Today marks return of FDI Annual World Dental Congress to India

Expo Centre and Mart in Greater Noida, NCR Delhi, opens doors for dental professionals from around the globe

After a decade, the Annual World Dental Congress of the FDI World Dental Federation makes its first return to India today. Over the next four days, dental professionals, public health stakeholders and the dental industry will come together in Greater Noida near New Delhi to discuss and exchange information on the newest methods and concepts in dentistry, as well as the latest issues and developments concerning oral health.

From India alone, the organisers expect more than 10,000 dentists to attend the event, which is being held at the India Expo Centre and Mart in Greater Noida, a satellite town with a population of 100,000 outside the Indian capital. They will be joined by hundreds of dental professionals who have come to India from all over the globe.

It is the second time that India is hosting the prestigious dental event since 2004. While the country has made large strides since then in the improvement of health and now boasts the world’s largest dental workforce, its population of one billion is plagued by a number of oral diseases, including caries and periodontal disease. There has also been a steep increase in oral cancer cases in the country in recent years (see our interview with congress presenter Dr Pankaj Chaturvedi on page 6).

In addition to these issues, oral health-related topics will be discussed within a global context. “During the congress, we will be highlighting some of the major issues facing dental practitioners in particular and health services in general. One of these is improving access to oral health care, within the context of oral health as a fundamental right. The other is oral health care for ageing populations, which will be the subject of this year’s World Oral Health Forum under the title ‘Challenges of oral health care in an ageing society’,” FDI President Dr Tin Chun Wong said.

She added that congress participants can look forward to a well-thought-out scientific programme that covers more than 25 key topics in dentistry, including endodontics, oral medicine, preventive dentistry, practice management, and the latest innovations in imaging and digital dentistry. Papers will be presented by more than 10 distinguished speakers from abroad, as well as 70 outstanding Indian experts.

Dental innovations will be on display during the FDI World Dental Exhibition, where FDI will see over 50 dealers and manufacturers from India and abroad showcasing their latest devices and products on the ground floor.

For information and news about this year’s event in India, please visit the Dental Tribune website at www.dental-tribune.com or scan the QR code.

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GSK science training receives stamp of approval from FDI

Science-led multinational health care company GlaxoSmithKline (GSK) will be the first organisation to collaborate with the FDI World Dental Federation for the comprehensive scientific training its oral health care representatives undertake. In rigorous and ongoing process, independent FDI scientists will assess and optimise five training modules that correspond to GSK’s portfolio of specialist products in oral health: dentine hypersensitivity; tooth wear; denture care (adhesives and cleansers); gingival health; and dry mouth. In the coming months, these peer-reviewed internal training modules will come with the FDI’s full endorsement.

“These modules do ensure a consistency of scientific training among the 1,500 GSK brand representatives worldwide,” said Tess Player, GSK’s Global Lead for Oral Health Expert Marketing. “Whether they’re talking with dental health professionals in Guatemala, Lithuania, Brazil or New Zealand for example, this will ensure representatives of GSK are equally well-equipped to communicate the science behind our products in an approved, standardised way that resonates with dentistry leaders. Our new partnership shows that both GSK and FDI recognise the depth, sophistication and consistency of the conversations that we have with dental professionals are crucially important in achieving the best standard of care for patients with some of these painful or debilitating conditions.”

The FDI saw GSK’s vision for enhanced and standardised training as a natural fit to its overarching objective to advance the knowledge and understanding of dentistry worldwide.

“After carefully reviewing the training modules developed by GSK, FDI is proud to contribute our ideas and attach our name to them,” said FDI President Dr Tin Chun Wong. “Because of the forward-thinking manner in which GSK has approached their representatives’ training, dental health professionals will be better informed about products to address the diverse needs of their patients.”

This three-year agreement aligns with the values that guide both organisations and GSK envisions that the depth and breadth of the partnership with the FDI will continue to develop.

“First and foremost, GSK is a company that is driven by science of the highest possible calibre,” said Dr Teresa Layer, Vice-President of Oral Health Category Research and Development at GSK Consumer Healthcare. “Given our commitment to understanding and leveraging science in the development of our products, we are proud to have relationships with leading scientific bodies that are meaningful. By partnering with FDI we help to achieve our goal of putting patients and consumers first through our integrity, transparency and quest for scientific excellence.”
A land of a billion opportunities

Welcoming words by Dr Mahesh Vermam, President of the Indian Dental Association

It is an immense pleasure to welcome all delegates to the FDI Annual World Dental Congress 2014 in Greater Noida, NCR Delhi, which will be hosted by the Indian Dental Association (IDA). This is the second time after a decade that an international Congress of this magnitude has been organised in India and we at the IDA are very proud to have the opportunity to host this unique event.

The FDI Annual World Dental Congress (AWDC) is the world’s largest congress in the dental sector. It attracts representatives from 138 member nations each year. This makes it a very important event in the dental firmament. The main attraction point of all AWDCs is an extensive scientific programme focusing on emerging global oral health issues. Besides offering a platform for exchanging information with a global audience of professionals, it provides countless possibilities to enhance one’s knowledge and improve one’s skills, as well as to network with the best of the best in the profession. With the dental trade exhibition showcasing the latest advancements in dental technology, there are also plenty of business opportunities to seek and explore.

“Be the change you want to see in the world.” was chosen as the motto for this year’s congress. Boasting a population of over one billion people, India has made significant progress in the last decade in terms of economic development. With an ever-increasing number of students graduating from the country’s 300 dental colleges, as well as increased awareness of the benefits of good oral health, there is growing demand for oral health care and consequently huge potential for the dental market in India to expand.

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Made in Finland
The adoption each year of a series of FDI Policy Statements is a key task of the World Dental Parliament, which assembles alongside the FDI Annual World Dental Congress (AWDC) and brings together delegates from FDI’s nearly 140 member National Dental Associations (NDAs) representing over one million dentists worldwide. Together, these members elect governing and committee officials, debate the current status of dental policies or oral health in the world, and make recommendations on the directions FDI should be taking to maintain its leading role as the driving force behind the world-wide dental profession and its voice in international public affairs.

This year, a total of six Policy Statements—three new, two revised and one consolidated—will be submitted for adoption during the AWDC. The new ones are ‘Oral Radiations’ and ‘Early Detection and Appropriate Care of HIV Infection’, both developed by the FDI Science Committee (SC), and ‘Prenatal and Infant Oral Health’, by the Dental Practice Committee (DPC). In addition, the Policy Statement on ‘Dental Amalgam’ updates and consolidates all previous statements since 1999. The two revised Policy Statements concern ‘Dental Implants’ and ‘Water Fluoridation’.

FDI Policy Statements—a traditional task of the Federation throughout its over 100 years of existence—are declarations that lay out the current thinking on various issues critically related to oral health, oral health policies and the dental profession. They are key documents to guide oral healthcare professionals and health policymakers on the latest consensus in the area of oral health practice and policy.

They are put together through consultation, discussion and consensus amongst leading dental experts from around the world. Many statements are the result of projects carried out by the five FDI Standing Committees (mostly the Science Committee), while others are produced in collaboration with partners such as the World Health Organization (WHO).

Of course, a number of NDAs already develop Policy Statements for their dental communities that reflect national legislation, practice and custom. However, this is mostly the case in only high and sometimes middle income countries. NDAs in low-income countries rarely have the capacity or means to undertake such a costly and expert intensive exercise.

It is in these cases that FDI Policy Statements come into their own, providing dentists in rural and urban settings in both developing and developed countries with the standards and information related to all aspects of oral health that they need to accomplish their daily tasks. In this sense, they are an accumulation and reflection of the current best evidence and worldwide best practice.

We like to think that FDI Policy Statements will also stimulate active discussion within NDAs in high and middle income countries and inspire new thinking. One of FDI’s principal qualities is as a forum for international debate and exchange of information: all members have something to share and learn from each other on how best to respond to the changing needs of health care and health systems for optimal oral and general health.

### General Assembly to adopt policy statements

New declarations will offer guidance for dentists and policymakers on issues like oral radiation and HIV.

By Prof Li-Jian Jin, Chair, FDI Science Committee, and Dr Ward Van Dijk, Chair, FDI Dental Practice Committee.

### Raising awareness in India

As part of the unique global partnership between FDI World Dental Federation and Unilever Oral Care, the Indian Dental Association and Pepsodent have been working together to raise awareness on good oral care habits, helping children and families enhance their oral health and overall well-being. In southern India, Chennai and Coimbatore are two cities where the communities have high caries incidences, with little knowledge of the risks and impacts related to poor oral hygiene. This issue particularly affects children from low income families.

In an initial check-up, the partnership project has screened over 5,000 participants and collected information on the frequency of their tooth brushing and their visits to the dentist, as well as their use of fluoride toothpaste.

The partnership also facilitated the training of dentists in behavior change techniques and provided educational awareness-raising materials for the children and families. The ultimate aim was to...

“There has been a lot of positive feedback and oral health education is now getting the recognition it deserves,” said Prof. Satyawan Damle, project leader. "In the future, we are looking to expand to more hard-to-reach communities and motivate further dentist volunteers to implement this important programme." With this year’s Annual World Dental Congress taking place in New Delhi, the FDI and Unilever are delighted to celebrate the achievements of the local partners in India and around the world and look forward to continued momentum on their shared goal of oral health promotion.