

5/2006

# FERNEY communiqué

## THE PRESIDENT'S MESSAGE

*Dear Colleagues and Friends,*

Trust between the patient and his practitioner is capital for the success of any health intervention. Ethical principles and behaviour builds trust and confidence. When we speak about the impact of health professionals on society and the role of ethics, we have to look at different aspects of ethics:

- First, the ethical principles and rules themselves: they must reflect the needs of the society, cover all relevant aspects of medical and health care practices, must be relevant, accepted and transparent;
- Second, the application of these rules in daily practice. They must be used, constantly reviewed and adapted to the challenges of daily practice.

Both aspects need to be carefully observed if we want to have a positive impact on society. Strong ethical principles of health professionals towards patients, colleagues and society are key to the positive impact of health professionals on society at large.

Putting principles into practice every day can sometimes pose as a challenge for us since we are exposed to many difficult situations in our professional exercise. Sometimes, it can even lead to a real conflict of interest!

The guidance that professional organisations can give in this context is extremely important. Applying ethical principles is a complex judgement process, where each dentist needs to consider all arguments, the rights and dignity of the patient. Consulting with colleagues and patients is often very helpful in finding the best solution in a difficult situation, but the ultimate decisions lie with the health professional making the decision.

Even the most comprehensive and strictest ethical guideline will not be able to give us a solution for all practical situations of



professional life, but they will provide us with guiding principles against which clinical and other decisions are to be judged. They help in finding workable and trustworthy solutions based on agreed, accepted and transparent principles.

Ethics is at the very core of each health care profession. Ethical principles are with us each and every day as they help us in doing the right things for our patients. Health professionals and society are closely linked – ethical principles are at the basis of this relationship. We need to remain focussed on ethics if we want to increase our impact on society and assure the success of our treatments.

Ethics are the safeguard of our professional dignity!

Kind regards

Michèle Aerden  
President  
FDI World Dental Federation

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## FDI AIMS TO INCREASE GA PARTICIPATION

### Grant Supports Delegates from Least Developed and Low Income Countries

The FDI Council decided during its mid-year meeting that £10,000 pounds (approx. €14,750 euros) would be made available to support colleagues from FDI Member Associations to attend the General Assembly and other Parliament meetings at the Shenzhen Congress.

This is the first time that the FDI has financially supported its members to attend such meetings. It is hoped that this approach will ensure that the maximum possible number of FDI Member Associations could be represented at the proceedings of the General Assembly.

This year, applications were considered from Member Associations on the United Nations list of Least Developed Countries and also those on the World Bank list of Low Income Countries. Gross national income, participation within the FDI and standard of application were amongst the determining factors for awarding the grant.

"For the FDI to be truly the worldwide, authoritative and independent voice of the dental profession, it is important that the General Assembly and its related meetings are attended by its Member Associations in the Least Developed and Low Income categories as well as those in developed countries. This grant from the World Dental Development Fund will bring delegates from countries that are typically under-represented or not represented at all to the General Assembly," said Dr JT Barnard, FDI Executive Director.

"Increasing General Assembly participation through funding was a dream that was borne in the Committee of Developing Countries in 1998 and I am very happy that our dream has been realised. However, the work is not over and we will continue to try to increase participation year after year," said Dr Michèle Aerden, FDI President.

The grant, which covered a percentage of travel costs and full accommodation, was awarded to nine member countries:

Cambodia, Kenya, Mali, Mongolia, Nepal, Pakistan, Senegal, Uzbekistan and Zimbabwe.

## THE IDJ IS EVOLVING

### It is now available in print and online

After 57 years of success as a printed publication, the International Dental Journal (IDJ) has now spread its reach online, making it more accessible to its audience around the world.

The IDJ, published by the FDI, features peer-reviewed scientific articles relevant to international oral health issues. It also includes practical, informative articles aimed at clinicians.

In addition to new issues, the online version

Those who wish to subscribe to the IDJ can do so either online at [www.idjonline.org](http://www.idjonline.org) or at the FDI Pavilion. A 2007 subscription includes six print issues and immediate access to the online edition, which means new subscribers can get the remaining 2006 issues for free.

## OCTOBER ISSUE OF IDJ

### Papers of interest

The following papers related to education in China have been included in this issue of IDJ to coincide with the Shenzhen Congress in China. To view these and other IDJ papers online, please visit [www.idjonline.org](http://www.idjonline.org)

*Perspectives on dental education in mainland China*



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will also have an archive dating back to January 2004. A free sample copy is now available online for review.

IDJ Editor, Dr Stephen Hancocks, said that he is delighted with the move, which he has been moving towards for some time. "The IDJ and the Internet are two truly international conduits of information – this is the perfect match and will give the journal a worldwide reach that its founders could only ever have dreamed of," said Dr Hancocks.

Yun Fu, Junqi Ling, Baihua Jang and Hongbin Yin, China

*Education of dentists in China*  
Takashi Komabayashi, Qiang Zhu, Jin Jiang, Kotaro Tanimoto, Mark D. Kirkland and William F. Bird, USA  
De-Yu Hu, China  
KJ Kim, Korea  
Shinji Toda and Yuki Tanne, Japan



## IT'S FREE AND EASY TO BECOME AN FDI FRIEND

Last year in Montréal, the FDI Friends programme was launched. It was established in response to those who wanted a direct link to development projects and oral health activities happening around the world.

A year later, the FDI has updated the FDI Friends programme to make it even easier to connect those who are interested in international oral health. There is no longer an FDI Friends membership fee. It is now a free programme. All you have to do to become a Friend is to sign up on the FDI Friends website at [www.fdiworldental.org/friends](http://www.fdiworldental.org/friends)

Upon signing up, you will begin to receive email newsletters and updates on the numerous oral health projects around the world. News stories and information cover projects like the one in Pakistan, where workshops and field camps have been set up to introduce basic oral care in the rural northern region of the country or the one being set up by the Senegalese Dental Association, which provides oral health care to handicapped children in nursing homes.

If you sign up for FDI Friends before 30 October, you will be entered into a prize draw for a free FDI 2007 Dubai Congress registration. No contributions are necessary. It is just a way to show that you care about oral health care. Become an FDI Friend today.

## FDI & OSAP COLLABORATES ON INFECTION CONTROL AND SAFETY

The FDI and Organization for Safety and Asepsis Procedures (OSAP) recently signed a Memorandum of

Understanding (MOU), which established collaboration between the two organisations to enhance infection control and safety practices in dentistry worldwide, to protect dental professionals from occupational risks, and to provide safe dental care for patients.

Under this MOU, the FDI recognises OSAP as an advisor and collaborator on infection control and safety, and as such, OSAP will participate in the FDI Annual World Dental Congress, FDI continuing education programs, policy matters, and through the provision of relevant resources.

"This agreement is in line with the FDI's approach to enhance collaboration with our Affiliate and Supporting members in a tangible manner," said Dr JT Barnard, FDI Executive Director. "Similar existing agreements have proven to be very beneficial to all parties, particularly in the field of continuing dental education in developing countries."



Dr Barnard signs MOU with OSAP

## CONGRESS TO TAKE PLACE THIS MONTH

### Insight from the Local Organising Committee

The FDI Annual World Dental Congress (AWDC) takes place in Shenzhen, China 22-25 September. According to an interview with Prof Luan Wenmin, Secretary General of the Shenzhen Local Organizing Committee, the Shenzhen Congress should be well attended.

Below is an excerpt, which will be published in "Worldental Daily", the FDI congress

newspaper, in which Prof Luan discusses the state of dentistry in China and the upcoming congress...

"With its 1.3 billion inhabitants, China covers an area as large as the whole of Europe. A province in China is, in a certain way, equal to a country in Europe.

Dentistry in China is facing a rapidly growing era. There are at this moment 56,000 dentists with nationally recognised university diplomas. If we add the graduates from junior colleges and professional schools, the dentist population could reach 100,000 in the whole country.

In recent years, private clinics have been also phenomenal. The country knows up to 40,000 private clinics. That number enlarges by thousands each year. The market for dental equipment and materials as well as the demand of further education is enormous.

Shenzhen, the host city of FDI, is located in Guangdong province. It is not only the most developed area in the country, but also the most heavily populated region. The dental market in Guangdong is very highly developed, and it has the largest population of dental practitioners. The 2006 FDI AWDC is the first time in history that a dental event at such high level will be held in China. It's an ultimate opportunity for dental professionals and every one involved in dentistry. There will not be another FDI event so close to home in at least 10 years."



## WHAT PATIENTS REALLY WANT

### IAPO releases results of survey on patient perceptions of healthcare

The International Alliance of Patient's Organizations (IAPO) has released the results of a new large scale survey on perceptions of healthcare among patients' organisation members in 10 European Union Member States, Canada and Nigeria. The survey results demonstrate strongly shared views on the needs and concerns of patient group members related to currently administered healthcare and signal a need for a shift to a more patient-centred approach.

"Patient-centred healthcare, whereby systems are specifically designed to address the needs and preferences of patients, may be the most cost-effective and appropriate way to improve health outcomes for patients around the world. Concerted actions to develop and implement measures that reflect the approach are crucial. IAPO calls for the support and collaboration of government, healthcare policy decision makers, industry and physicians' organisations to take a proactive stance," said Jo Harkness, IAPO Policy & External Affairs Director.

To view a report on the survey, please visit the IAPO website at [www.patientsorganizations.org](http://www.patientsorganizations.org)

International Alliance of Patients' Organizations  
A global voice for patients

A Survey of Patient Organizations' Concerns

## PERCEPTIONS OF HEALTHCARE

SUMMER 2006

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Reference:  
1. Szöke J, Bónóczy J, Proskin HM (2001) Effect of after-meal sucrose-free gum-chewing on clinical caries. *Journal of Dental Research* **80**(8): 1725-29.  
2. Edgar WM, Bibby BG, Mundtoll S, Rowley J (1975) Acid production in plaques after eating snacks: modifying factors in foods. *J Amer Dent Assoc* **90**:415-25.

WRIGLEY  
ORAL CARE DIVISION

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