



IFDH

2023 Strategic Plan

March 11, 2023

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Mission

The International Federation of Dental Hygienists is an international non-profit association uniting national Dental Hygienist organizations.

By advancing leadership and collaboration, IFDH is the advocate for the dental hygiene profession globally.

The IFDH promotes prevention as a part of our patients' overall health, and excellence in dental hygiene education, research and practice.

Vision

IFDH is dedicated to enhancing the recognition of the Dental Hygienist as being the key provider of preventive oral health care worldwide, and ensuring that oral health is integrated as a key aspect of our patients' overall health.

Theme & Goal Areas

Assess. Build. Grow!

Membership • Infrastructure • Education
Advocacy • Corporate • Programs

a. MEMBERSHIP				
#	Goals	Strategy #	Strategies <i>New Element</i>	
A1	Continue to increase membership in all categories.	Associations		
		A1.1	Staff to target past members to rejoin (<i>Fiji, Nigeria, Philippines</i>)	
		A1.2	Board to contact EDHF members (<i>Estonia, Poland, Slovenia</i>)	
		A1.3	Board and membership committee members to target specific countries (<i>Bermuda, Iceland, Jordan, Romania</i>).	
		A1.4	Develop materials for countries on "How to Start an Association" (<i>for: Cyprus, Indonesia, Kuwait, Namibia, Pakistan, Saudi Arabia, Trinidad/Jamaica, Turkey</i>)	
		A1.5	Promote the Impact Awards to generate more member participation. And add the winning projects to the Association Resource Center (ARC).	
		A1.6	Create more awareness of availability of organizations to join as an Allied Member , including oral health and compatible medical organizations.	
		Individuals		
		A1.7	Improve ease of applying by developing an online application and payment.	
		A1.8	Continue marketing membership via social media, brochures and display booth at International Symposium, national and international conferences.	
		A1.9	Survey current and past individual members on their views of IFDH and reasons for continuing and/or not continuing their individual membership.	
A2	Add a new membership category	A2.1	Develop a list of and benefits for a Dental Hygiene School Educators membership category.	

b. INFRASTRUCTURE				
#	Goals	Strategy #	Strategies <i>New Element</i>	
B1	Improve amount and type of communication of board decisions and activities.	B1.1	Inform the HoD when Board meeting Minutes are posted.	
		B1.2	Promote the President's Message via social media, in addition to the eNews and on the website	
B2	Continue to improve the financial security of IFDH.	B2.1	Continue to add annual Cost of Living increase to association dues.	
		B2.2	Continue to target new, KEY ISDH sponsors .	
		B2.3	Seek to expand support for current programs and future new projects.	
		B2.4	Develop a plan for a new publication as a new source of income (see Education area) and utilize members' resources for content.	
B3	Improve participation of the House of Delegates.	B3.1	Continue to communicate more often with the Pres/CEO/ED , on responsibilities of their HoDs.	
		B3.2	Hold an annual HoD meeting (virtual or in-person) for updates on board and HoD activities & programs.	
		B3.3	Promote continuity of delegates by developing a Mentorship program.	
B4	Improve the participation and output by committees.	B4.1	The VP to continue to hold the Chairs accountable with specific deadline dates .	
B5	Continue to be the facilitator of Dental Hygienist Association Best Practices	B5.1	Continue to hold a Forum on Association Leadership & Best Practices.	
B6	Continue the current IFDH branding program.	B6.1	Continue to implement the current branding and design elements in all future materials.	
		B6.2	Continue to market IFDH membership and each IFDH program on the current social media vehicles, eNews and website.	
		B6.3	Develop the 40th Anniversary marketing elements (eff. June 2026).	

c. EDUCATION				
#	Goals	Strategy #	Strategies <i>New Element</i>	
MAJOR GOAL:		Continue providing members with educational opportunities		
C1	Continue to improve the delivery of the IFDH International Symposium of Dental Hygiene.	C1.1	Discontinue use of the acronym ISDH and develop consistent branding (logo) of the International Symposium on Dental Hygiene incorporating IFDH logo.	
		C1.2	Marketing of future International Symposia should include a slogan such as <i>"The Only International Conference for Dental Hygienists!"</i> where possible.	
		C1.3	Identify Attendees as such and not as Delegates.	
		C1.4	Add an IFDH Awards Program to the Gala Evening event, with presentation of all IFDH awards.	
		C1.5	Investigate the options of full organization and administration of future International Symposia by IFDH and an Int'l PCO , with cooperation from the LOC.	
C2	Increase CE online activities.	C2.1	Secure more sponsored Webinars from other organizations and corporations.	
C3	Improve our Oral Health educational Resources.	C3.1	Assess and update current links and info in the Education Academy area of our website.	
		C3.2	Continue to expand content in the Association Resource Center (ARC) in the web secure section for members by adding Executive Directors and CEOs to the committee.	
		C3.3	Work with EDHF on ways of utilizing and promoting the IFDH sponsored Common Education Curriculum .	
C4	Develop a new publication	C4.1	Develop plan for a new Publication . Utilize cross section of content from members, award winners & sponsors.	

d. ADVOCACY				
#	Goals	Strategy #	Strategies <i>New Element</i>	
ORAL HEALTH COMMUNITY (OHC)				
D1	Improve recognition of IFDH as a key stakeholder.	D1.1	Continue hosting the annual Global Oral Health SUMMIT with high level experts from OHC and PHC (below).	
		D1.2	Develop a sponsored White Paper Series on the Role of the Dental Hygienist in Prevention and Treatment.	
D2	Continue to improve IFDH participation with key organizations.	D2.1	Expand involvement and communications with current organizations (ACFF, EPfBOH, FDI, IADR, WHO)	
		D2.2	Identify New Organizations and opportunities.	
PUBLIC HEALTH COMMUNITY (PHC)				
D3	Improve recognition of IFDH as a key stakeholder.	D3.1	Continue hosting the annual Global Oral Health SUMMIT with high level experts from OHC and PHC.	
D4	Continue to improve IFDH participation in, or with key organizations.	D4.1	Identify New Organizations and opportunities to collaborate with in Research, Education, Clinical practice and specialized settings (such as Geriatrics, Pediatrics), including in the medical community.	

e. CORPORATE				
#	Goals	Strategy #	Strategies <i>New Element</i>	
E1	Continue to build on corporate relationships.	E1.1	Update the Sponsor brochure for IFDH annual programs.	
		E1.2	Continue to centralize all sponsor solicitation by staff.	
		E1.3	Target KEY sponsors from our 2022 International Symposium, that are not IFDH annual program sponsors (<i>EMS, Hu Friedy, NSK, Phillips, Tepe, Waterpik, W&H</i>).	
		E1.4	Continue to invite KEY Companies to participate in the Global Oral Health SUMMIT.	
		E1.5	Update the Sponsor Recognition Awards Program , including a new Outstanding Achievement Award (see F6.2), with recognition at International Symposium Gala event.	

f. PROGRAMS				
#	Program Name <i>New</i>	Strategy #	Strategies <i>New Element</i>	
F1	Graduate Research Grants	F1.1	Continue to seek new, additional sponsors and offer adding their name to a specific grant for a minimum of \$10,000.	
F2	Every Child Has a Toothbrush	F2.1	Replace this program with a “Legacy Program” by looking into partnering with companies and other organizations.	
F3	Impact Awards	F3.1	Promote the Impact Awards early and often to the HoDs/EDs/Presidents, to encourage more participation.	
		F3.2	Add winning program summaries to the ARC .	
		F3.3	Present awards at the Gala .	
F4	Innovation Awards	F4.1	Finalize negotiations with Heleon/GSK.	
		F4.2	Develop materials and marketing to start the new program.	
		F4.3	Present awards at the Gala.	
F5	Social Responsibility	F5.1	Continue developing this program to the next level, including at the International Symposium.	
F6	Sponsor Recognitions Awards	F6.1	Continue presentation of awards to key sponsors.	
		F6.2	Initiate a new Outstanding Achievement in Oral Health Award (final name TBD).	
		F6.3	Present awards at the Gala.	
F7	Surveys	F7.1	Continue with this successful annual program.	
		F7.2	Work with P&G to continue developing Survey White Papers in addition to the current one in progress.	
F8	White Paper Series	F8.1	Develop a 3-year, sponsored White Paper Series on the Role of the Dental Hygienist in Prevention and Treatment.	
F9	Oral Health Day	F9.1	Develop an annual IFDH Oral Health Day .	