By Dental Tribune MEA / CAPPmea

Executive Director of the FDI World Dental Federation, Enzo Bondioni hails from Switzerland. He has a background in finance, fundraising, advocacy, organisational capacity building and congress, and experience in managing and leading multi-million-dollar projects and making them sustainable and profitable. Dental Tribune Middle East and Africa spoke with Bondioni about the FDI and the importance of partnerships with companies like Philips during World Oral Health Day 2018.

The FDI is a federation of international dental associations and other professional organisations. We have more than 200 members in 130 countries.

**How do you view the partnership between the FDI and Philips?**

Philips is a key ally in helping us ensure the success of World Oral Health Day. By working together, we can disseminate oral health messages to many more people globally on 20 March.

Philips is in a unique position to help us raise the visibility and understanding of oral health issues across their networks, and we have seen through their World Oral Health Day activation efforts over the past two years, that they are fully committed to improving oral health habits through meaningful implementation. At the FDI, we find this type of support instrumental in helping us achieve optimal oral health for all.

**Why is partnership with companies like Philips important for the FDI?**

As leaders in the corporate world, companies like Philips have access to an international community of diverse stakeholders. They can help by spreading the World Oral Health Day messages and distributing the materials amongst their businesses, employees and customers, and at the same time show that they are committed to improving the health of the people who touch their business every day.

World Oral Health Day provides a great platform through which our global partners can build brand equity. It is also an excellent opportunity for them to further leverage their investment by conducting their own aligned activities according to their business objectives.

**What is the relation between oral health and general health?**

Oral health and general health have a close two-way relationship. The mouth is the mirror of the body and offers clues about the status of overall health. It can reveal nutritional deficiencies, signs of systemic disease like bacterial infections, immune disorders and oral cancer, and unhealthy habits such as tobacco or alcohol use.

Many general health conditions increase the risk of oral disease, such as an increased risk of periodontal disease in patients with diabetes, and vice versa poor oral health can have a negative impact on general health conditions and their management.

Adopting good oral hygiene habits and having regular dental check-ups contribute to a lifetime of well-being and help people live a better quality of life into old age.

**How does the FDI contribute to the promotion of oral health?**

In terms of World Oral Health Day, the FDI launched the campaign in 2007 to raise global awareness on the prevention and control of oral disease, and today, it is the largest global awareness campaigns on oral health. We work with our members, oral health professionals, corporate partners, health organisations, policymakers and the general public to spread messages about good oral hygiene practices to adults and children alike.

More broadly, we work on major project partnerships in areas such as prevention and oral health literacy, especially among children, oral health project innovation and sustainability, as well as care management and societal issues, such as oral health and ageing populations.

**How can dental professionals still current with the FDI?**

The best way to keep informed is to subscribe to FDI News for the latest developments in oral health.

Thank you for the interview.
“The government of Dubai has set a very high priority for oral health”

By Dental Tribune MEA / CAPPrnea

Dental Tribune MEA & CAPPrnea had a pleasure to ask Dr Shaah Al Mashhadani from Dubai Health Authority (DHA) several questions about approaching World Oral Health Day 2018. World Oral Health Day (WOHD) is celebrated every year on 20 March. It is an international day to celebrate the benefits of a healthy mouth and to promote worldwide awareness of the issues around oral health and the importance of oral hygiene to looking after everyone old and young.

Why are partnerships with companies like Philips important for Dubai Health Authority?

Dr Shaah Al Mashhadani from Dubai Health Authority (DHA) had a pleasure to ask Dr Shiamaa Shihab Al Mashhadani from Dubai Health Authority (DHA) for partnerships with companies like Philips important for Dubai Health Authority. The DHA and the strategic stakeholders have common goals of ethics, integrity and value to help improve oral health and oral health literacy in the population.

The DHA ideally provides prevention and promotion messages and programs to the public, however it is essential for strategic stakeholders to play an important role in emphasizing the prevention of disease and promotion of oral health in conjunction with government entities. They can help to develop local solutions for local needs, thus helping to tackle local oral health problems. The unity of goals and resources help pave the way for a more integrated health promotion services.

What are your hopes for the approaching World Oral Health Day on 20 March?

We always plan each year to celebrate world oral health day in a creative, innovative and entertaining way this year is no different, we have special international oral health advocates and many related activities. The celebration of WOHD is an important tool to raise awareness about the importance of the oral health in relation to general health including the link to many non-communicable diseases in schools, community centers and the general public. The oral cavity is not separate from the body and it affects the body as whole. The FDI launched the theme for WOHD to concentrate on understanding the mouth and body connection and how good oral habits can control general health risk factors.

What is the relation between oral health and general health?

As I said, the mouth is a mirror of the body. If we have any problems periodontal disease, dental caries they all originate from bacteria bacteria travel into the bloodstream and the effects can range from diabetes to heart disease. Many oral health problems are related to many systemic problems in the body, if we solve these problems, we will have good results in general health.

How does the Dubai Health Authority contribute to the promotion of oral health?

The Dubai Health Authority strategy for 2016-2021 has set a very high priority for oral health. It is fifth on the list of many health related programs. We have a very well-structured oral health program which covers every aspect of oral health including school students community and public awareness of oral health with emphasis on elderly people and it’s protocols and policies of determination, policies and protocols that will improve oral health of the population of Dubai.

Thank you for the interview.

Paediatric Oral Health Care grows into success

By Sunstar Europe SA

Paediatric dentistry is where the seeds of optimal oral health are planted. In recent years, the provision of paediatric dental care has been steadily growing, but working with children can be challenging. In this article, James D. Nickman, DDS, president of the AAPD, describes the past few years as “exciting times” for paediatric dentistry. He sees growth in the profession, with the number of practitioners training to treat this population increasing each year. He characterizes paediatric practitioners as a young and diverse population. Demand for paediatric dental care, Nickman believes, is driven mainly but not only by parents seeking the best treatment for their children.

Products help fuel growth

One of the defining characteristics of paediatric care, according to Nickman, is that it advocates prevention. Fluoride remains key to caries prevention efforts, and products, such as professionally applied fluoride varnish, have increased patient compliance. Likewise, Nickman adds, silver diamine fluoride is helpful in treating infants and younger children because it allows oral health professionals to medically manage the disease, until the children are better able to tolerate treatment. Advances in restorative materials have improved the aesthetics of treatment among children. The use of laser technology to treat cavities, remove bone, or treat hard and soft tissue is also growing among paediatric dental practices, with such benefits reported as reductions in post-operative infection, reduced anxiety for patients due to decreased noise levels and less need for anesthesia.1

The dental market has developed a variety of products designed to appeal to children such as manual toothbrushes featuring kid-friendly motifs that include bright colours and patterns, and friendly monster characters for ages 2 and older. Toothpastes, too, have been tailored to the paediatric population, and include fun flavours.

Oral health literacy and safe practice above all

In many cases, children depend on a parent or caregiver to provide self-care and it is important to keep instructions simple. In addition, care plans should be developed and discussed in a culturally appropriate manner whenever possible. Part of making that treatment optimal, is for practitioners to spend the time necessary to communicate the needs of the child and options for treatment in understandable language. Children and their parents may historically have dreaded visiting the dental office, but advances in products and practice methods are overcoming the barriers that once separated young children from vital treatment. Despite the challenges this trend will present, it provides an opportunity for the dental profession to showcase its strengths and lead generations of patients on the path to optimal oral health.

References


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**Maurizio Tonetti: Prevention makes excellent economic sense for the dentist**

*By DTI / Prof. Maurizio Tonetti*

Lack of compliance from patients cannot remain an excuse for giving up, says Prof. Tonetti, editor of the Journal of Clinical Periodontology and co-author of a Perio Focus green paper on lifelong oral health, when we have so much to offer the patient to adequately motivate his or her compliance.

In your Perio Focus green paper, "Impact of the global burden of periodontal diseases on health, nutrition and wellbeing of mankind: for continuous action," you call for prevention, diagnosis and treatment. Why do you recommend this threefold approach to periodontal diseases? More than 750 million people suffer from severe forms of periodontitis, while another 3 billion have a milder form of it. With such a widespread prevalence of this disease, we need a multi-pronged approach to treat it, which includes:

a) Prevention, to ensure that fewer people develop the disease. We should aim at reversing the common risk factor approach for the prevention of chronic non-communicable diseases as suggested by the World Health Organization (WHO), with one critical addition: we must include oral hygiene as one of the virtuous behaviours (along with not smoking, eating well, controlling weight and exercise). Prevention requires the implementation of appropriate strategies to promote effective management of gingivitis, which dental professionals need to play a critical role in providing. In addition, more needs to be done by governments in this regard.

b) Diagnosis, since we think that early detection and early management will lessen the economic burden of treating periodontal disease. We suggest an alliance with the patient to aid early detection with self-assessment, professional screening and a full periodontal diagnosis. In addition, it is critical that dental professionals communicate the message that gingival bleeding is not normal and requires professional attention.

c) Treatment, which for dentists is the obvious step. The problem is that we know how to treat this disease and we have all the tools at our disposal, but formidable barriers are making access to the best evidence-based treatment difficult—and I am not only talking about money! A complex mix of misunderstandings, incorrect health messages delivered by both lay and health professionals, faulty reimbursement systems and a historical focus on operative dentistry are proving difficult issues to overcome.

Clearly the number of periodontal disease patients is enormous and is increasing every year, but we have all read about from around the world can be seen as a good omen.

Often, prevention is neglected in dental practices in favour of diagnosis and restorative treatment. However, how can dental professionals equally implement these three steps in their daily practice?

In developed countries, and in the higher socio-economic strata of developing countries, health, rather than disease, is the future of medicine and dentistry, since people want to be healthy and for that, prevention is key. The best dental practices are those of any private care dentist, and models away from traditional restorative treatments alone and towards a digital dentistry approach. Prevention makes excellent economic sense for dentists from the patient’s perspective, preventative treatment only works if it is of a very high quality.

What are some of your key recommendations for short- and long-term strategies to promote lifelong oral health?

You raise an important point. The simple answer is with the diagnosis and treatment of any disease: preventive care pathways for different individuals. Primary prevention, or helping healthy people avoid the disease, is key. We know what to do in terms of behavioural modification and the promotion of a healthy lifestyle through the management of diet, hygiene instructions and delivery of the traditional periodontal preventive services (scaling and prophylaxis).

This approach, however, requires diagnosis, because the dentist must first establish that the patient does not suffer from periodontitis at the time for it to work.

In the conclusions of the Prevention Workshop at IDEM 2018, under the umbrella of "Emphasis: what is the impact of prevention in 2018?" we underline the fact that it is not up to the dentist alone to deliver professional primary preventive services to patients with undiagnosed periodontitis. So, each dentist needs to create different care pathways. One pathway for healthy subjects that need primary prevention, one for gingivitis patients who require treatment first and then primary prevention, and another for periodontitis subjects whose needs are totally different from the latter. The core of preventive care pathways is to treat patients before diagnosis, because the disease process is cumulative, so its manifestation is much more severe later in life. The oral environment also becomes more hostile with age. Root caries, which are rare in younger individuals, are common in the older patients.

When these conditions are coupled with other severe health or mental illness, then the specialist in geriatric dentistry could be required. Gerodontontology is now a recognised dental specialty, however specialists in this field are still not common in ASEAN countries. The engagement of international bodies such as the FDI and WHO on the concept of lifelong oral health will encourage healthy discussions and policy developments to ensure that preventive measures and oral healthcare are accessible.

What is happening in this field during the IDEM conference in Singapore?

Singapore recognised the importance of this major demographic change and has made large investments to ensure that lifelong oral health is delivered to its population. With the Silver Wave Symposium at IDEM 2018 on October 14, there will be a full day dedicated to managing the ageing population and patients. Six international speakers and clinicians will be brought together to discuss the management of oral health issues, of the ageing population, and of others. The day will start with discussions on the changes that were made in the public health and education institutions, then move on to critical issues. The day will be clinically oriented and discussion will be patient focused. The symposium will be supported by The Silver Wave booklet, which will be distributed during IDEM.

More information about the symposium can be obtained from the congress programme schedule.