



INTERNATIONAL FEDERATION
OF DENTAL HYGIENISTS

100 South Washington Street, Rockville MD 20854, USA; Phone 011-240-778-6790; www.IFDH.org

Board of Directors Conference Call

Tuesday, February 16, 2021

MINUTES

1. Welcome & Attendance: *Corrie Jongbloed, President*

Meeting started 4:01 pm ET USA, with the following present:

Corrie Jongbloed-Zoet	President
Wanda Fedora	President Elect
Michaela O'Neill	Vice President
Donna Paton	Treasurer
Melanie Hayes	Secretary
Peter Anas	Executive Director

2. Approval of December Board Minutes*: *Corrie Jongbloed*

A few minor amendments from the Board were proposed:

- MON: Page 1 - Did not agree to contact Wrigley – to remove this from the Minutes.
- MON: Point 9 – Change to Prescription only medicine consultation, not survey
- MON: New business – Donna needs a capital D.

Minutes then approved.

Action: PA to make the above changes.

Action points discussed:

- **Education committee:** HOD members could provide a list of schools in their country. MH raised the benefit of membership for DH schools is not clear. CJZ advised more a list for interested people to see. PA recalls something in strategic plan re DH schools – what would benefits be? Could we create some benefits?

Action: MH to follow up with Ron Knevel – does the Education committee think this would be a good strategy?

- **Proposal re Dental Nurse support.** MON spoke to Marina Harvey. MH agreed research would be valuable. Looking for research support. CJZ asked about Research grants. MON well established, PhD researcher, IFDH grants not enough for the size of her potential budget. MH advised Board could commission research of interest to the IFDH.

Action: MON to ask Marina to put together a proposal for discussion at next board meeting.

- **Social Responsibility:** WF contacted Sharon twice, no response. Is aware that has the Board's go ahead, but challenged by Covid. WF offered to take over for her if too stressful.

- **Therapy Taskforce:** CJZ has not received a response from International DT association President.

- **Journal:** CJZ has had meetings with Dagmar but too much for quick update. She will send report to the board.

- **Action List:** MH mentioned about having an action list to help manage. PA asked for list by programs or by people? MH prefers by program. CJZ prefers by person, WF familiar with this too. MON prefers to tie back to minutes. MON didn't receive last minutes – PA thought he sent them, as confirmed by Corrie. Would like Minutes and action points within 7-10 days of meeting.

3. Executive Committee: *Corrie Jongbloed*

This topic was discussed at Board meeting, Oct. 2019. Aim is to not burden Board with so many details on a daily, weekly basis. CJZ in contact with WF and PA almost daily. Need to trust that major issues will be raised with the full Board. At the time (2019) MH made suggestion for a delegation policy/list. CJZ thinks this would change on a weekly basis. MON advised not the intention to be distrustful, but just wanted clarification, to know what was happening, for transparency and clarity. PA sent list of all activities over past month to keep the board updated. MH raised delegation authority again, important for transparency and protection of non-exec committees.

Action: MH to find examples of delegation authorities, to try and find an appropriate policy that would be applicable to our circumstances. (2 or 3 examples, then send to the Board).

4. Office Update* - *Peter Anas, Executive Director*

Peter noted the point of the Report is to keep the board updated on the depth and breadth of activities undertaken by the staff in the prior two months, the busiest ever for the office.

5. Finances: *Donna Paton, Treasurer and Peter Anas*

- Financial Statements at Dec. 30*

Most of the Summit revenues (\$30k) were received in 2020, although expenditures are in 2021.

CJZ worried that we need profit from the programs, as sponsorship pays for staff time, resources, etc. Perhaps need to allocate higher % from sponsorship for IFDH.

DP asked how much is each research grant. PA advised max of \$2000 (applicant required to submit a budget). WF clarified \$10k sponsorship, with 20% allocated to management of grants, so a maximum of 4 grants of \$2000 each.

- Budget:

Peter talked through notes to 2021 projections.

- There needs to be a change to Summit fees as Colgate to cover some registrations (\$6800 for HoDs) – whether to include this as sponsorship or registration in budget, to be determined.

- Free membership to 3 new country members, that applied in fall 2020. MON thought this free membership is now over. Any new applications will not receive free membership. Nepal never paid membership. We have not budgeted for any new members, therefore any new members will be a bonus, and likely small countries will only provide small dues.

Action: MON to join next membership committee meeting to discuss potential individual member benefits.

- Sponsorship

- P&G: Survey new topic to be decided for April-May. Member brochure comes out – P&G not sponsoring, based on IFDH not travelling and not handing them out. Consider an online brochure, some costs with reformatting, but would not sponsor.
- Dentsply: Haven't got final commitment on SR for this year.

- Journal subscriptions – to discuss with Dagmar and Wiley, about reduced rate and online subscription.

- New website has been budgeted for.

- ECHAT: P&G asked if the money could be carried over – e.g. \$7500 is in 2020 budget, but not all expended (only 5 programs funded). PA mentioned that we can't juggle money around to another year in budget the financial statement, as it creates issue for the audit. PA not sure what the solution is at this point. WF thinks we need to budget for these programs in 2021 (need to spend the money paid by sponsors, not just take

it. DP asked could you expand the program to encourage more interest? WF mentioned to expand to 20 programs in 2021.

- Question mark for \$5k for conference representation and president travel – suggest reducing each as unlikely to expend due to COVID. Reduce by 50%.

- If you look at 2020 financial statement and 2021 budget together, the loss in 2021 is mitigated by profit in 2020.

Action: PA to update the budget based on discussions, which should improve the bottom line. It is to be reviewed by CJZ, DP and WF.

6. Membership: *Peter*

- Overview and Billing

- 31 Full, 2 Affiliated, 2 Allied = 35 members in our 35th year!

- Full Membership Nepal (NDHA vs DHAN)

- New Members:

- Full Association: Belgium
- Allied Supporter: Georgia, Cameroon

MON tabled report from Membership committee. Advice to committee – focus on individual membership and follow up country leads (e.g. Libya, Egypt, Saudi Arabia, Kuwait and Jordan).

Regarding Nepal – Full Member DHAN did not pay dues. PA asked if we can ask the NDHA (current association member) do you want to become the full association member. It was agreed to inform DHAN of since their unpaid membership, that we are asking another association to take their place, and then ask NDHA to move up to full membership.

7. Sponsorship: *Peter*

CJZ asked about Phillips, Unilever and Henry Schein. PA waiting for sponsorship brochure update to be completed.

8. ISDH 2022: *Corrie*

- 2022 Ireland LOC Meeting Minutes*

- Schedules: 2022* vs 2019*

- Meeting Minutes with the Board and LOC tabled. CJZ felt the LOC is behind schedule, and the board has not been made aware of work of LOC and Scientific Committee. The LOC feels it is difficult to have Summit and SR programs incorporated in the program. MH advised Summit, SR not responsibility of Scientific Committee. CJZ was not made aware of the process and concerned invited speakers are too much oriented to Europe. WF acknowledged half our membership is in Europe. CJZ asked MH to keep diversity of countries at front of mind in the SC.
- LOC: CJZ mentioned that DP doesn't regularly attend these meeting. CJZ advised DP is the liaison, so would like her to attend these meetings regularly.
- WF noted that the Preliminary schedule has been developed by the PCO with lots of sponsored sessions. The Schedule should be a fluid document, as in Australia. MH commented it is dependent on venue site – DP advises venue is big enough. PA: seems LOC is against having the Summit.

Action: DP to see if LOC can get another parallel room. Ask PCO that we want to run Summit (2hrs) and SR (2hrs), how can we make it happen as it will enhance the overall program and attendance.

- PA was surprised no contract yet with the hotel, which needs to be sorted asap. Members asking about cost of accommodation.

- Draft schedule: Board to arrive Friday, meet Sat and Sun. Monday is full HOD Business Meeting, Leadership Forum on Tuesday (full day – 2nd HOD day). Thurs 11th – 2hrs for Summit. Fri 12th – 2 hrs for SR.

9. P&G Surveys #3 (Electric Toothbrush) – Peter

- #3 - Electric Toothbrush (on the website)
- #1 – COVID (see email re NY Times)

The 3rd survey just completed added to our website, and social media posts last week. PA forwarded email from ADHA with ADA on their joint Covid survey. You can register (showing at 2 different times) and Joann Gurenlian one of the speakers. Our Covid survey was quoted in NY times and P&G was very happy. We are discussing the topic of next survey (2021), PA suggested a follow up to Covid survey. DP wanted to know if we should promote more globally, with a press release. PA advised we don't have a dental media list. MH mentioned about HOD countries in magazines (e.g. DHAA Bulletin) would be interested.

Action: PR committee to develop a list of dental-related media contacts.

10. Oral Health Summit & Leadership Forum: Corrie

- Speaker Invitations*
- HoD Email*
- Commercial Video Guidelines

CJZ noted that the speaker invites sent out, Dagmar and Yvonne and ACFF Nigel Pitts confirmed. In discussions with WHO. Haven't heard from FDI. IADR Exec director will get President or delegate to participate.

Preparing invitation for HOD and CJZ and PA to finalise wording.

PA noted an issue from corporates is they want guidelines for the commercial video. Colgate wants to know by Feb 26. MON asked if it can be about science and evidence, rather than products? Talk about technologies improving oral hygiene globally. CJZ noted that the content must be in line with Summit, position of hygienists in workforce and reducing burden on oral disease.

Action: MON to draft guidelines for commercial video by Friday.

11. Committees

a. Education:

- o Research Grants – Deadline Dec 15, 5 apps received
- o Education Academy Web Page - Peter

MH gave update. Waiting on one member of Research Committee to return the assessment. Should have an outcome by end of the week.

PA noted we will be including videos and webinars on Education Academy page of website. CJZ met with ACFF late last year, discussed CariesCare International program, and IFDH were allowed to have link on our website but this hasn't happened yet. PA said waiting for response from MH.

Action: MH to check if she responded to email.

b. Social Responsibility – Wanda

Discussed earlier in agenda under (2).

c. Association Resource Center – Wanda

- Minutes*

The Mission was discussed. PA asked if anything else should be included.

MON suggested that the list of items should include patient information leaflets could link to companies that already have these in multiple languages.

Action: PA to include a category for patient information, which can be sourced from members or corporates.

d. Dental Therapist Task Force – Michaela

MON still waiting for discussions with International DT Association before continuing with work.

Action: CJZ to resend an email to the International DT Association President.

e. Professional & Public Relations – Donna

- Report*

- Posting Summary

DP has sent the calendar to PA, but was not received. In collaboration with Research Committee, the P&PR wants consistent branding across all platforms. We are using several platforms targeting different audiences. We have HOD on a WhatsApp group. The committee is concerned about how often Maria is posting and also sharing content from her own page. Committee is still keen to engage with a professional social media company, but it is expensive and difficult to fit into the budget.

Action: DP to resend calendar to PA.

Action: Peter to add funds to the marketing budget for Social Media branding.

12. New Product Showcase

It was agreed to have the designer update the most recent masthead design with one color circles, less fonts and no tagline/theme.

13. International Dental Hygiene Day

It was agreed to delay this event to 2023, but prepare items for presentation at the 2022 HoD Business Meeting.

14. Website Re-design

This is to be discussed at a separate board meeting next week.

15. New Business

None discussed.

16. Next board meeting – April 20, 4pm ET USA

16. Adjournment - 6.45 pm ET USA