A word from Jérôme Estignard, FDI Interim Executive Director

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, Brazil. 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 at SITA, Switzerland, from 2004 to 2009.

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 Economics from the University de Sevres (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 the 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 such a tool can bring benefit that such a tool can bring to members in both the FDI General Assembly and National Liaison Officers forum, General Assembly and National Liaison Officers forum, following online access being made available to members.

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 into 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 relationshipships, 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”
- "Thank you!!! I will begin using VOX regularly...Outstanding platform!”
- "VOX allows us to connect and communicate! I love it!"
- "I am so excited to see this wonderful tool. Thank you all for your hard work!"
- "Thank you FDI for providing this great new platform.

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 online International Directory.

2010 FDI/Unilever Poster Award Competition

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 sealants and AHPlus cytotoxicity on cell lines MG-63 and Saos-2. Maryam Ehsani, Ebrahim Zaibi (Iran)
- Prostaglandin E2 induces receptor activator of nuclear factor kappa B ligand expression in human periodontal ligament cells via EP2 receptor. Nawapat Sakornwimon, Ausreprea Ratiruchachat, Prasit Pasaund (Thailand)
- Prevalence/distribution of Porphyromonas gingivalis/finnurata subtypes in patients with severe periodontitis. Patrick Frank, Sigrun Eick, Chong-hwan Kim, Peter Eckholz, Ti-Jun Kim (Germany)
- Activity of plant extracts from the Brazilian Pantanal against Streptococcus mutis. Fernanda Lourenço Brighenti, Maress José Salvadori, Alberto Carlos Botasso Dellem, Adina Cilia Botazzo Dellem, Cristinae Yumi Koga-Do (Brazil)
- Oral health perceptions of adults covered by health strategy for the family in Salvador, Bahia, Brazil. Mervíaca Sacremento Dos Santos, Geralda Melo Santos, Fabiana Raynal Floriano, Maria Isabel Pereira Viana, Maria da Conceição Nascimento Costa (Brazil)
- Sickle cell disease, oral health status and socioeconomic conditions of children in the state of Bahia, Salvador, Brazil. Felipe Fagundes Souza, Thais Regis, Aruna Rossi, Maria Isabel Pereira Viana, Maria Cristina Travesso Canguassu (Brazil)

More than 120 submissions were received by the FDI for the competition this year. The best posters were selected as finalists prior to the congress and they were then invited to present their posters and research to a panel of judges, followed by a question and answer session at the congress. All winners received a free registration to a future FDI Annual World Dental Congress and 1,500 towards his or her participation in the congress.

Information on the 2011 contest will be posted on the FDI website once it becomes available.

National Dental Associations rally to help rebuild Haiti’s oral health infrastructure

When Chantal Noël, National Liaison Officer of the Association Dentaire Haïtienne, spoke at the General Assembly and at the NLO Forum in Salvador da Bahia, she expressed enthusiasm to work with VOX, the FDI new communication platform—VOX, 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.

Chantal Noël plans to enlist the support of NLOs worldwide in the rebuilding and re-equipping efforts. She will use VOX to communicate with all FDI members about the equipment that is needed by Haitian dentists. Chantal gave insight into the benefit that such a tool can bring to a National Association which has been affected by a natural disaster.

Already engaged, the American Dental Association is raising funds for Haiti through a campaign called “Adopt-a-Practice; Rebuilding Dental Offices in Haiti”. The ADA 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.

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The Data Launched by FDI at Annual World Dental Congress

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 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 programs 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 Phanthumvanit and Juan Carlos Llodra also gave presentations on the efficacy of twice daily brushing with fluoride toothpaste, which contributes significantly to the FDI ongoing vision to lead the world to optimal oral health.

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FDI World Dental Federation 2010
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