



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

Board of Directors Conference Call

Thursday, April 22, 2021

MINUTES

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

Meeting started 4:05 pm EDT USA, with the following present:

Corrie Jongbloed-Zoet	President
Wanda Fedora	President Elect
Donna Paton	Treasurer
Melanie Hayes	Secretary
Peter Anas	Executive Director

Michaela Oneill, Vice President, was absent due to sickness.

2. Approval of February Board Minutes*: *Melanie Hayes, Secretary*

Board minutes reviewed and approved by all present.

3. Action Items* - *Peter Anas, Executive Director*

This document is a means of keeping record of all programs and details, as there are lots of things on the go and a good way to keep on track. This is provided to the Executive Committee almost weekly. This will cover most things in the agenda and we can come back later to check if all items covered.

Action: PA to send to the board monthly.

4. Executive Committee: *Corrie Jongbloed*

- Policy and/or Guidelines: *Melanie*

Corrie noted that the committee has met every two weeks between Board meetings, mostly about the Summit and ISDH.

MH apologised for not following up with Policy and Guidelines samples for this committee, but will get this done asap.

Action: Mel to follow up on Policy and Guidelines samples for this committee.

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

- Financial Statements at Feb. 28*

PA provided an update. IFDH has received 56% of our revenue for the year. Still waiting for some countries to advise their membership numbers so they can be invoiced correctly. Total expenses are <10%.

A breakout of each program (revenue and costs) provided at Board's request is now provided monthly with the financial statements. Dentsply \$20,000 is not in this report as it was billed in March.

- Marketing Budget*

A history over the last six years (since 2016) has been provided. Totals are variable, depending on number of programs and ISDH years. The 2021 breakout was approved.

6. Membership: Peter

- Overview* o 32 Full, 2 Affiliated, 2 Allied Supporter ■ = 36 members in our 35th year!

PA: Dues are based on prior year's membership. Over the years we could never be sure if the membership numbers are actually accurate (example given: US numbers are always a perfect round number). We have not heard yet from Russia regarding 2020 membership numbers.

Last year we offered free membership for new members, however Cameroon and Georgia documents were not approved until Dec 2020, so they will be offered the free membership for 2021.

- Potential Members – *Michaela O'Neill, Vice President*

Committee report looked at the value of individual membership. CJZ is keen to maintain this category of membership, rather find better benefits. Individual members get access to the IJDH Journal, a big benefit. WF contacted Beth Ryers about contacting UAE, and let her know that we have reached out to Saudi Arabia in the past.

Action: Membership Committee to consider potential benefits for individual membership.

- Student Members – Fee and Benefits - *Corrie*

PA advises this price is the same as individual members, due to this inclusion of the journal. CJZ thinks there is no benefit to include a student membership - they are either members via their national association, or individual members. A bylaws change is necessary if this category is changed or deleted, and should go to the HoD for ratification.

Action: To hold over for next meeting agenda when MON present.

7. Sponsorship: Peter

- Update (Dentsply, Colgate, P&G, Sunstar, TePe)

PA advised Sunstar will review in the second six months and will be promoting World Dental Hygienist Awards. Positive discussions with TePe. No response from Phillips. We have three sponsor categories – Program sponsors, Major sponsors and exhibitors from last ISDH, Other. Priority has been the first two categories, about 20 companies. We will now follow up with the approx. 40 'Other' smaller companies.

PA sent a suggestion to EC on our New Product Showcase, offering a 2 for 1 deal. All agreed it was a good idea.

Action: CJZ to send an email to Phillips.

Action: PA to follow up with the 'other' sponsors category during May. And alert all to the 2 for 1 deal.

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

- #3 - Electric Toothbrush Summary

- #4 – Oral-Systemic Link Survey

PA provided an update. #3 is complete. #4 went out about a week ago, via email to HOD. P&G advised minimal response as of yesterday, but nice global distribution. They will ask their reps to promote in their member countries. CJZ asked about reminding the HOD, but PA concerned they have received a lot of communication with us recently.

Action: DP to provide another FB post to promote and put a link in the HOD WhatsApp.

Action: PA to consider reminding the HOD after 5 May.

9. Research Grants – Peter

PA advised they have been paid for. To start promotion for 2021 (December deadline) round after the Summit.

10. Impact Awards – Peter

- Application Form and Guidelines*

PA advised we were waiting for Colgate legal department to review the form and guidelines. After approval, the document has been sent to all HODs and announced in the March e-news. It was decided not to add to social media, as the applications need to come through the national associations and not geared to a mass audience.

11. eNews – Peter

- March issue
- June issue

The March issue has been distributed and well-liked.

The June issue will include promotion of the Summit, the SR program and a list of all the social media handles, so members know where to find us. PA advised this should be included in all issues, but last issue had a lot of news and information.

12. Anniversary – Peter

- Overall Plan*
- Budget*

PA advised that the plan is to begin promoting the IFDH 35th Anniversary at the Summit. A video will debut at the Summit and Opening Ceremonies at ISDH. It was also suggested to do an update to the IFDH slide deck and a history of IFDH for the website and eNews, with Past Presidents to write a short history of their term. Consider for ISDH - a promotional item at our booth, pull-up banners, VIP cocktail reception (CJZ advised this point can be discussed further after the Summit). CJZ discussed including all board member in the video, concerns about adding to the length of the video, DP suggested a slide with photo/information and MH agreed. WF advised still does not have email contact for 3 Past Presidents from Australia, Norway and US.

Action: MH to find Sue Aldenhoven's email.

13. Journal – Corrie

- Wiley Discussions
- Dagmar's Plans*

Dagmar was disappointed not to have a time slot in the ISDH. Corrie has an appointment next week with her about an IFDH agreement with publisher Wiley. Wiley has not provided an example of an agreement.

Dagmar has been in contact with DP regarding social media. DP suggested having a day each week devoted to Research/scientific articles.

WF commented that with a new Editor should we consider a new publisher (not Wiley). Discussed importance of credibility, impact factor, etc. PA knows a publisher involved in a lot of oral health publications. MH suggested it may be a task for the Research Committee. PA thinks two strategies – (1) Wiley to give us a proposal, which we can negotiate, (2) to contact at least one other publisher. CJZ suggests Elsevier might be an alternative.

Action: P&P Committee to contact Dagmar and Maria jointly about collaborating on a Wednesday research post.

Action: PA to get in touch with publisher contact.

Action: CJZ to contact Dagmar next week for regular Skype meeting.

14. Oral Health Summit -Corrie

- Speakers:

- o Confirmations (*see website*)

CJZ advised all speakers have been confirmed. IADR President was uncomfortable with talking about the opinion of the association, would rather talk about research. Therefore, CEO Christopher Fox now to give the presentation and he has been added to the website.

- o Videos

Speakers have been given a timeline to complete these by end of May.

- Registration* - Peter

- 47 people registered, plus Board and Speakers. Total is 63 attendees. CJZ hasn't seen any promotion in her country, suggested more promotion on social media. CJZ would like to see national associations promoting more, PA advised were only sent the materials last week.

Action: DP/PA to boost the Summit post on FB.

Action: Each Board member to contact national association and ask to promote (WF also to contact US).

- Marketing – *Peter*
- o Ad* - CJZ got impression from ad that the Summit was only one day. PA advises the link takes you to the webpage, which has more information.
- o Social Media* - Peter has provided the P&PR Committee a series of weekly written posts to implement.

15. ISDH 2022: *Corrie*

- House of Delegates Business Meeting
- Leadership Forum
- 2022 Ireland/LOC Meeting
- VIP Reception
- Dagmar’s Plans for ISDH*

There was a discussion with LOC and PCO last week. CJZ thinks there is still some confusion based on the LOC report that followed. The PCO has an issue with having the Summit in the main program. It was suggested by DP to move this to late Wednesday afternoon. WF feels the Summit fits perfectly in the Symposium theme (The Future Is In Your Hands).

The PCO has supported ISDH Chair Barbara Derham for some ten years, underwriting the bid, as such, she is very protective and grateful to him. She has become very cross about this, protecting the profit for the PCO. She is suggesting a spot for Summit at ISDH would cost \$20k, with the concern of PCO that Gold sponsors might get short-changed. CJZ would like this resolved, but unsure of the issue with offering this for sponsorship. LOC seem to think of the summit as ‘competition’ for the ISDH. PA suggests to do the Summit at Wed at 4pm, as this spot is free – IFDH could then organise it, but this will impact slightly on ISDH sponsorship. If so, Barbara wants it in an offsite hotel, with separate registration and sponsorship and promotion. Board is not in favour of this as the first option. Therefore there are two options: Wednesday afternoon, or Thursday afternoon. WF would like to talk to BD directly and talk this through.

Action: WF to invite BD to talk directly about this issue.

16. Committees a. Education:

- o Education Academy Web Page – *Peter*

PA thinks sponsors seem interested, keen to know what content we are after. DP mentioned Biomin has now been approved by the FDA, so hoping to grow this in US, a potential contact for our Education Academy. CJZ interested to know how many visitors to page and PA responds “not many. Most visitors go to working abroad page.”

Action: Education Committee to consider what might be valuable on the Education Academy page, in addition to what is currently listed.

- o Global Oral Health Education module from Summit speaker Julian Fisher - He is looking for a group of 20 hygienists to take the course.

Action: MH to review the module.

- o DH Schools Master List - *Mel*

MH has been in contact with Ron about this, but no response.

PhD lists on website – Office to contact HOD after Summit to update their list.

Action: Office to contact HOD after Summit for updated PhD list.

b. Social Responsibility – *Wanda*

The committee has been working on a Promo to HOD, article for e-news, document on how to plan a project, present a project, judging guideline – all bringing together a nice package. It will be sent to the Board soon. DP suggested WF discuss SR program at ISDH too.

c. Association Resource Center – Wanda

No update. Good first meeting, but no responses from Carmen (however, she is responding to SR committee work).

d. Dental Therapist Task Force – Michaela

o Meeting with IDTA President - *Corrie*

Corrie has a meeting scheduled for next week.

e. Professional & Public Relations – Donna

Report sent. Schedule and calendar created are working well, but it is time-consuming work. Committee feels like it should be a paid role and has started to feel tired and unmotivated. DP needs LinkedIn created, and thinks we should be promoting summit on this social media platform.

Action: Gitana Rederiene to create LinkedIn page

Action: DP and PA to come up with a plan - DP to send PA the time required for posting weekly and PA to prepare costing and parameters for office to manage social media implementation.

17. Website Re-design - Michaela

A second proposal from 41 Digital has been provided. MON to provide an update.

Action: CJZ to send reminder to MON for more details on the latest proposal.

18. New Business

Regarding the recent email from Catherine Waldron regarding the abstracts, WF and PA thought the abstracts should be able to be seen by the Board (in addition to SC and LOC). In 2019 there were some concerns about some of the topics, but couldn't see abstracts. PA has already replied with this request.

The International Dental Hygiene Educators Forum is having a meeting alongside ISDH again. No issues from the Board with this. It would be wonderful to work together and not compete, if our Summit is on Wednesday. We would like to have more open communication.

Action: CJZ to contact Maria to re-open communication channels, once the Summit decision is made.

19. Next board meeting

4pm EDT/USA, June 10, 2021

20. Adjournment

Meeting closed at 6.30 pm EDT/US time.