

FERNÉY communiqué

THE PRESIDENT'S MESSAGE

*Dear Colleagues and Friends,
From GOOD to GREAT!*

"Good is the enemy of great and the disease of 'just being good' is not incurable."

Jim Collins, Author of Good to Great

Excellence is the quality of being excellent. It is not just a concept within itself, but is also a component of the other two FDI focuses of medical positioning and ethics. It should act as a beacon of our actions and extend into all that we do, on all levels.

In our personal daily practice of our profession, we should measure our actions and our commitments against this quality. We all have the option to be a good dentist or an excellent dentist. We should ask ourselves, whether we are striving to excel and to be excellent. We should also ask ourselves, "What are the stimulants, issues and factors that can make a dentist move from good to great?"

Belonging to a National Dental Association, we have to think of ourselves as dentists who are responsible for the dental profession and the oral health of our countries. To excel in this arena means to actively participate in the dialogue related to oral health and the dental profession and to be involved at the government level.

In the FDI, we are a team, a professional organisation of more than 900,000 dentists. How can we plant the seeds for moving from good to great? The advice of Jim Collins follows:

1. Select the right people.
2. Develop responsibility, accountability.
3. Implant a culture of discipline in finances.
4. Ask the right questions.
5. Do the right things and stop doing the wrong one!



This will allow us to perform the maximum to accomplish our Missions.

Let's go for Excellence.

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| Excellence in our Policy Statements: | Committees work actively on the new statements and update the old ones. |
| Excellence in the management and actions of the FDI: | Focuses of the Executive and Committee meetings in March and Council Meeting in May. |
| Excellence in "Leading the World to Optimal Oral Health": | A goal that we should all work on achieving together! |

Kind regards,

Michèle Aerden
President
FDI World Dental Federation

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Dr Michèle Aerden (right), FDI President, presents certificate to Mr Makoto Nakao (left), CEO of GC Corporation at GC Symposium.

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ORAL HEALTHCARE PROGRAMS



Highlights from President's FDI Activities

Oral Invalidity



Dr Michèle Aerden (center), FDI President, meets with Prof PI Bränemark (left) and Dr Norberto Francisco Lubiana (right), President of Brazilian Dental Association.

Dr Michèle Aerden, FDI President, attended the 24th São Paulo International Dental Meeting in Brazil this past January. While there, she took the opportunity to visit Prof PI Bränemark, the renowned Swedish Orthopaedic surgeon who developed osseointegrated implants. The FDI President was accompanied by Dr Norberto Francisco Lubiana, President of the Brazilian Dental Association.

A full afternoon was given for a brainstorming session concerning the medical positioning of the dental profession. The outcome was to emphasize the profession's concern regarding the oral invalidity of edentulous individuals.

"In today's society, those who suffer from limb loss keep their human dignity, while edentulous individuals lose their self-esteem and the respect of the society and as such, their human dignity," said Dr Aerden. "It is important that the FDI brings this oral handicap into the spotlight and addresses the problem."

Community and Student Involvement during Dental Congresses

28th Asia Pacific Dental Congress – The 28th Asia Pacific Dental Congress (APDC), which took place in Karachi, Pakistan on 23-27 February 2006, was a great success. It was organised by the Asia Pacific Regional Organisation and hosted by the Pakistan Dental Association.

The Local Organising Committee involved the community with oral prevention actions for the public. A Poster/Table Clinic Competition was held for the students and

the enthusiasm displayed by them was described by Dr Aerden as "outstanding".

The President of the FDI had the opportunity to make a presentation during the APDC closing ceremony in presence of Mr. Muhammad Nasir Khan, Pakistan's Federal Minister of Health, and various other distinguished authorities concerned with the dental profession.

GC Membership Society Celebrates 50th Anniversary

– The FDI would like to congratulate GC Corporation for the outstanding result of the 2nd International Dental Symposium of the GC Membership Society commemorating its 50th anniversary. According to the FDI President, the tremendous attendance of almost 12,000 and the program set up for the public was a great success.

The sold-out Dental and Oral Health Citizen's Forum, sponsored by the Tokyo Dental Association and GC Corporation offered parents and their children a hands-on opportunity to learn about dental and oral health.

Dr Aerden presented a speech in the presence of Dr Matsutani Yukio, Japan's Minister of Health, Labour and Welfare, and other distinguished oral health authorities of Japan. The President explained the vision and missions of the FDI and its three areas of focus for the coming year: excellence, medical positioning and ethics, during a press conference.

EU Council Discusses Amalgam

The European Parliament's Environment and Public Health (ENVI) Committee met on 22 February 2006 and rejected a call to ban dental amalgam. The call was an inclusion in an overruling plan to minimise the emission of mercury to the environment. The ENVI Committee, instead, adopted an amendment to call on the European Union's (EU) Medical Devices Expert Group to consider the safety of amalgam.

Leading up to the meeting, the EU's Dental Liaison Committee (DLC) encouraged National Dental Associations in the EU to contact their ENVI Committee's national member to explain the negative consequences of banning amalgam. The FDI Science Committee submitted their

comments on dental amalgam to the DLC, emphasizing the following points:

Multiple systematic reviews and national reports have unequivocally concluded that there are minimal or no health risks to patients from dental amalgam.

Dental amalgam is the most affordable restorative material available. Banning dental amalgam in Europe will have a great impact on individual's ability to afford care and therefore negatively affect the oral health of its citizens.

Uncontrolled release of mercury has a global adverse impact to human health and the environment.

"Numerous scientific studies have documented that measures to eliminate uncontrolled amalgam waste from dental offices have reduced the waste to minimal levels. All forms of amalgam waste, both contaminated and unused, can today be recycled using modern recycling technologies," said the FDI's Scientific Affairs Manager, Prof Asbjørn Jokstad.

"The FDI is the voice of the global dental profession and, as such, it is essential for us to contribute to important debates like these," said Dr JT Barnard, FDI Executive Director. "I am delighted that the FDI's input regarding the negative consequences of banning the use of amalgam contributed to a 'no-vote' on the topic."

The FDI encourages its members to support and endorse national actions taken to protect human health and the environment through measures that will reduce or eliminate releases of mercury and its compounds to the environment.

FDI Annual World Dental Congress Shenzhen, China, 22-25 September 2006

Register online for Shenzhen

Congress - Pre-registration for the Annual World Dental Congress (AWDC) in Shenzhen and the related social events and tours are now available online.

Please visit <http://www.fdiworldental.org/microsites/Shenzhen/congress2.html> for more information about online registration and rates.

For those who wish to fill out a physical

registration form, please download the required forms from the above website and send it to the FDI Head Office via airmail, fax or email.

Pre-registrations must be received by 01 August 2006, after which, those who wish to attend will have to register on-site. All registrations completed and received by 01 June 2006 are eligible for early bird rates.

Optional Social Tours and Post-Congress Excursions – The Local Organising Committee has arranged a series of one and half-day tours for those interested in exploring what the region has to offer. Post-congress excursions are also available for those wishing to stay a few extra days to truly enjoy the beautiful country of China.

To learn more about the optional social tours and post-congress excursions, please visit <http://www.fdiworldental.org/microsites/Shenzhen/congress6.html>.

Scientific Programme, Workshops and Forums – Each year, the AWDC offers a series of lectures, hands-on workshops and discussion forums to further promote the art, practice and science of dentistry.

The Scientific Programme for the upcoming Congress has been posted and can be viewed online at <http://www.fdiworldental.org/microsites/Shenzhen/congress4.html>.

NOTE: For easy access to the Shenzhen Congress website, visit FDI online at www.fdiworldental.org and click on "Current Congress".

WHPA Participates in the 2nd Global Patients Congress

Dr Kogsi Letlape, President of the World Medical Association, presented a paper at the International Alliance of Patients' Organizations' (IAPO) 2nd Global Patients Congress, on behalf of the World Health Professionals Alliance (WHPA), about the multi-faceted challenge of patient safety,

The Congress, which took place on 22-24 February 2006 in Barcelona, created a

unique opportunity for IAPO members to work together with health policy-makers, professionals, providers and companies to develop strategies to bring patients to the centre of healthcare systems.

"WHPA was pleased to participate in this very successful World Congress and looks forward to working with IAPO and patient groups everywhere towards increased international action on patient safety and building a responsible, sanction-free health care environment," said Dr Letlape.

FDI Proposes Development Project to WHPA



WHPA members met at FDI Head Office in Ferney-Voltaire (from left to right): Dr Ton Hoek (International Pharmaceutical Federation), Dr Otmara Kloiber (World Medical Association), Ms Judith Oulton (International Council of Nurses), Dr JT Barnard (FDI)

The FDI proposed a far-reaching collaboration between the members of the World Health Professionals Alliance (WHPA) in an extensive development project. The proposal was developed by Prof Martin Hobdell on behalf of the World Dental Development and Health Promotion Committee (WDDHP).

The project proposal was presented to the CEOs of the WHPA during an Alliance meeting at the FDI Head Office on 24 January 2006. Dr Michèle Aerden, FDI President, and Dr Habib Benzian FDI Development and Public Health Manager, represented the FDI at the meeting.

Following the presentation, Dr Aerden said, "This highly ambitious project is laudable and has the potential to improve the general and oral health of millions of people in developing countries."

Although the development of this project is still in its early phases, there has been acceptance of the principle and agreement to have further discussions by all the Alliance Partners. From the side of the FDI, the project will be driven by Prof Hobdell and Dr Benzian.

"The comprehensive project proposal from the WDDHPC was well-received by the members of the Alliance," said Dr JT Barnard, FDI Executive Director. "While it is still in its infancy, we are pleased to see that the project is beginning to gain momentum. We were also privileged to have the FDI President in the Head Office at the time, which allowed her the opportunity to attend the presentation and personally meet the CEOs of the WHPA."

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.

Live. Learn. Laugh. launches in Indonesia

The FDI/Unilever partnership reached another milestone with the launch of Live.Learn.Laugh. in Indonesia.

"Today, global health status in different populations is marked by huge discrepancies in terms of disease, availability of care, access and affordability of oral health services," said Dr Brian Mouatt, Chairman of FDI's World Dental Development and Health Promotion Committee (WDDHPC). "The launch of this programme is another step towards improving lives. Unilever and FDI share the same global goal to promote oral health by developing and implementing oral health initiatives, which are sustainable and appropriate."

Working with the Indonesian Dental Association in a triple partnership, a programme is under development to bring knowledge of oral health issues and preventive messages to the population of this country of 220 million inhabitants. Rising dental caries prevalence and the high incidence of oral cancer are among the very real problems to be addressed.

The Live.Learn.Laugh. partnership is an excellent example of the profession and industry working together with a unity of purpose. The impact will allow more to Live fuller lives, Learn more about oral health and not just smile, but Laugh out

loud with the joy of living!

For more information about Live.Learn.Laugh., please visit http://www.fdiworldental.org/public_health/4_3LLL.html.

Four National Dental Associations Resign from APRO

The New Zealand Dental Association, Australian Dental Association, Korean Dental Association and Japanese Dental Association resigned from the Asia Pacific Regional Organisation on 28 February 2006. Official details of the resignation have not been made available at the time of print. We will provide further details on the FDI Website and in the Ferney Communiqué as soon as we receive them.

CE Programmes in Asia Pacific/Middle East



Dr Brian Mouatt and others in Palembang during the CE Programme held in Indonesia

Seven out of the 13 scheduled CE programmes for 2006 in the Asia Pacific and Middle East region took place during the first three months of the year.

Indonesia, 17-18 February – The Indonesian CE Programme was held in the city of Palembang, which is famous for its bridge (not the dental kind but a large lifting bridge rivalling Tower Bridge in London.)

A full programme was organised under the auspices of the FDI, the Indonesian Dental Association (PDGI) and Unilever. It was also the occasion for the launch of the FDI/Unilever Live.Learn.Laugh. programme.

Under the generic title of Palembang Dentistry 2006, more than 250 delegates had on offer an extensive programme of

seminars, hands-on courses, a trade exhibition and social events. Notable amongst the many contributions were:

- A description of the PDGI's Code of Ethics
- The contribution to better oral health by an emphasis on night brushing
- The scientific evidence in support of modern fluoride toothpaste systems
- Hyper-pigmentation of gingival tissue
- Advances in dental ceramics, clinical endodontics and aesthetics in dentistry, including the place of bleaching.

The event was a great success and proved that CE is thriving under the care of PDGI in partnership with the FDI's CE programme.

As reported by Dr Brian Mouatt, Chairman of FDI's World Dental Development and Health Promotion Committee

Singapore, 19 February – More than 300 participants, which is almost one-third of the country's dental association members, gathered in Singapore to attend Dr Jeff Blank's one-day Master Class on the "Art and Science of Exquisite Esthetics". In addition to the strong attendance, members from the Singapore Dental Association (SDA) also gave praise and expressed how they were "pleased to note that over the last decade, the FDI has truly looked after the undeserved countries worldwide and is no longer considered the 'old boys club' of the past".

In response, the organisers of the CE programme would like to thank the members of the SDA and said that such complimentary comments make them feel that their efforts have been worthwhile.

As reported by Dr Choo Teck Chuan, FDI Programme Director & Manager of Asia Pacific

Malaysia, 24-26 February – A record number of 400 dental professionals attended the 13th FDI/MDA Scientific Convention and Trade Exhibition in Kuala Lumpur.

The Malaysian Director-General of Health, Datuk Dr Ismail Merican lauded the efforts of the Malaysian Dental Association (MDA) and the FDI and expressed his desire to have better dental services, especially in the rural and less privileged sections of the country's population. He also said that more students should be encouraged to take up dentistry and the government would consider setting up new dental schools with foreign collaboration as part of measures to increase the number of dental surgeons serving the nation.

Dr Shubon Sinha Roy, President of the MDA, praised the delegates for taking time off to update themselves and commended the efforts of the FDI, World Dental Education Society and the organising committee for bringing up a stimulating and enlightening convention.

As reported by the Malaysian Dental Association

For a full schedule of FDI's CE Programmes, please visit: "http://www.fdiworldental.org/federation/4_0calendar.html"

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