

Name of the Committee: Professional and Public Relations
Chairperson: Yvonne Buunk-Werkhoven, RDH, PhD
EC Resource: Corrie Jongbloed-Zoet, RDH

Report/evaluation of the Professional & PR Committee May 2015

Since the IFDH meeting in 2013 we are *trying to work* on the following goals:

1. Promote Interdisciplinary relationships;
2. Increase Public awareness of the dental/oral hygiene profession
3. Translating software for the HoD meetings (sponsorship/donating)

First of all, on all emails, which I have sent from the beginning to the P&PR committee, till now I never got reactions of

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all other members of the P&PR committee are from Europe

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Since the president of the IFDH and Mr. Peter Anas, of Anas Marketing & Management, as IFDH executive director have organized the IFDH central office and made it operational, all IFDH member Associations are informed by either Peter and/or the president regarding updates to the IFDH (President's quarterly reports, *e-News*, announcements for ISDH and other conferences etc.).

From the President quarterly report November 2013, it became clear that Maria Perno Goldie is responsible for the IDHF Face book. In the meanwhile, the committee is informed by *e-Newsletter* and also as representative/liason officer for the international symposium (ISDH) in Basel. This is decided by the president of the IFDH, without any official communication to the P&PR committee.

From my personal opinion as chair of the P&PR committee, I am less enthusiastic to try to work out the goals for the IFDH. As long as the internal communication-lines are not that clear, for instance, some decisions are made on president's and EC level, and the news is spread to all members...

The suggestion from Ireland for the provision of dedicated email addresses provided by the IFDH, is only set for the director@IFDH.org. In

the opinion of the P&PR committee, to professionalize the IFDH, to promote and to continue the communication lines in the future (especially for the transmission of the officers of the EC IDHF), email addresses eg., president@IFDH.org; presidentelect@IFDH.org; vicepresident@IFDH.org; and so on are very desirable. Confirmation for the need to have dedicated email addresses came from the UK: "These can be passed on to each member as necessary and ensures continuity. It also raises issues about data protection."

So, a few points: 1. The promotion on interdisciplinary relationship is (as far as known) per country in the same direction/ equal as worldwide....not that easy and on the working floor mostly fine, but on national (political) level more complex.

I think the best is, to put energy in sort of activities per every country, because from my opinion, the level of these activities and strategies differs per country totally. Especially South Africa mentioned: "Different countries – different needs!"

Worldwide, there is a bunch of awareness for oral health care in relationship with general health, awareness and care initiatives for oral health care for the Elderly, and of course always for Children and Youth (adolescents).

A suggestion from the P&PR committee, for specifying/changing this goal or to make it more applicable/operationally, could be: to compose or provide a sort of toolkit with basic info, suggestions or best practice brochures on this broad topic?

To tailor some of the available information of the FDI, or better looking for collaboration with the FDI on these issues. Also the P&PR committee could do the first collection/selection and send it for a check-up/approval to the Education & Research committee.

In line with 1. and 2. Increase Public awareness of the dental/oral hygiene profession, I have informed and stimulated all the DH Associations in Europe (5 out of 7 active P&PR members are in the EDHF) to enjoy the FDI WOHD March 20, 2015.

I have asked them to send an overview report to me, so that I (Chief Dental Officer/Public Health Section: <http://www.fdiworldental.org/about-fdi/governance/sections.aspx?id=6>) could forward to the FDI WOHD-team.

No response of the other countries specific on WOHD; some reason for that are the following:

The UK: "we did highlight world oral health day but it vies for a place in the UK as we have National Smile Month in May/June which is very well established. This month sees all the dental team work together to promote oral health which is exactly what we would like to see advertised."

South Africa: "We have Oral Health Month in August/September."

Nevertheless, I have sent the list and photo's of activities around the WOHD 2015 of the Netherlands, which is mentioned on the FDI WOHD website: <http://www.worldoralhealthday.com/wohd-in-the-netherlands/#sthash.WJAu765t.dpuf>

"The Dutch Dental Hygienists' Association also marked this important date by organizing activities throughout the week. These included collaborating with Dutch supermarket and drugstore chains to spread awareness on oral health, organize activities in universities and schools, and even sending a healthy cake to the Council of Ministers informing them on the importance of food and good habits in their oral health.

You can view some pictures on the left hand side."

By the way, this is directly an example for the suggestion given above, to provide basic information or a toolkit and to initiate or promote public health campaigns. Another example is the poster presentation at the Europerio8 in London by the NVM- Dutch Dental Hygienists' Association (see attached).

Recommendations of the UK: "Maybe there hasn't been such an uptake on something new if many of the countries are doing something like this already? Would it be better if there was a facility to post photos etc about such initiatives on the website after they have happened? That way it will demonstrate what has happened around the world to promote oral health by IFDH members?"

Concerning goal 3. Translating software for the HoD meetings (sponsorship/donating), a suggestion of the committee is to leave this, including the sponsorship/donating to the HoD organization committee of the IFDH/Peter Anas? As far as known, IFDH and ISDH are working on this topic, and in our opinion, it is undesirable if the P&PR committee interfere in this issue too

This report has been sent to the committee members to comment on. The documentation can be provided to the Executive Committee at their request.

Reported by Yvonne Buunk-Werkhoven (NVM)
Chair, Professional & PR Committee