

## FDI congress gets off to a promising start

**I** New products and clinical developments in dentistry presented at Istanbul Congress Center

With the playing of the Turkish national anthem and the handover of the presidential chain from Dr Orlando Monteiro da Silva to the president elect, Dr Tin Chun Wong, as only two of the highlights, the FDI Annual World Dental Congress was officially opened yesterday at an opening ceremony in Istanbul. Local flavour was

for their great efforts in hosting another outstanding event in Istanbul.

Earlier on Wednesday, thousands of visitors from all over the world were already swarming around the halls and exhibition areas of the Istanbul Congress Center. In total, more than 12,000 dental professionals are ex-



**I** Worldental Daily is handed out to visitors on Wednesday morning. (DTI/Photos Daniel Zimmermann)

added through performances by Turkish percussionist Burhan Öçal and his group, followed by Fire of Anatolia, a dance show that offered a fusion of Anatolian dances, modern dance and ballet. The audience was addressed by the Turkish Minister of Health, Mehmet Müezzinoğlu, who took the opportunity to thank the organisers

pected to attend the four-day event, which has been organised by the Geneva-based organisation and the Turkish Dental Association. There will be more than 160 lectures and presentations, as well as other events related to oral disease prevention and management. In addition, local and global manufacturers are presenting their latest products and services at the World Dental Exhibition on Level 5.

“The FDI and TDA jointly chose the congress theme ‘Bridging continents for global oral health’. It highlights the opportunities of both congress and venue for dental practitioners, auxiliaries, manufacturers of dental and oral health equipment and products, dental service industries, such as insurance, and national governments,” commented outgoing FDI President Monteiro da Silva in his speech at the opening ceremony. “The congress



**I** More than 12,000 dental professionals are expected to attend the four-day event which is held in the Istanbul Congress Centre.

will see some key debates in politics; for example, the implications for the dental profession of the Minamata Convention on Mercury to be signed in October. This is of interest to dentists because of its special provisions for dental amalgam.”

According to Monteiro da Silva, the congress will see the launch of new initiatives intended to help improve oral health worldwide, such as the Observatory for Oral Health Prevention and Control project (see page 3 of this edition) and the FDI’s Strategy for Africa. “This Annual World Dental Congress is a reflection of what the FDI represents in the world today: relevant, influential, well-informed, ubiquitous,” Monteiro da Silva said.

The congress will continue today with presentations on preventive

dentistry and implantology, among other topics. Clinical methods and technologies will be discussed at the Dental Tribune Study Club Symposium in the exhibition hall at Booths B32 and B66. Between 11:00 and 18:00, well-known experts will present on minimally invasive cosmetic dentistry and the benefits of CBCT.

Unfortunately, Worldental Daily was not able to include picture from the opening ceremony before this edition went to print. For photos from the event, around-the-clock news and information about the congress, please visit the Dental Tribune website at [www.dental-tribune.com](http://www.dental-tribune.com) or scan the QR code at the bottom left corner of this page.

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WDD is published by the FDI World Dental Federation in partnership with Dental Tribune International GmbH (DTI).



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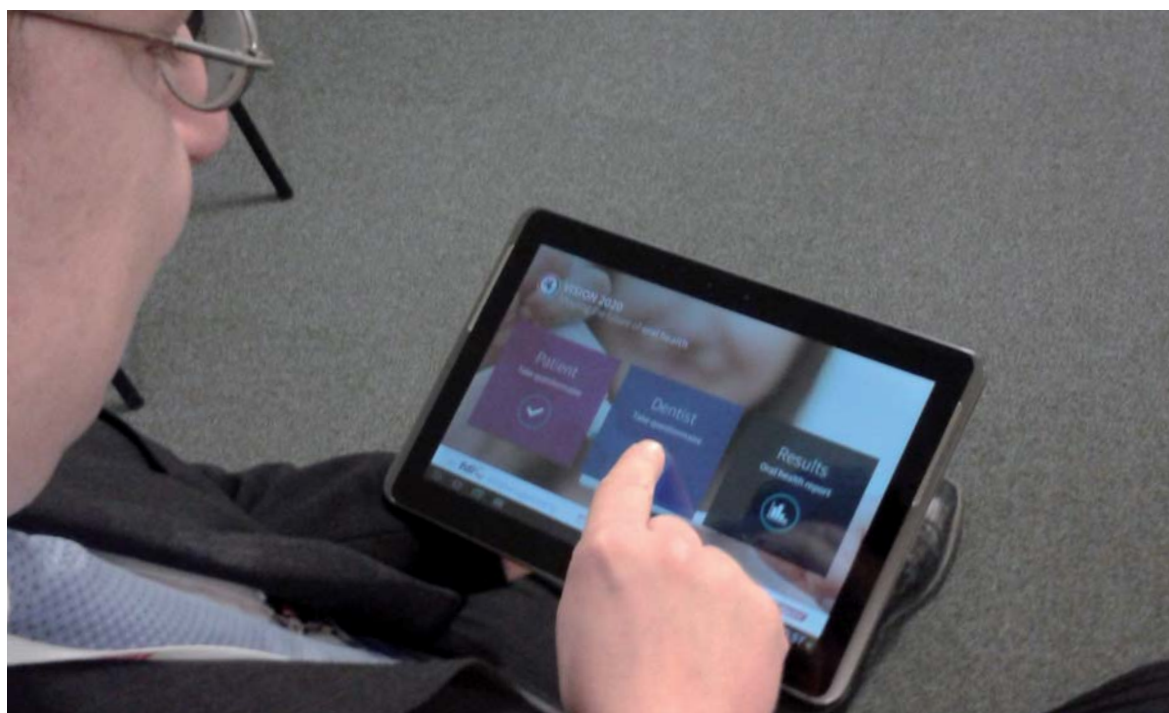
# FDI launches its Observatory for Oral Health Prevention and Control

Pilot project to begin in early 2014

The FDI World Dental Federation is launching its Observatory for Oral Health Prevention and Control today at the Annual World Dental Congress in Istanbul. Inspired by the format of the European Global Oral Health Indicators Development project in Europe and the Behavioral Risk Factor Surveillance System of the US Centers for Disease Control and Prevention, the pilot project is set to begin in January next year and will see the organisation distributing tablets to selected dentists worldwide containing a series of questions for their patients.

They will have a sociological and medical core, dealing with oral hygiene habits, understanding of oral hygiene, behaviour, nutrition and a number of others, with a focus on the state of patients' oral health. The Android-based tool also contains questions for the dentists themselves concerning clinical data, such as the number of natural teeth, periodontal status and cancerous lesions.

In a world awash with data and information, what prompted the FDI to launch this initiative? FDI President Dr



(DTI/Photo Melissa Brown)

Orlando Monteiro da Silva responded to this question: "There is a lot of available data on oral health, including in our own *Oral Health Atlas*, but the question is what does that data tell us?"

"The World Health Organization seeks to monitor trends and determinants in the field of noncommunicable diseases and evaluate progress in their prevention and control. Our

work with them on oral health has made it clear that the current data cannot anticipate in a dynamic way future challenges for the profession and public that readily translate into indi-

cators and targets. It therefore has limited value for national dental associations and oral health policy makers. We have to rethink and move quickly. That is what we are doing now."

The FDI Observatory for Oral Health Prevention and Control programme is one of two items identified from FDI Vision 2020 for immediate implementation. The other is intra- and interprofessional collaborative practice as a means of better integrating dental medicine into the medical community for the benefit of patients.

FDI Vision 2020 maps the threats and opportunities facing oral health and oral health care in the coming decade in five key areas: meeting the increasing need and demand for oral health care, expanding the role of existing oral health care professionals, shaping a responsive educational model, mitigating the impacts of socio-economic dynamics, and fostering fundamental and translational research and technology. It was launched in September 2012 at the 100th AWDC in Hong Kong.

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## Reaching young mothers with oral health education

Live.Learn.Laugh. partnerships in Morocco and Egypt progress

Thousands of mothers in Morocco and Egypt are learning how to encourage their children to adopt good toothbrushing habits for life, as part of the Live.Learn.Laugh. (LLL) partnerships between the countries' national dental associations and Unilever Oral Care brand Signal.

In Morocco, the partnership between the Association Marocaine de Prévention Bucco-Dentaire and Signal aims to improve knowledge of oral health among pregnant women and emphasise that it is important for parents to take their children to the dentist regularly, so that parents act as role models and teach their children about the importance of a good oral care routine at an early age. To encourage them to think about oral health, parents are asked to complete the dental section of their children's health record, which motivates parents to take their children to the dentist regularly for their record to be reviewed.

"One of the highlights of our LLL partnership this year was the activities we arranged for World Oral Health Day on March 20th. We organised educational games and activities for children where they learned how to care for their teeth and avoid caries, and about the relationship between a healthy mouth and a healthy body,"



(DTI/Photo courtesy of Unilever, UK)

Dr Nabila Alami, LLL project coordinator in Morocco, said. "The project is having a great impact: our participants are very interested in improving their oral health and we have been successful in encouraging good oral care habits like twice daily toothbrushing. LLL provides a great opportunity to advance oral health in Morocco, especially in reducing caries in young children."

The Egyptian partnership, between the Egyptian Society for Pediatric Dentistry and Children with Special Needs and Signal, aims to make brushing twice a day with a fluoride toothpaste a habit through oral care educational programmes led by

school teachers. Project leaders met with and trained teachers in oral health education, explaining the details of the project and demonstrating an effective brushing technique with the aid of posters, videos and booklets. A free toothbrush and toothpaste are given to all participants during meetings with parents, and local dentists provide free check-ups to treat existing problems, with follow-up appointments to evaluate the success of the programme.

Remember to visit the LLL partnership stand on Level 2 to find out more about their oral health improvement projects taking place around the world.



# Dental erosion and hypersensitivity in Europe discussed

**GSK-sponsored symposium attracted many attendees of the FDI congress**

**T**oday, at the first scientific symposium of the 101<sup>st</sup> FDI Annual World Dental Congress, dental experts presented the findings of a new study that aimed to establish the prevalence of dental erosion, hypersensitivity and tooth wear in young adults in Europe. The study is the first of its kind.

The Epidemiology Study on Non-Carious Cervical Lesions and Associated Risk Factors (ESCARCEL) was conducted among 3,187 dental patients aged 18 to 35 in the UK, Italy, France, Finland, Latvia and Estonia, who were examined by over 90 dentists in general practices.

Concerning dentine hypersensitivity, Prof. Nicola West, from the University of Bristol's School of Oral and Dental Sciences, stated that hypersensitivity is another growing problem in Europe, as 42 per cent of the young patients reported having experienced some form of dentine hyper-

sensitivity. Although many patients demonstrated good coping mechanisms for dealing with pain, 28 per cent felt that the pain significantly affected their lifestyle, as they avoided certain kinds of foods, for example. The prevalence of dentine hypersensitivity was highest in Italy (over 50

per cent) and lowest in Finland (less than 30 per cent). Again, heartburn and an acidic diet were identified as risk factors.

Surprisingly, no statistical difference was noted in this study between male and female participants for any

of the subjects dealt with in the study. There was also no evidence that toothbrushing time or technique affected the results.

The research was supported by a grant from dental consumables manufacturer GlaxoSmithKline.

AD



From left: Dr Duygu Ihan, member of the Turkish Dental Association and vice-coordinator of the congress, Prof. Nicola West from the University of Bristol, Prof. David Bartlett from the King's College London, Prof. Adrian Lussi from the University of Bern and Dr Denis Bourgeois from the University of Lyon. (DTI/Photo Claudia Duschek)

To determine the prevalence of tooth wear, the researchers used the Basic Erosive Wear Examination (BEWE), a scoring system that grades the appearance or severity of wear on the teeth from no surface loss (0); initial loss of enamel surface texture (1); distinct defect, hard tissue loss (dentine) less than 50 per cent of the surface area (2); or hard tissue loss more than 50 per cent of the surface area (3).

According to Prof. David Bartlett, head of prosthodontics at King's College London, tooth wear is a growing problem in Europe, as 26 per cent of the participants had a BEWE score of 2 and 27 per cent a score of 3, for example. However, there were large regional differences. In the UK, 47 per cent had a score of 2, but only 7 per cent had a BEWE score of 3. On the other hand, in Italy, almost 20 per cent had a score of 3, while 19 per cent had a score of 2. Latvia, Estonia and Finland had the lowest prevalence of a score of 3.

Overall, the researchers found that almost one-third (29.4 per cent) of young adults have erosive tooth wear. Tooth wear was significantly higher in the group of 26- to 35-year-olds than in the younger age group. Throughout the study population, heartburn, and the consumption of fresh fruit, fruit drinks and acidic foods in general were associated with an increased risk of wear. Managers had a higher risk of wear than did manual workers, as did those who lived in rural areas, Bartlett said.

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### FDI Scientific Programme Symposium – Erosion and Dentine Hypersensitivity: How big is this problem in Europe?

Wednesday 28th August 2013, 9:00 - 11:30  
Camlica Hall, ICC Section B2

- An investigation into the prevalence of tooth wear and dentine hypersensitivity with associated risk factors
- Outcomes from a European epidemiology study, supported by GlaxoSmithKline



This invitation is for healthcare professionals only.

For more information visit: [www.fdi2013istanbul.org](http://www.fdi2013istanbul.org) or [www.gsk-consumerhealthscience.com](http://www.gsk-consumerhealthscience.com)

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# “Referred patients are the best patients”

An interview with Dr William Cheung, Hong Kong

Dentistry is still largely a profession focused on treatment rather than prevention of oral diseases like caries or peri-

odontal disease. A preventive approach in dentistry is needed more than ever, according to FDI Continuing Education programme direc-

tor for the Asia-Pacific region and FDI AWDC presenter Dr William Cheung. *Worldental Daily* sat down with him on Tuesday morning to

discuss the philosophy briefly, and its benefits for both the patient and dentist.

**Worldental Daily:** Dr Cheung, could you please summarise the key aspects of the preventive philosophy for us and why it is important?

I think in the mind of most dental practitioners, prevention means primarily brushing, flossing and regular cleaning. There is no question that these measures are important but there is a lot more to this, like all the developments in the area of fluoride,



Dr William Cheung, Hong Kong

for example. Many dentists are not aware of that.

There is also caries management by risk assessment, where we sit down with the patient and go through a certain process step by step. With the outcome of this, we can identify certain areas that need special attention. Then we formulate a protocol for this particular patient for managing his or her risk, or minimising it. This is not necessary for every single patient but if we expect the patient to be highly susceptible to caries then we would go through that exercise and perform a risk assessment.

**Such a model clearly benefits the patient. What is in it for the dentist?**

Patients sense that you have a preventive approach at your practice and actually notice that you are going through all these exercises for them. This creates a positive image for the practice.

As dentists, we gain greater satisfaction because we can see the result of introducing this type of approach to patients that will subsequently be of benefit to them. By having patients come in regularly, you can identify something and can offer choices rather than expecting patients to come in only once they have a problem. When you start to build this kind of positive image and patients are happy, they are going to refer patients to you. Referred patients are the best patients in my opinion.

**Considering all the prevention-focused initiatives that organisations like the FDI are running, where do we stand with the preventive model?**

Unfortunately, at a congress like the FDI AWDC here in Istanbul, most dentists want primarily to attend presentations in fields like cosmetic dentistry and implants. Those are the major topics that they are interested in, and I do not blame them because implants can generate a lot of revenue.

As dental professionals, however, I think we owe it to our patients to adopt a preventive philosophy. If we do the right thing, it can be rewarding as well financially. So, if you ask me when we are going to reverse this trend, I do not have an answer for you but as a dental association it is our responsibility to teach prevention and ensure that dentists understand what that means.

**Thank you very much for the interview.**

AD

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# A huge burden for individuals and society

By Dr Mitsuo Okubo, Japan

I would like to express my sincere appreciation to all the parties involved for giving me the opportunity to make a presentation at the

2013 AWDC in Istanbul. My presentation on behalf of the Japan Dental Association at this year's FDI Annual World Dental Congress is dedicated

to the dentists in Japan who continue to practise under very difficult circumstances as the Japanese society is ageing at the fastest rate in the world.

The speed of ageing is the number of years it takes for the percentage of the population that is 65 years of age or older to go from 7 to 14 per cent. For example, in France the aged population reached 7 per cent in 1864. It took 115 years to reach 14 per cent. In comparison, it only took Japan 24 years to go from 7 per cent in 1970 to 14 per cent in 1994. The unique phenomenon of Japan's rapid ageing resulted from the extraordinary increase in average life expectancy. In 1950, the average life expectancy for men in Japan was approximately 60



Dr Mitsuo Okubo, Japan

years of age; it was 83 only 60 years later. The problem with this development is that healthy life expectancy has not kept pace with the rapidly increasing average life expectancy. Healthy life expectancy in Japan is 72, and statistics show that there are many elderly people who require nursing for ten years or more after they have reached that age. This places a huge burden not only on these individuals, but also on their families and society as a whole.

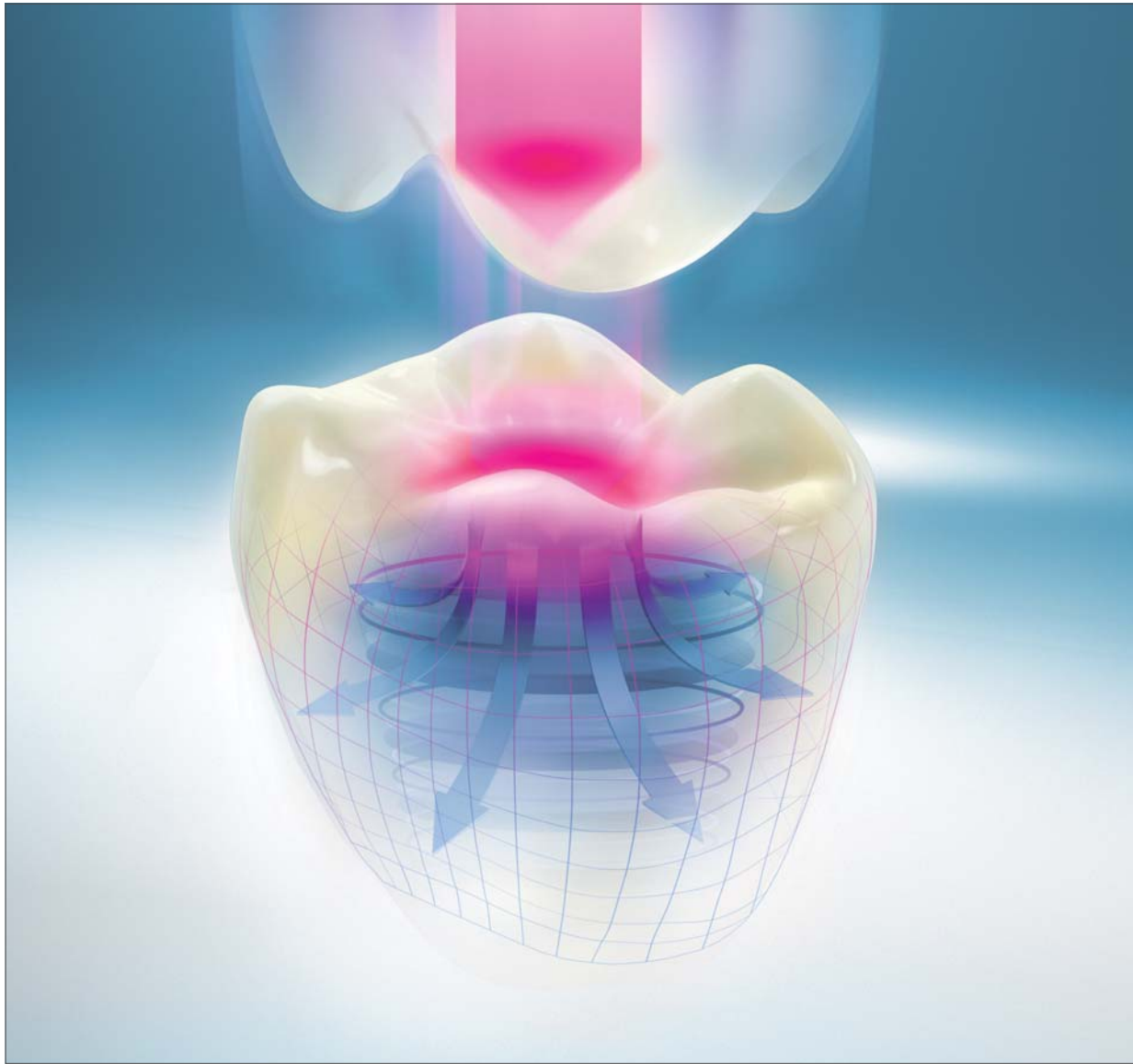
Prior to this increase in the elderly population, the Japan Dental Association started the 8020 movement in order to contribute to a more healthy ageing society by helping people over the age of 80 retain at least 20 functional teeth. What was decisively lacking in 1988, however, was research verifying that elderly people with many functional teeth were truly healthy. In response to that lack of knowledge, several cohort studies were initiated to seek evidence that could support 8020. In my presentation, I will give representative examples of the findings of these studies.

When I was elected President of the Japan Dental Association in 2006, I committed to helping dentists and dental associations understand the true significance of 8020. We should view the fundamental importance of oral health and dentistry as a philosophy. Of course, we must obtain nutrition by consuming food like every other animal on this planet. A philosopher friend of mine once said, "Living is continuing to eat". For humans, however, living has many meanings. The scientific name for humans is Homo sapiens (human+wise) and the evidence of this wisdom is the use of language. I consider the definition of "human with language" (Homo loquens) as more appropriate for humans because people can use language to improve their lives and livelihoods. I think my colleagues from around the world attending the AWDC will agree that the first goal of dentistry is to sustain and enhance oral function, which is fundamental to human life, until people reach the end of their life.

Dr Mitsuo Okubo is the president of the Japan Dental Association. Today, he will be presenting a paper titled "Dentistry in an aged society" during one of the afternoon sessions as part of the 2013 FDI AWDC scientific programme.

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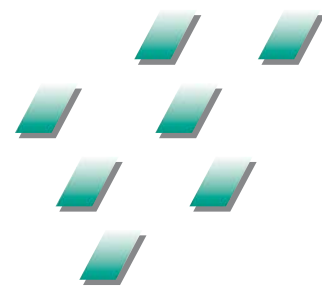
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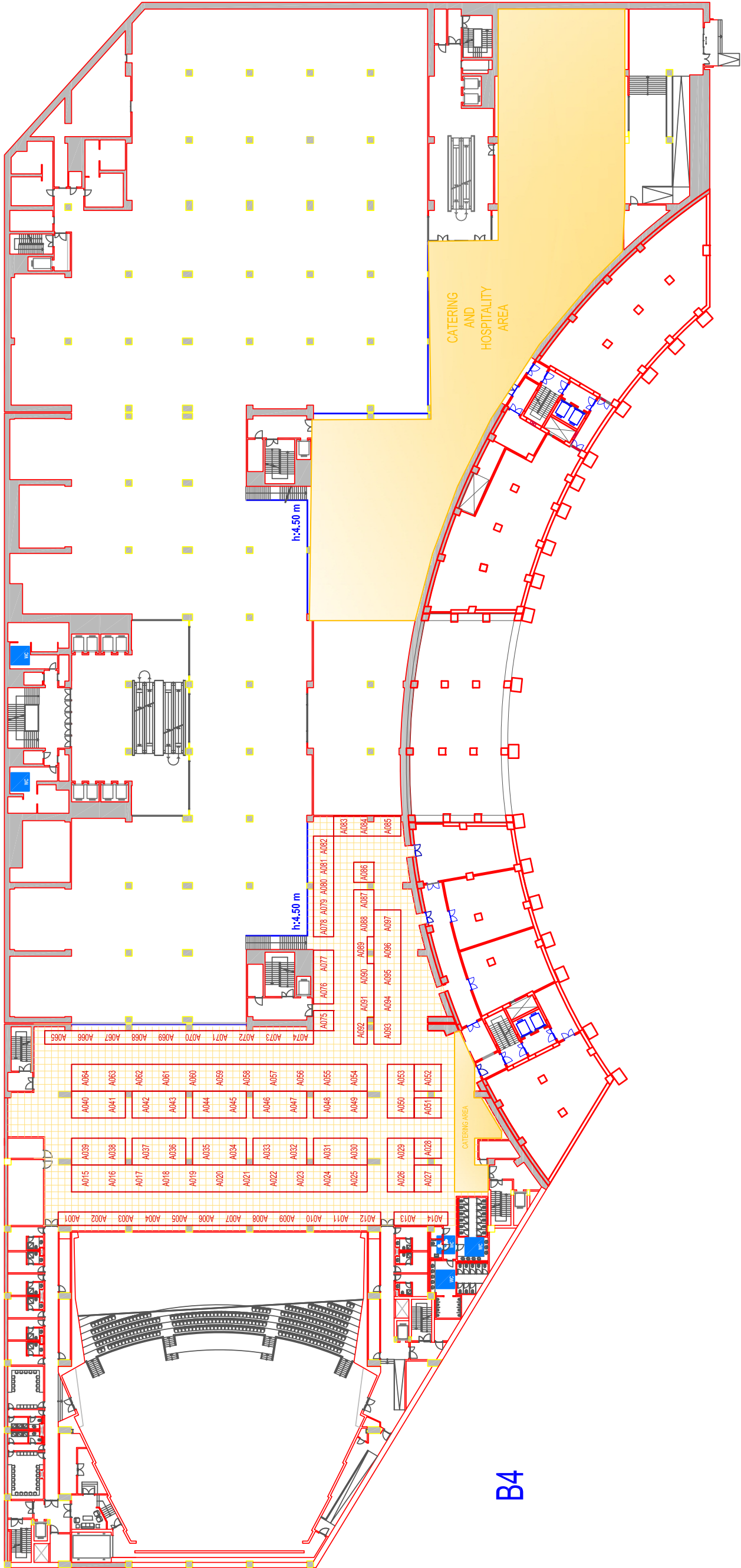
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