

# FERNÉY communiqué

## THE PRESIDENT'S MESSAGE

*Dear Colleagues and Friends,*

The FDI Council attended the 2nd World Health Professions Alliance (WHPA) Leaders' Forum on the weekend leading up to this year's World Health Assembly (WHA), which took place in Geneva in May.

This was the first time that the FDI participated as a partner in the Leaders' Forum. Through this forum, we brought the voice of dentists to discussions with leaders of the other health professions on topics such as patient safety, counterfeit medicine and the migration of health workers.

The FDI joined the WHPA to further promote the voice of dentistry and the Leaders' Forum is an excellent example of how our partnership in this Alliance is helping the FDI reach this goal. Our voice was heard not only by leaders of the other health professions, but also by Ministers of Health, industry leaders and, once again, by international health organisations like the World Health Organization (WHO).

At the Leaders' Forum, the Presidents of the Alliance partners also discussed the impact of health professionals on society. The President of the FDI was asked to highlight the role of ethics in this context. I took this opportunity to further emphasize the promotion of ethics. Health practitioners have a huge responsibility to society and the public trusts us in upholding this responsibility. It is extremely important that we are accountable for our actions and perform in an ethical manner. Ethics are the safeguard of our professional dignity.

The FDI delegates further aligned our profession alongside those of the doctors, nurses and pharmacists during the Leaders' Forum. We once again reinforced the medical positioning of our profession and emphasized the importance of oral health as a part of general health.



The theme for this year's Leaders' Forum was "Working together for safer health". WHPA partners believe that it is through our combined teamwork and efforts that greater far-reaching goals can be achieved. At the WHA that followed the Leaders' Forum, WHPA representatives presented the views of the health professionals, which were based on our collaboration at the Leaders' Forum, on two agenda items - International Trade and Health and International Migration of Health Personnel.

The WHPA Leaders' Forum was a very successful event for the FDI and the other Alliance partners. Thank you to all those who represented the FDI at this event and to the FDI and WHPA staff that made the event possible.

Kind regards

Michèle Aerden  
President  
FDI World Dental Federation

Note: The WHPA is a unique alliance created to address global health issues. It strives to deliver cost-effective, quality healthcare worldwide. The WHPA consists of the International Council of Nurses, the International Pharmaceutical Federation, the FDI World Dental Federation and the World Medical Association. To find out more about WHPA, please visit: [www.whpa.org](http://www.whpa.org).

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**FERNEY**  
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### FDI REPRESENTED IN LATIN AMERICA

- Federation Odontológica Colombiana (FOC) obtained one of the best television timeslots imaginable to promote oral health in Colombia. The Federation secured a five-minute timeslot before the launch of the 2006 World Cup and aired an interview between Dr Alfonso Castro, FOC President, and Dr Michèle Aerden, FDI President.
- In the beginning of June, during a meeting organised by Colegio Odontológico del Peru (COP), the FDI President met with the Peruvian Vice Minister of Health, Dr José Carlos Del Carmen Sara, in Lima and discussed the oral health strategy in Peru. COP plays a very active role for the population and the profession with its oral health projects: recertification, prevention and rehabilitation.
- During the opening ceremony of the Hospitalar and OdontoBrasil in São Paulo, Brazil, Dr Aerden addressed the assembly in the presence of political and medical profession leaders of Brazil and abroad. Several press conferences were given by the FDI President during the trade fair. The FDI President also attended the Federación Odontológica Latinoamericana (FOLA) meeting while in São Paulo. The FOLA meeting was very well attended and presented exciting projects. Congratulations to the new board of FOLA! The FDI President would like to express her gratitude to all the colleagues in Latin America, who gave such a warm welcome to her and a strong support to the FDI. She is confident that we can move forward together to "Leading the World to optimal Oral Health"!

### SMOKEFREE WORLD CUP

Leading to the start of the 2006 FIFA World Cup in Germany, the World Health Professions Alliance (WHPA) joined more than 170 organisations and alliances worldwide to support the UICC Global Smokefree Partnership's campaign for a smokefree World Cup.

An open letter was written by the WHPA to the Fédération Internationale de Football

Association (FIFA) and the 2006 Local Organising Committee in Germany requesting for a reinstatement of a memorandum of cooperation signed by the World Health Organization (WHO) and FIFA prior to the 2002 World Cup.

In the memorandum, the WHO and FIFA agreed "that tobacco and sports do not mix and that tobacco in any form must be removed from all football events associated with FIFA."

The WHPA's open letter was featured on World No Tobacco Day in Berlin and garnered wide international press coverage. In the end, neither FIFA nor the 2006 Local Organising Committee reinstated the memorandum of cooperation. However, due to the WHPA's open letter and the efforts of the Global Smokefree Partnership, prohibiting tobacco smoke in public places has been a major topic of discussion in the German government and media.

"The momentum created by the tobacco-control movement prior to and during the FIFA World Cup was amazing and indications are that a comprehensive ban of smoking in public places will already be discussed in Parliament in September," said Dr Habib Benzian, FDI Development and Public Health Manager. He also thanked the German Dental and Medical Associations for joining and supporting the WHPA initiative.

### FDI AND UNILEVER HOLD REGIONAL ORAL HEALTH PROMOTION WORKSHOPS

**The FDI and Unilever have conducted three regional workshops aiming at capacity building in oral health promotion.**

The events were part of the global partnership between the FDI and Unilever called Live.Learn.Laugh. The workshops brought together representatives from National Dental Associations (NDAs), Unilever and the FDI's World Dental Development & Health Promotion Committee (WDDHPC), thus providing opportunities for enhanced communication and assistance in all aspects of the Live.Learn.Laugh. projects.

The workshops included general

information about the partnership programme as well as presentations on project management and evidence-based oral health promotion. Country representatives had the opportunity to present their projects in detail and working groups discussed detailed questions related to project implementation and management.



Participants from 11 European countries participated in the Live.Learn.Laugh. workshop in Madrid.

The first Live.Learn.Laugh. workshop was successfully organised in **Dubai** in February during the UAE International Dental Conference and Arab Dental Exhibition (AEEDC). Participants commended the FDI and Unilever for the initiative that helped greatly in improving communication between the country project leaders, Unilever and the FDI head office.

Another workshop took place in **Beijing** in the beginning of June. Participants were enthusiastic about the opportunity to improve oral health in their countries and the Asian region through the Live.Learn.Laugh. projects.

For the European, a workshop was scheduled alongside the *Europeo Congress* in **Madrid**. Participants presented their activities and worked on issues of oral health promotion. Prof Martin Hobdell (WDDHPC) introduced the group to the principles of health and oral health promotion and project management.

### PREPARATIONS FOR FDI'S SHENZHEN CONGRESS IN FULL SWING:

**Early registration, exhibitor and poster competition numbers are healthy**

The FDI is excited about the strong early international interest to the 2006 Annual World Dental Congress, which will be

held in Shenzhen, China on September 22-25, 2006.

The continual increase in popularity and the reputation of the Congress have been attributed as some of the likely factors for the healthy registration rates. The congress social programme is also very popular with attendees and tickets are often reserved or sold out months in advance. The ability to purchase tickets for these events during pre-registration makes registering in advance an even more attractive alternative to registering on-site.

In regards to exhibitors, more than 200 international and local Chinese exhibitors have signed-up to participate in the Annual World Dental Exhibition to date. The Exhibition promises once again to be a showcase of cutting edge technology as well as a showcase for proven products and services.

There has also been a very positive response to this year's FDI/Unilever Poster Award Competition. About 400 abstracts for posters have been received. The posters will be on display during the congress. Twelve posters will be selected for presentation in front of the judges during the Shenzhen Congress, with the chance of winning a free registration for a future congress and financial support for attendance.

Attendees can still save up to €40 by pre-registering, online, by post or by fax before 01 August 2006. Those who are interested in the optional social events, accompanying persons programme and post-Congress tours to Hong Kong, Shanghai, Beijing and other major tourist attractions in the region can also register through the same channels.

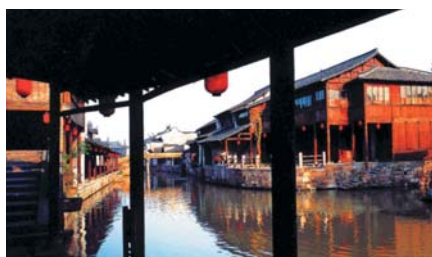
For more information about the FDI 2006 Annual World Dental Congress, please visit the event website at <http://www.fdiworldental.org/microsites/Shenzhen/congress1.html> or send an email to [congress@fdiworldental.org](mailto:congress@fdiworldental.org).

## ONLINE PARLIAMENT SCHEDULE

A schedule of the World Dental Parliament can be found online which includes dates and times to forums, workshops and sessions open to all

interested. It also includes dates and times to council, committee, General Assembly and other meetings intended for invited attendees.

To view the online World Dental Parliament schedule, please visit [www.fdiworldental.org](http://www.fdiworldental.org)  
→ Current Congress → Parliament.



Early registration for the Shenzhen Congress and its related social events and tours are available until 01 Aug 2006.

## FDI TREASURER RECEIVES NZ HONOUR

**Dr Brent Stanley, FDI Treasurer, was named in the Queen's Birthday Honours list and was appointed Officer of the New Zealand Order of Merit in June.**

The New Zealand Order of Merit is an Order of Chivalry. According to the Order, the honour is "for those persons, who in any field of endeavour, have rendered meritorious service to the Crown and nation or have become distinguished by their eminence, talents, contributions or other merits."

"The FDI is very proud of Dr Stanley and is honoured to have him as our Treasurer. Congratulations to Dr Stanley on this well-deserved recognition," said Dr Michèle Aerden, FDI President.

## EXECUTIVE, COUNCIL MEETINGS IN FERNEY-VOLTAIRE

**The FDI Executive Committee, Member Subscription Task Team, Finance Committee and Council met at the Head Office in Ferney-Voltaire, France 15-21 May.**

The Executive Committee discussed and made decisions on a number of issues during their meeting. Amongst these was

the decision that Regional Organisations would be invited to make presentations to the FDI Council during the Shenzhen Congress on topics such as emerging issues in their regions that impact on oral health and the dental profession. The Committee reviewed and approved the 2005/2006 Annual Report, which can be found on the FDI website at [www.fdiworldental.org](http://www.fdiworldental.org) → Federation Home → Annual Report. Executives from International Dental Manufacturers also joined the Executive Committee on day one of their meeting to discuss matters of mutual interest.

The three-day Council meeting covered a wide variety of topics, amongst them were membership subscription and support, committee projects and FDI policy statements. The Council also reviewed the FDI strategic plan and identified key aspects to address with higher priority for the upcoming year. These aspects include further development of the FDI website, increase fundraising for the World Dental Development Fund, promotion of fluoride worldwide and ensure the success of the *Live.Learn.Laugh.* project.

## HEAD OFFICE STAFF CHANGES

Ms **Jenny Lee** recently finished her term with the FDI at the end of June. After three years of very hard and successful work, she has decided to return to the U.S.A. to be closer to her family. Much of the success of the World Dental Development and Health Promotion Committee and the *Live.Learn.Laugh.* programme over the last years has been owed to her personal and professional engagement and devotion. The FDI will truly miss her and wish her all of the very best for this important change in her life and her career!

Ms **Djerdana (Gina) Ivosevic** has gradually taken over the tasks of *Live.Learn.Laugh.* Administrator from Jenny since the beginning of May and is now fully in charge of the partnership administration with Unilever and the National Dental Associations. She will also assist in some other development related issues. Prior to joining the FDI, Gina worked with the International Organization for Migration in Geneva on the German Forced Labour Compensation Programme.

Another addition to the team is **Dr Alessandro Vitali**, who joined as Development & Public Health Coordinator. He will assist with all global projects, such as the Fluoride Consultation and the Conference in the Latin America, but also in other general issues related to public health. Alessandro has degrees in odontostomatology as well as human rights and ethics of international cooperation. He has experience with Smile Mission and Solidarietà Medico Odontoiatrica nel Mondo, two Italian dental non-governmental organisations, on the implementation of oral health development projects in developing countries.



FDI Councillors met in Ferney-Voltaire for Council Meeting in May

**Ms Claudine Recouvreur** will work closely with Dr JT Barnard, FDI Executive Director, as his Personal Assistant and will provide support on his day-to-day activities. She will help alleviate the heavy workload of the Executive Director and the Executive Assistants.

Claudine has held positions in both France and Australia, including a 10-year tenure at Hewlett Packard. She obtained an MBA at Grenoble Ecole de Management prior to joining the FDI. Claudine speaks English, French and has a good working knowledge of Italian.

In the Congress Department, **Ms Heather Sheppard** has been appointed Assistant Congress Manager.

## FDI SUPPORTS SDA IN OBJECTING PROPOSED BAN ON AMALGAM

In June, the FDI supported the Swedish Dental Association (SDA) in speaking out against a proposed ban on amalgam in Sweden. A letter was sent to Sweden's Minister of Environment by Dr JT Barnard, FDI Executive Director, which encouraged the Minister to strongly reconsider plans of banning amalgam beginning 01 January 2007 in Sweden. The letter was supported by a report drafted by FDI's Science Committee stating the negative consequences and the invalidity of such actions.

According to the Swedish Chemicals Inspectorate (KemI) website, the proposed ban is a consequence of a complete ban on the manufacturing and handling of mercury in Sweden. The SDA has raised objections to the complete ban of dental amalgam, but their objections have been ignored.

It appears that the proposed ban is based on a KemI report from June 2004 (KemI 2/04), which the FDI believes is unbalanced. In the summary of the FDI's report to the Minister, it states that, "For lack of better therapy options in special circumstances, toxicity and equity issues, ethical problems induced on the care provider and environmental considerations, the decision from the KemI 2004 Report seems ill-advised."

"The FDI sees it as its obligation to respond to these actions and will continue to emphasize that such bans are ill-advised and unscientific. We believe also that such bans will be detrimental to citizens' oral health, and especially amongst the lower socio-economic population levels," said Prof Asbjørn Jokstad, FDI Scientific Affairs Manager.

In addition to the SDA, the FDI maintains a close working relationship with groups such as the European Union Dental Liaison Committee, the International Association for Dental Research and several national dental associations to closely monitor the scientific research and activities related to amalgam.

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Reference:  
1. Szöke J, Bándczy J, Proskin HM (2001) Effect of after-meal sucrose-free gum-chewing on clinical caries. *Journal of Dental Research* 80(8): 1725-29.  
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**WRIGLEY**  
FDI World Dental Federation

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