



Board of Directors Conference Call

June 12, 2020

MINUTES

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

Meeting started 9 am US, 10 am Canada, 2 pm UK, 3 pm The Netherlands, 11 pm Australia.

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

No amendments/comments from Board. Minutes approved.

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

- Financial Statements at Apr. 31*

- Budget Update

Regarding the Balance Sheet, PA advised that prepaid expenses include management fees, which are paid a month in advance, and also includes funds for the membership mailing pre-payment to Donna. These payments get moved to regular expense, once funds are actually expended.

PA advised that the ISDH mgt and meetings line item includes staff time on ISDH review and discussions, and Board/ISDH Committee dinner in Ireland. On whether we could reallocate this to ISDH expenses, PA advised that it could be made a 'prepaid', but is more than one year in advance. There was some concern about holding over accounting line items further than 12 months in advance, creating potential challenges with annual budgeting, while others suggested this line item stay in the annual budget for ISDH. PA said if we allocate as ISDH expenses we can move to prepaid in budget, as this event is in the future. It was decided leave ISDH line item as is.

It was noted we have 12k budgeted for Board meeting, but haven't spent this. CJZ asked to hold issue over after the meeting.

Action: DP to discuss the board meeting amount with PA and update Board at the next meeting.

- Transfer funds to Revere Bank: Per board directive, PA moved \$30k to checking account, and \$150k to Money Market Account at our new bank – Revere Bank. Around \$11k is left in PNC. We have received a few more membership payments. Plan is to close PNC at end of June, once all memberships paid.

Action: PA to close PNC by June 30.

4. Membership:

- Report/Payment List* - Peter noted the majority of non-renewals are with affiliates, Australia, Finland, Nepal and the Nepal full member. Total owed is \$1200.

47% of countries have reported less membership, but total number is only 1% less total hygienists represented.

- Approaching Potential Members: Initially, it was agreed that it doesn't make sense to do it now while Covid-19 still a global issue. PA suggested to approach all potential organisations free membership in 2020 due to Covid-19, which may make it easier to encourage paid membership in 2021. Also eliminate \$250 for the application. This was agreed to by the board. Each board member is to speak with Associations we have a relationship with or send a letter to those we haven't. DP is to approach Iceland.

Action: PA to update the application form.

Action: PA to find and update letters used to recruit members to assist Board in their communications.

Action: DP to approach Iceland.

Wanda: Pakistan

Michaela – Cyprus (with Julie)

Hannan: Saudi Arabia, Kuwait and Jordan

Office: Cameroon, Trinidad (Mary Rose)

5. Sponsorship: Peter

PA sent a spreadsheet mapping projects to 2020 sponsorship. PA said no further responses to the sales brochure, mainly due to Covid. Great discussions with companies, but nothing has happened other than on the list. It was agreed to market the successes we have had and to demonstrate how ISDH engages with its members. PA noted that in our recent survey 50% indicated want more online education and with people going back to work, may not get same numbers as when people were stuck at home.

Action: PA to follow up with Dentsply.

Action: PA to contact potential sponsors noting our recent successes.

- Curasept Webinar (2019): Curasept also not on spreadsheet. Last year they paid \$5k to do a webinar, which was not completed. Finally, they got software to do the webinar, but haven't heard anything further on doing this in 2020 instead.

6. Committees: Wanda Fedora

WF noted that for those committees without a Chair, put it to committee members to nominate for Chair role and reported on the following committees:

- Education Committee - WF still has issues with 2 Czech members being on the same committee, but no response.
- ECHAT is up and running.
- Bylaws Committee – Cheryl Dey to have conference call with WF shortly.
- Assoc. Resource Centre Committee – Carmen has a good handle on that.
- SR Committee– Sharon Friedman dealing with death in family.
- Dental Therapist – Add Mary Mowbray.

DP – Prof and Public Relations Committee – DP needs to meet with Nikki, tried before Covid, will reach out again.

MON – not yet met with her committees (Membership and Dental Therapist);

MH – Research Committee has been working together on reviewing grant applications, and feedback on how to improve for 2021.

- Education Committee has not met yet, but knows Ron is busy. MH will get in touch shortly. WF recognises chairs are busy with local association responsibilities and Covid-19. WF and CJZ encourage all committees to meet now, and create a plan to start in Sept.

Action: WF to send committee member emails to MON

Action: MH, DP and MON to get in touch with their committees.

7. Marketing

- USB Mailing Package – Donna

DP – The Marketing package is ready to go, but needs a new letter, with mention of the Covid-19 situation.

Action: PA to draft paragraph relating to Covid-19, and forward to DP

Action: DP to send out in July.

- Letter to HoD* - *Corrie*

Instead of producing a video/speech, Corrie wrote a letter and sent to the HoD, instead. No responses. E-newsletter coming up next week.

- Video – *Donna*

DP updated the board based on its feedback through this process and advised a subscription (\$375) for a video software platform is annual. MH advised if there is an annual schedule, she would have time to allocate time and develop the videos. Since Germany never stopped practising, and no cases of covid-19 transmission, along with only 1% of survey respondents had a positive result to Covid-19, so infection control practices are working. It was agreed to post many of these results on social media and include in the Presidents message in the Journal and eNews.

Action: DP to raise the video schedule and software with PR committee.

Action: PA to identify social media posts for the Covid survey, and send to Board.

- P&G Sponsored Facebook posts - PA noted that P&G is very happy with the first Facebook post, and he is moving on to post number 2 in the next few days.

8. ISDH: *Corrie*

- 2022 Ireland: o Budget and IFDH Comments:

CJZ had several emails with LOC and PCO. Questions regarding the budget, particularly items increasing up to 50%, got extensive responses, but created more questions. CJZ and DP agreed to stop discussion now and consider it a provisional budget.

PA suggest we contact Ireland to delay procuring sponsorship until at least August, to prevent overlap with requests for IFDH sponsorships (delayed due to Covid). DP suggested contacting LOC directly.

Action: PA to contact Ireland LOC to discuss.

- 2024 Korea: MOU

It was raised whether IFDH would have one PCO for all future ISDH. PA noted it would be unfair on Korea or Italy to impose a new PCO on them. Also suggested, we would need to change the bid process if that happens, as current bid process countries need to engage a PCO to help with their bids.

Action: CJZ and PA to develop MOU for Korea (2024) and Italy (2026).

9. Every Child Has a Toothbrush – *Wanda*

WF noted the new chair has been on this committee for six years, so she's capable and knowledgeable. PA noted we agreed with P&G to limiting number of applications per country; each member country can have 2, but US, UK, Canada can have 3. WF advised that national Associations are not fielding applications and deciding on who applies to IFDH and that it's first come, first served. It was recommended this needs to be emphasized/highlighted on website. It was agreed to promote the program.

Action: DP to promote on social media, and emphasize first come, first served!

10. P&G Survey #2 - Covid (*sent June 5*) – *Peter*

Staff is in process of putting all info on a separate web page on our site, P&G to complete a professional-looking PDF shortly, and staff will add to webpage once received. They are very happy with participation numbers (10k responses). This has helped promote IFDH during Covid-19. It was agreed to have IFDH boost the promotion of survey key results (\$200), as it will build our relationship with P&G, and draw people to our website.

Action: Staff to complete content addition to website

Action: Staff to promote on social media and boost on FB.

11. Advocacy: Corrie

- Covid and Hygienists: CJZ - Letter sent to the HoDs, not much more to do other than to share survey results. PA noted a summary of Covid information will appear in our next e-newsletter.

- Reply to Email on Racism*: With respect to an email inquiry received from Tabitha Acret (AU), and prior discussion by the board via email, CJZ noted that the board has decided not to support her request to make a public statement as an organisation, by having sent her an email saying so, noting our history of not making political statements, wording on our website and our mission. Having seen the email response from Tabitha, her response was not appreciated. There was much discussion. It was agreed that no further action is required.

12. Research Grants – Melanie

MH reports 4 applications were received and have been reviewed by the Committee. Each application was reviewed by 2 committee members to ensure transparency and fairness. All applications are approved for funding, with details been sent to PA and Clare. The committee is now collecting information on how the process and review can be improved for 2020.

PA advised that the researchers will be asked to provide a picture and one paragraph summary to be added to our website. And details will also appear in our e-newsletter. MH suggested might be worth following up previous winners to see if published.

Action: MH send Clare an email for email lists for previous recipients.

Action: Staff to contact winners, add info to website and future eNews.

13. Smile Award* – Corrie

- Member Categories*: PA summarized early discussions with Colgate, followed by the Executive Committee on developing this program criteria. We must compare “apples to apples” e.g. very small associations versus with very large ones. The Committee recommends 3 categories for size.

- Suggested Criteria*: The preliminary suggested idea is the award is to be based on “your association’s most impactful program that promoted the improved oral health of your country’s citizens.” Discussion included whether we could pick a topic each year e.g. homeless, oral cancer, rural and remote. This may be harder for smaller nations and clear criteria will help us score and rank the applications, limited to one page. It was suggested to try it out one year, and then modify and improve in following year. It was noted that some countries don’t have national programs, but they could support member programs, apply on their behalf, and support them to then and roll out the program nationally. Nations can have its own screening process. PA informed the board that planning by the board is to be done in 2020, get it approved by Marsha at Colgate by end of July and promote it in the fall of 2020 for a 2021 award.

Action: PA and WF to work on finalising these factors to send to Marsha.

14. Oral Health Summit & Leadership Forum: Corrie

All agreed that it’s a very difficult decision whether to stick to the date of March 2021. PA noted that staff has asked all HODs for status of their annual conference for the e-newsletter with only 5 changes so far. It was agreed to do a survey among HOD, on whether they plan to attend the summit. PA said we need to check our HoD conference calendar for little conflict with our own members’ conferences. Other issues discussed include if we move to June, that Spain not right place due to weather, and self-isolation on return to home country could be an issue.

Action: PA to send an electronic survey to HOD for insights on this conference.

15. Website Re-design – Corrie

- Current Site Plan*: CJZ advised this has been an oversight of the Board. Need to each look at our Committees areas on the website and advise of suggested updates.

Action: All Board members to review Site Plan and their specific area of responsibility and provide feedback to Peter by JULY 15 deadline for him to compile for next board meeting.

16. Next board meeting

Friday Aug 14th 2020; 9 am US, 10 am Canada, 2 pm UK, 3 pm The Netherlands, 11 pm Australia.

17. Adjournment

11 am US, 12 pm Canada, 4 pm UK, 5 pm The Netherlands, 1 am Australia.