and UK dentistry to think seriously about standing for election to the PEC.”

Further information on the Principal Executive Committee and the election timetable is available at: http://www.bda.org/pec

Make an exhibition for yourself in Manchester

Delegates at the forthcoming British Dental Conference and Exhibition can plan their visit to the exhibition element of the event using an innovative new online bookings system that allows attendees to reserve time with exhibitors.

For the first time ever, visitors can book time with exhibitors that they want to see at the time that is in advance of the event, using a simple online bookings system hosted on a BDA-managed British Dental Conference and Exhibition microsite. The system also allows delegates to plan the conference sessions that they intend to attend, thereby creating a personalised schedule for the event that can be downloaded to Outlook diaries.

The exhibition is expected to feature more than 140 exhibitors, including equipment suppliers, product manufacturers, service providers and trade associations. The meeting reservation facility has been introduced in response to feedback from exhibitors and visitors and aims to help busy delegates maximise the value of their visit by allowing them to schedule all of the key appointments they need.

Linda Stranks, Director of Marketing and Membership at the BDA, said: “Some delegates are happy to peruse the exhibition and find inspiration as they explore, but others visit the exhibition with a very specific aim – researching the purchase of a particular piece of equipment, for instance.

“This new tool will help delegates to tailor their British Dental Conference and Exhibition experience to create a bespoke schedule that ensures they get the time they need to make the most of their visit by allowing them to schedule all of the exceptions of the Direct Access Action Group.

The group, which is campaigning for direct access to patients for dental hygienists, has formed a campaign group in order to influence the future of dental access to patients.

Key DCs are hoping to encourage fellow DH&Ts to help influence the future of their profession.

The Direct Access Action Group is campaigning for direct access to patients for dental hygienists and plans to keep colleagues in the loop as to what the new changes will mean for them, the profession as well as for patients.

The Office of Fair Trading (OFT) is currently re-examining the Direct Access Action Group for NHS dentistry markets are working well for patients D and this includes an investigation into how patients currently access dental care including access to DH&Ts, to help influence the future of their profession.

“A group of dental hygienists have formed a campaign group in order to influence the future of dental access to patients.

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The Direct Access Action Group is campaigning for direct access to patients for dental hygienists, and plans to keep colleagues in the loop as to what the new changes will mean for them, the profession as well as for patients.

The group would like the help of all DH&Ts in collating evidence of their current perceptions of the Direct Access issue.

To take part, visit www.fact-action.org.uk or follow @DAActionGroup on Twitter and take a few minutes to fill out a brief survey that takes just a short car journey. Go to www.surveymonkey.com/s/HLBSC656 or email the group at directactiongroup1@gmail.com.
Editorial comment

Big congratulations to those who found themselves with a place in the top 50 most influential people in dentistry, as voted for by members of the profession.

James Goolnik made the top spot for the second year running, a big achievement and in recognition for the Heart Your Smile campaign which he founded last year; aiming to bring positivity back to the dental profession.

Congratulations also go to Dean of the Peninsula Dental School and Dental Tribune editorial board member Liz Kay, number four in the list. Other notable names familiar to DT readers include Mhari Coxon (5), Elaine Halliday (11), Nik Sisodia (25), Wyman Chan (55), Julian Webber (58) and Susie Sanderson (49).

Thoughts are now also turning to the upcoming events prominent in the dental calendar; the Dental Awards (April 20), BDA Conference and Exhibition in Manchester (April 26-28) and the Clinical Innovations Conference in London (May 18-19). I will be attending all these events – if you see me come over, say hi and let me know your thoughts on Dental Tribune.

Metformin may lower risk for oral cancer

According to a new study, Metformin Prevents the Development of Oral Squamous Cell Carcinomas from Carcinogen-Induced Premalignant Lesions, published in Cancer Prevention Research, Metformin may protect against oral cancer.

Metformin is the most widely used treatment for patients with type 2 diabetes, and according to the study authors, scientists have noticed that “metformin reduces the growth of HNSCC (Head and neck squamous cell carcinoma) cells and diminishes their mTORC1 activity by both AMPK-dependent and -independent mechanisms.”

According to a report, J Silvio Gutkind, PhD, chief of the Oral and Pharyngeal Cancer Branch of the National Institute of Dental and Craniofacial Research at the National Institutes of Health, and colleagues induced premalignant lesions in laboratory mice; they then studied the effect of metformin on progression of these lesions to oral cancers.

The scientists found that metformin reduced the size and number of carcinogen-induced oral tumoral lesions in mice and significantly reduced the development of squamous cell carcinomas by about 70 per cent to 90 per cent.

In surgery treatment for caries prevention

Applying fluoride varnish containing 22,600ppm F is a recommended intervention in ‘Delivering Better Oral Health – An evidence-based toolkit for prevention’.

- Clinically proven caries efficacy
  - 33% reduction in dmfs
  - 46% reduction in DMFT

- Quick and easy application

- Temporary light tint for visual control
Dental plaque may trigger blood clots

Research states that oral bacteria that enter the bloodstream can cause life threatening endocarditis and blood clots. According to research at Strepococcus gordonii, which contributes to plaque that forms on teeth, enters the bloodstream and blood vessels that can block the blood supply to the heart or brain.

Dr Helen Petersen who is presenting the work said that better understanding of the relationship between bacteria and platelets could ultimately lead to new treatments for infective endocarditis. She explained in a report how a crucial step in the development of infective endocarditis is the bacteria sticking to the heart valve, which activates the platelets to form a clot. This can be treated with surgery or by strong antibiotics, however, because of growing antibiotic resistance this is becoming far more difficult to achieve.

"About 50 per cent of people with infective endocarditis die and most will require surgery for replacement of the infected heart valve with a metal or animal valve," Dr Petersen explained.

"Our team has now identified the critical components of the S. gordonii molecule that mimics fibrinogen, so we are getting closer to being able to design new compounds to inhibit it. This would prevent the stimulation of uncontrolled clotting events." said Dr Steve Kerrigan from the RCS in an online report.

The team are also looking more widely at other dental plaque bacteria that may have similar effects to S. gordonii. We are also trying to determine how widespread this phenomenon is by studying other bacteria related to S. gordonii. What our work clearly shows is how important it is to keep your mouth healthy through regular brushing and flossing, to keep these bacteria in check," stressed Dr Petersen.

Dental Protection in the Dock – it’s a sell-out

150 dentists and lawyers assembled at the Mermaid Theatre Conference Centre in Puddle Dock, to attend the first ever Dento-legal Study Day organised by Dental Protection. The delegates either had an interest in working in this area of dentistry or were already doing so and wanted to hear from the UK’s leading provider of indemnity, 70 per cent of UK dentists are already Dental Protection members.

In addition to cases of clinical negligence, the revelation that the GDC has allocated 1200 hearing days in multiple venues for 2012 confirmed that their interest was well founded. Members of the fifteen strong team of dento-legal advisors already supporting Dental Protection were on hand to share their experiences with delegates on a one-to-one basis.

The Dento-legal Study Day included presentations from experienced dentists and lawyers including Raj Rattan, who discussed the ethical dimension of dento-legal cases and how professional conduct can complicate the management of complaints and claims. Jane Green, a barrister from Radcliffe Le Brasseur described the crucial and central role of the GDC’s Investigating Committee and Melanie Bowles, Chief of Claims Management for MPS, described the law of negligence and explained how a breach of duty is described and the process of analysing whether or not a breach has caused any loss.

Kevin Lewis, Director of Dental Protection said: “With the unprecedented case load currently being experienced in all three DPL offices, it is reassuring see such a high level interest from dental colleagues and other who are interested in working in this challenging area of dentistry. Since its inception over a century ago Dental Protection has always taken pride in the quality of its service to members. The same is true today and events like help to ensure that the same service will be available in the future.”

Speakers Hilary Firestone and Melanie Rooths take questions from the audience.
Dental Support UK are the dental leaders in providing on-going and contracted help and assistance in matters relating to Health and Safety and Employment Law compliances to hundreds of Dental Practices throughout the UK. We are pleased to announce the release of our much requested and completed file: "The CQC Compliance File"

The CQC Compliance File is your complete answer to the nightmare of CQC compliance, which complies fully with the CQC requirements. All policies, protocols and procedures are all ready supplied and written for your practice and in most cases all you need to do is sign the document and then enforce it’s requirements.

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New information to help improve patient outcomes

Dentists can learn how to stay out of trouble by signing up for one of nine dento-legal lectures being held throughout the UK in May and June this year.

UK-wide dental defence organisation MDDUS is co-hosting a series of educational sessions that will provide top tips on how to avoid dento-legal pitfalls that could lead to patient complaints, claims of clinical negligence or referral to the GDC.

MDDUS has teamed up with dental equipment providers Wright Cottrell to host lectures which kick off on Wednesday, May 23 in Newcastle with further dates in Manchester, Leeds, Liverpool, Inverness, Aberdeen, Glasgow and Edinburgh, before concluding in Dundee on Thursday, June 21.

The lecture will feature MDDUS Head of Dental Division and adviser Aubrey Craig, who has long experience helping MDDUS members deal with professional difficulties.

He says: “Being on the receiving end of a claim, complaint or referral to the GDC is an expensive, time-consuming and stressful experience.

“Every year at MDDUS, we assist members who find themselves in such situations and these lectures will draw upon our considerable experience in this area to provide delegates with practical advice on how to avoid professional difficulties.”

Wright and W&H will also lead a session unravelling the mysteries of the national decontamination guidelines. This will enlighten dentists to the realities of what is expected and arm them with the know-how to achieve a fully compliant practice.

W&H Northern Territory Manager Claire Wilson will present the sessions in England, with Scottish Territory Manager Raymond Baxter hosting the Scottish ones.

In addition, the Scottish dates will also feature George McDonagh, Clinical Adviser for the NHS in Scotland, who will share his unrivalled knowledge of decontamination procedures that he has accrued from his 20 years’ experience in the industry.

Robert Donald, non-executive director of MDDUS and well-known Scottish dentist and magazine columnist, welcomed the CPD-credited evening roadshow initiative.

He says: “Staying out of trouble with the GDC and decontamination compliance is hot topics for all UK dentists. The collaboration of MDDUS and W&H in providing practical advice and support in addressing these important issues is a very positive step indeed and I would encourage my colleagues to attend.”

To book your place at one of the lectures or for further information, contact Karen Walsh at kwalsh@mddus.com. Tickets cost £50 with a light buffet available from 6pm and the programme commencing at 6.30pm.

Dates and venues for lectures (all dates 2012):

• Wednesday, May 23: Park Hotel, Newcastle
• Wednesday, May 30: Mandec, Manchester Dental Hospital
• Thursday, May 31: Westwood Hall, Leeds
• Thursday, June 6: Liverpool Crowne Plaza, Liverpool
• Tuesday, June 12: Drumossie Hotel, Inverness
• Wednesday, June 13: The Merchilff, Aberdeen
• Tuesday, June 19: MDDUS offices, Glasgow
• Wednesday, June 20: RGP of Edinburgh, Edinburgh
• Thursday, June 21: Wright Cottrell offices, Dundee

Wheelchair controlled by remote control in mouth

The Tongue Drive system, which is a wireless device that enables people with high-level spinal cord injuries to operate a computer and maneuver an electrically powered wheelchair simply by moving their tongues, is getting less conspicuous and more capable.

The newest prototype of the system allows users to wear an inconspicuous dental retainer embedded with sensors to control the system. Sensors that track the movement of the magnet on the tongue were mounted on a head-set worn by the user.

The new intraoral Tongue Drive System was presented and demonstrated on Feb. 20, 2012 at the IEEE International Solid-State Circuits Conference in San Fran-

In recent months, Ghovanloo and his team have also created a universal interface for the introral Tongue Drive System that attaches directly to a standard electric wheelchair. The interface boasts multiple functions: it not only holds the information stream but contains a simple switch control by sucking or blowing through a straw.

The researchers plan to begin testing the usability of the introral Tongue Drive System by able-bodied individuals soon and then move the trials to test its usability by people with high-level spinal cord injuries.

During the trials, users have been able to learn to use the system, move the computer cursor quicker and with more accuracy, and maneuver through the obstacles using a simple faster and with fewer collisions,” said Ghovanloo. “We expect even better results in the future when trial participants begin to use the introral Tongue Drive System on a daily basis.”

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