Tooth Fairy helps educate

The British Dental Health Foundation, in association with Wrigley, has announced a new project to help improve oral health in local communities. The project is inviting bids from oral health education teams across the UK to access a new charitable fund to help boost their important work, especially in disadvantaged communities.

The Oral Health Education Project forms part of the Foundation’s fortieth anniversary celebrations later this year and Wrigley’s own centenary celebrations in 2011. The project combines the expertise of the British Dental Health Foundation, with a generous charitable donation of £100,000 from the ‘Wrigley Tooth Fairy Fund’.

The project was announced at this year’s National Smile Month campaign which started on Monday 15th May.

Chief Executive of the British Dental Health Foundation, Dr Nigel Carter, said: ‘Tooth the Foundation and Wrigley are celebrating major milestones this year and we wanted to mark the occasion with a new and significant project to boost oral health.

‘With the generous support of Wrigley, we have been able to establish this fund to help support the crucial work that oral health educators undertake, especially in disadvantaged communities and regions of known poor oral health. The fund is good news, especially in a period when oral health education is likely to be affected by the slow-down in public spending.

“We are inviting oral health teams from across the UK to bid for money, with projects set to commence later this year in August. We’ll also be working closely with our partners to share some of the successes and good practice developed”, said Dr Carter.

Sian O’Keefe, Senior Manager, Corporate Affairs said: “As part of our centenary here at Wrigley, we wanted to make a donation that could really make a difference. By working with the British Dental Health Foundation, we are helping them to continue the incredible work that they do, and we hope the Tooth Fairy Fund will drive improved access to good oral healthcare and education.”

Project aims to improve oral health

May 23-29, 2011

News United Kingdom Edition
Editorial comment

S o we are looking forward to yet another round of the nation’s favourite pastime, ‘dentist bashing’. A one-hour long investigation into the greedy underhanded dealings of dentists stealing money from the patient’s wallet, all to a backdrop of a high speed drill and patients’ fears and wrapped up for some early morning TV.

But what makes dentists such a prime target for these types of reports? Whether it is the Daily Mail, bbc.com, Channel 4 or the latest blog by a disgruntled patient, dentists come across as evil money grabbers who care little for patients or ethical treatment.

Some blame the fractured nature of the profession, which makes it easy to hide in your surgery and pretend it’s someone else’s problem. Others just reel off a list of names which have been brought before the GDC FTP committees for inappropriate treatment, misconduct, fraud, embezzlement and other misdemeanours and say dentists are all the same. Then there is the group that say dentists need to communicate better with patients, be absolutely clear about what treatment is being offered and whether it is NHS or private care.

For me, I think it might be a mix of all three, added to the fact that clinicians are also trying to juggle the demands of running a practice with trying to actually practise what they have trained to do. Even the life of the tabloid hack doesn’t seem so bad now.

Have you got the Smile Factor?

Unmurry Dental Practice is helping to spread the message of good oral health by organising an Open Day for National Smile Month.

Showing that they have the smile factor, Dunmurry Dental Practice is organising an open day on Friday 27th May at their multi-award winning Practice – inviting the public and existing patients to come in, see around our new facilities, meet the dentists, get oral hygiene advice, participate in kids activities and enter a prize draw. In addition there will be a limited number of free consultations and the opportunity for new patient to register with the Practice.

Dr Philip McLorinan said: “We are delighted to get involved in National Smile Month and to give a little bit back to our patients and the community. A good oral healthcare routine can help guard against all sorts of oral and general health conditions from bad breath and decay to gum disease, which has been linked to a number of more serious health conditions such as diabetes, heart disease and strokes. By promoting good oral healthcare in a fun, imaginative and non-threatening way we hope to persuade more people of the importance of taking care of their teeth.”

For more information on National Smile visit www.smilemonth.org

References:
1. Data on file 45348, McNEIL-PPC, Inc.
2. Data on file, microbiology dossier, McNEIL-PPC, Inc.
3. Data on file 103-0214, McNEIL-PPC, Inc.

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Bizarre uses for a toothbrush...revealed!

A nationwide survey has discovered that toothbrushes are used for far more than an aid to keep our smiles pearly and white.

The research, commissioned by the British Dental Health Foundation as part of the 55th anniversary of National Smile Month (May 15 – June 15), questioned more than 1,800 people in order to try and provide an insight into some of the UK’s oral health habits and routines.

The national survey uncovered that more than four in every five of us go on to reuse our old toothbrushes for another purpose.

Results showed that four in ten people use an old toothbrush for scrubbing bathroom tiles, making it by far the most popular activity. Almost a third (28 per cent) of us use our past toothbrushes to assist in cleaning other parts of our body. More than a quarter (26 per cent) use them to give an extra groom to our jewellery and roughly one in every five (18 per cent) of adults use the versatile oral hygiene product to shine shoes.

More uses included cleaning bikes, computer keyboards, toilets and toilets seats, fish tanks and finger nails. A clean sweep all-round!

Results from the comprehensive survey found that the age of the owner plays a significant role in determining what a toothbrush after it is too old to care for the teeth and gums.

Those of us over 75 are three times more likely to re-use their toothbrush for a different purpose than those between the ages of 16 and 34 and twice more likely than those between 55 and 44.

Additionally, women are a third more likely to reuse their toothbrush for chores and other uses than their male counterparts.

Combing eyebrows, dusting archaeological artefacts, children’s painting and other various art projects also featured in what we do with an old toothbrush, while more cleaning alternatives included taps and plugholes, tools, silverware, car batteries and wheels, football boots and bird cages.

Bizarrely, other uses for the oral hygiene product ranged from women who admit to using it to apply their hair dye to those who use the object as a hair chopstick while some men who choose to use an old toothbrush to clean the dog’s teeth or give the golf clubs a sharp polish.

How safe is that medicine you are taking?

A recent report has stated that drug consumption continues to rise around the world, and that Africa alone remains to have the largest and best developed pharmaceuti-
cal market, with drug spend-
ing reaching US$2.68b in 2009. However, there is a problem as consumers can be easily led to believe that prescription drugs that have been recom-
ended by their doctor are safe and that anything ‘natural’ is un-
likely to work.

Against the backdrop of the continuing rise of pharmaceuti-
cal drug consumption through-
out the world, there have been persistent warnings from both the National Narcotics Control Board (INCB) and the South African Medical Nutritional In-
stitute (MINI), the latter issuing an urgent call to consumers to be much more cautious and conscious with regards to the medi-
cines they purchase and use. There continues to be a blind faith towards orthodox medicine, even though prescription drugs can in fact be lethal. According to a study in the Journal of the American Medical Association, in the United States alone prescription drugs kill more people every year than traffic accidents and Adverse Drug Reactions (ADRs).

The fact remains that some medicines have adverse side ef-
fects that have not been detected prior to their approval, and people will continue to respond differ-
ently to treatments and there can be no sure answer as to how some medicines will react with others.

Undetected side effects are also included in the ‘natural’ or non-prescription category of medicines: Simply labelling a product as ‘natural’ doesn’t auto-
matically mean it is safe.

How safe is that medicine you are taking?

Reports suggests that prescription medicine may not be safe

General Dental Council prosecutes suspended registrant

A London-based dentist has been success-
fully prosecuted by the General Dental Council (GDC) and ordered to pay a total of £10,015 for the illegal practice of dentistry.

On Thursday 4 May 2011 Mr Young Jun Suh, of Camberwell Dental Surgery, 214 Coldharbour Lane, London pleaded guilty at Tower Bridge Magistrates’ Court to practising dentistry while not registered, contrary to Section 58 of the Dentists Act 1944.

The GDC’s Interim Or-
ders Committee suspended Mr Suh’s registration in Septem-
ber 2009 and that suspension is still in place.

He has been fined £4,000 and ordered to pay a £15 victim surcharge. He has also been or-
dered to pay £6,000 towards the GDC’s costs.

The Magistrates told Mr Suh: “You have blatantly disregarded the interim order for suspension for a pe-
riod of a year.”

Chief Executive of the GDC Elyvyn Givary said: “We are committed to taking ac-
tion against people who prac-
tise dentistry illegally, whether they’ve been removed from our register or never gained the qualifications to register in the first place. They are a risk to the people they treat and we will do everything we can to ensure public safety.”

Showcase 2011

The BDTA has announced that the following pro-
fessional dental asso-
ciations will be sharing the pavilion at Showcase 2011:

• BADN
• BACD
• BSDHT
• BTDF
• BDA
• BACDT
• DLA

The pavilion will be located just inside the entrance of the hall and will contain a hospitality and lounge area.

Tony Reed, Executive Director of the BDTA, said: “The pavilion was a great success last year with representatives from the asso-
ciations commenting that being located together on one stand communicated a positive mes-
sage of working in partnership. Visitors who attended the event in groups, also commented that they were pleased that they could visit their respective as-
sociations in one location of the hall. We are delighted to be able to offer this facility to our fellow associations again this year!”

Alongside the pavilion, the Knowledge Hunt will once again run at this year’s Showcase. All members of the dental team who attend Showcase will be able to take part in the ‘Knowledge Hunt’ which will provide one hour of verifiable CPD if the pass mark is achieved for answering 50 questions about products/services available at Showcase.

The questions will be pub-
lished in the official Show Guide for the event and participants will need to search for the an-
swers by visiting the exhibition stands and talking with stand representatives.

“We know that visitors come to Showcase to see what’s new and gain knowledge so we are always looking for ways to deliver education in different formats to appeal to people with varying learning styles. The Knowledge Hunt at Showcase is a practical way of gathering in-
formation as you walk around the exhibition and provides one hour of CPD which is of value to all members of the team,” Tony Reed added.

BDTA Dental Showcase 2011 takes place between 20-22 October 2011 at the NEC, Birmingham. To secure your free of charge entry to the show, register for your ticket at www.dentalshowcase.com, call the registration hotline on +44 (0) 1494 729959 or text your name, address, occupation and GDC number to 07786 280 276. Advance registration clos-
es on 17 October 2011. On-the-
day registration: £10 per person.

Last years BDTA showcase pavilion

Last year’s BDTA knowledge hunt was a great success last year with participants communicating a positive message of working in partnership.
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To learn more, visit us at www.oralb.co.uk/professional
Outstanding Achievement for Denplan Chairman

Denplan is extremely excited and proud to announce that its Chairman, David Phillips, has been recognised with a special honour at this year’s Dental Awards.

The Dental Awards are organised by The Probe magazine and developed to recognise and reward the very highest standards in UK dentistry and oral healthcare. David was thrilled to receive the award for Outstanding Achievement at the glittering awards ceremony, which took place at the Lancaster House Hotel in London on the 6th May.

Keith Hemmingsway, Chairman of The Dental Web, presented David with the award and spoke of David’s ‘glittering career’, both in the UK and overseas. He also praised David for his work with the GDC, WHO, Oasis and Denplan, as well as his tireless dedication to the profession and his family. David was described as a ‘rather special and intriguing individual’ and the team at Denplan could not agree more.

Steve Gates, Denplan Managing Director, said: “I could not be happier for David, who certainly deserves this prestigious award. He is a real character and entirely devoted to the dental profession and to Denplan. His achievements truly are ‘outstanding’ and long may his involvement continue!”

Judith Hann shares her experiences

Members of the British Dental Editors Forum (BDEF) gathered together at the RAF Club in Piccadilly at the end of April for an evening of networking, discussion and an informative presentation by one of Britain’s leading science journalists and broadcasters, Judith Hann.

Judith is known to millions for the 20 years she spent presenting BBC’s Tomorrow’s World as well as other programmes on technology, health, food and the environment.

The topic for the evening was Publicising Science and Health Care in the 21st Century and Judith drew on her wealth of experience in the media to add to the debate. She openly shared examples of times when broadcasts didn’t go according to plan, explained the need to make contact with national publications and highlighted the importance of joining together with industry peers to create a united voice on subjects affecting the industry at large.

The event provided an opportunity for BDEF Chairman, Ken Eaton, to officially launch this year’s Young Dental Writers Award and announce that the ceremony will be taking place on 14 September 2011. Ken explained that the initiative was growing in popularity each year and encouraged BDEF members to nominate young writers for this year’s award.