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 help being 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 of Seieaux (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 the one goal—to better serve our members.”

Mr Jérôme Estignard

FDI successfully launches new communication platform—VOX

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 in response to requests from FDI members, and it is tailored to meet their diverse needs.

VOX aims to unify FDI members, governance and all staff online contact through an intuitive application that provides information about FDI Members, facilitates FDI member-to-member relationship, 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”
- “Robert Boyd-Boland, NLO Australian Dental Association
- “Thank you!!! I will begin using VOX regularly...Outstanding 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.

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—"The voice connecting the oral health world," as was successfully launched in Salvador da Bahia, Brazil, during the FDI AWDC 2010.

Chantal Noël plans to enlist the support of NDAs 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 AHA 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.

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.

Chantal Noël

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 regarding cytotoxicity on cell lines MG-63 and Saos-2, Maryum Ehans*, Ibrahim Zalibi (Iran)
- Prostaglandin-E2 induces receptor activator of nuclear factor kappa B ligand expression in human periodontal ligament cells via EP2 receptor, Naruprat Sakornwimon*, Aspreeru Rajachaisukat, Prasit Pamoun (Thailand)
- Prevalence and distribution of Porphyromonas gingivalis fimbriae subtypes in patients with severe periodontitis, Patrick Franck*, Sigurn Eich, Chong-Kiun Tan, Peter Eek, Tl-Dam Kim (Germany)
- Activity of plant extract from the Brazilian Pantanal against Streptococcus mutis, Fernanda Lourenço Brighenti, Marlos Jose Salvador, Alberto Carlos Bolatti Delhem, Adina Claudia Bolatti Delhem, Cristiano Yumi Koga Do (Brazil)
- Tooth loss and oral health self-perception of adults covered by health strategy for the family in Salvador, Bahia, Brazil, Mervia Sacramento Dos Santos, Gamaer Melo Santos, Fabiana Raynal Fischer, Maria Isabel Pereira Viana, Maria da Conceiçao Nascimento Costa (Brazil)
- Sickle cell disease, oral health status and socioeconomic conditions of children in the state, Felipe Figueiredo Souza, Thais Regina Araujo Rossi, Maria Isab- el Pereira Viana, Maria Cristina Travessa Cangassu (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.

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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 Johnsson & 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 programmes 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 Lodrera also gave presentations on the efficacy of twice daily brushing with fluoride toothpaste and programme evaluation indicators.

The FDI World Dental Federation and Unilever Oral Care have committed to continue to work together to improve oral health globally and are pleased to be taking their partnership forwards. With its focused goal, aligned to FDI Policy Statement 2008: Promoting Dental Health through Fluoride Toothpaste, Phase II of the FDI/Unilever Oral Care partnership contributes significantly to the FDI ongoing vision to lead the world to optimal oral health.

The Data Mirror

FDI has created The Data Mirror so that the data from The Oral Health Atlas can benefit all health promotion and disease prevention public health projects including the FDI’s own, Live.Learn.Laugh., the World Dental Development Fund, the Global Carries Initiative and regional strategies. The data will also help with advocacy and work-force projects. Moreover, the FDI and National Dental Associations (NDAs) will be able to better plan, implement and evaluate oral health projects by using this data. It is expected that The Data Mirror will also help generate updated data for the second edition of The Oral Health Atlas.