

News and views

UK Dental Focus Awards

The Focus Awards are a joint initiative sponsored by the Department of Health and the British Dental Association and are now in their fourth year. The 2003 award for Excellence in Children's Dental Care was made to Newry Area Community Dental Service, managed by Armagh and Dungannon Health and Social Services Trust, for their '*Prevention and First Aid for Mouth Injuries*' Programme. The Area Community Dental Service is the first recipient in Northern Ireland of this award.

Members of the Area Community Dental Service team travelled to London for the award ceremony and received the £1000 prize money and trophy from Doreen Wilson, Chief Dental Officer for Northern Ireland, and Rosie Winterton, Minister of State for Health. Mrs Wilson congratulated the Area Community Dental Service on the high standard of their oral health promotion initiatives.

The '*Prevention and First Aid for Mouth Injuries*' Programme is a joint initiative whereby the Community Dental Service, the Southern Health and Social Services Board and General Dental Practitioners are working together to increase awareness of new entrants to post-primary schools and their parents about the prevention of dental injuries in sport.

In an effort to increase the number of students wearing custom made mouthguards, subsidized mouthguards were provided for new entrants to post-primary schools. Continuing the campaign to reduce sports-related dental injuries in young people, the Community Dental Service team have been working with Physical Education staff in schools throughout the Southern Board Area. The aim of the campaign is to raise awareness in the prevention of mouth injuries, create a positive attitude towards the wearing of customised mouthguards and also increase first aid knowledge in the event of an injury occurring. First aid kits for mouth injuries have been supplied to all post-primary schools throughout the Southern Board area.

For further information contact Dympna McLoughlin, Oral Health Promotion Co-ordinator, telephone (028) 3083 4251.



Members of the UK Dental Focus Award winning team: Heather Clarke (Consultant in Dental Public Health Southern Board), Siobhan O'Brien (Southern Board), Dr Livingstone (DHSSPS), Ruth Finch (Area Community Dental Service), Pauline Stanley (Chief Executive Armagh & Dungannon HSST), Michele Oliver (Area Community Dental Service), Dympna McLoughlin (Area Community Dental Service), Pauline Jackson (Area Community Dental Service), Lorna McElmurray (Area Community Dental Service), Pauline Doyle (Area Community Dental Service).

Children's Food Bill

Sustain

Sustain – the alliance for better food and farming, was launched in 1999, formed by merging The National Food Alliance and the Sustainable Agriculture Food and Environment (SAFE) Alliance.

In response to the growing crisis in children's diet-related health *Sustain* has launched a health promotion campaign which has included development of a Children's Food Bill which has recently been presented to Parliament. The purpose of the Bill is to improve children's current and future health and prevent food-related ill-health, such as childhood obesity and the many other diseases which are linked to children's junk food diets. This would be achieved through a number of statutory measures – as *Sustain* claims that voluntary measures are currently not working – which will improve the quality of children's food and end commercial activities which directly promote 'junk' food and drink to children.

The Bill would place a duty on the Food Standards Agency (FSA) to specify criteria for food and drink

content which is detrimental to children's health and for food and drink content which will improve the health of children. Based upon these criteria, the Bill would introduce a regulation prohibiting the marketing to children of unhealthy foods and a duty requiring the Government and the FSA to promote healthy foods, like fruit and vegetables, to children. The campaign is currently supported by over one hundred national organizations. Further information is available at: www.sustainweb.org/childrensfoodbill

Oral Health Month 2004

September is once again Colgate Oral Health Month. In partnership with the British Dental Association, and now in its third year, Colgate Oral Health Month has become a leading UK campaign for establishing and promoting better oral health habits.

Fighting Together for Better Oral Health

During Colgate Oral Health Month 2004, Colgate and the BDA will join forces with all dental professionals to fight together for better patient oral health. This year's key messages will drive awareness of the general public that it's never too late to change habits and improve your oral health:

- 1 Brush twice a day with a fluoride toothpaste
- 2 Replace your toothbrush every three months
- 3 Try to avoid sugar containing food and drinks, especially between meals
- 4 Visit the dentist regularly

Research carried out in 2003 highlighted that caries in 5-year-old children remains high in certain areas of England and Wales. This has led Colgate and the BDA to develop new and exciting plans for Oral Health Month 2004 which will include nationwide outreach events in areas with high dmft. Ten key areas of the UK have been identified as having children who are at high risk of caries. Colgate, along with participating local Community Dental Services, will distribute 'dental kits' in these areas. The dental kits will be available for children and contain a fluoride toothpaste, a toothbrush and an educational leaflet. Colgate would like to encourage active involvement from dental professionals who are crucial to delivering the key messages. This new activity for 2004 is in addition to the popular Colgate Oral Health Month Practice Packs and will also be supported by TV advertising, local radio, a dedicated website and consumer phone line

and by the major retailers throughout the month of September.

If you would like to register, call the Customer Care Team on 01483 401901.

ANZSPD 14th Biennial Conference

The Australian and New Zealand Society of Paediatric Dentistry (ANZSPD) 14th Biennial Conference was held in Melbourne, Australia in March 2004. The Scientific Programme was stimulating and addressed the conference theme 'Tomorrow's teeth for toddlers, teens and in-betweens'.

The Colgate Conference keynote speaker was Dr Stephen A. Faile, Consultant in Paediatric Dentistry at Leeds Dental Institute, United Kingdom. Stephen presented on a range of topics relevant to the conference theme and did a superb job. He now has a huge fan club in Oz! Other expert speakers from Australia and New Zealand included Professors Eric Reynolds, Louise Brearley Messer, Angus Cameron and Nicky Kilpatrick, and Doctors Bernadette Drummond, Tissa Jayasekera, Rob McDougall, Yaso Ramadas, Peter Readman, Margarita Silva, Nina Vasan and Peter Wong. Topics included the latest strategies in behaviour management, controversies in antibiotic prophylaxis, an update on preventive strategies, including research into mechanisms of remineralization, fluoride revisited, diagnosis, prevention and management of dental erosion and management of molar-incisor hypomineralization.

The winner of the Colgate ANZSPD Postgraduate Student Research Competition was Dr Juliette Scott for her research presentation on 'Establishment of a Primary Culture System for Human Odontoblasts'. Of course no ANZSPD Conference would be complete without the social aspect. Highlights of the Social Programme included the Colgate Welcome Cocktail Reception and the 3M ESPE Conference Gala Dinner which was held at the spectacular Crown Entertainment Complex. The conference venue, the Melbourne Exhibition and Congress Centre, was superbly located on Melbourne's Yarra River at Southbank and delegates made the most of all that Melbourne has to offer. With its hip restaurants, fine wine, buzzing arts scene, and of course great shopping, Melbourne proved to live up to its reputation as one of the world's most lively cities!

The ANZSPD 14th Biennial Conference was an engaging fusion of information, fun and friendship. Paediatric dentists in Australia are now getting



Chris Olsen (Federal President, ANZSPD), Stephen Fayle (Invited keynote speaker), Bronwyn Pike (the Victorian Minister for Health, who was invited to officially open the conference), Mala Desai (President ANZSPD, Victoria) & John Sheahan.



ANZSPD 2004 Conference Organising Committee: John Sheahan, Felicity Wardlaw, Jodie Heap, Chris Olsen, Mala Desai, Karen Kan.



Members of the IADP 2005 conference organising committee: Peter Wong, Soni Stephens, Erin Mahoney, Sally Hibbert, Richard Widmer, Bernadette Drummond, Jackie Robinson (from Colgate, the major sponsor of the ANZSPD 2004 conference) and Kareen Mekertichian.

ready for the next IAPD Conference, which is to be held in Sydney, Australia, between October 31st and November 5th 2005. The IAPD Conference Organizing Committee is working hard to ensure that it is going to be a great event ...

We look forward to meeting you all Down Under at IAPD 2005!

EAPD Barcelona June 2004

The 7th Congress of the European Academy of Paediatric Dentistry was held in Barcelona between 10th and 13th June, in parallel with the 16th Reunion of the Spanish Society of Paediatric Dentistry. Delegates were invited to attend either programme, as some of the Spanish presentations had simultaneous English translation.

Lectures on Behaviour Management, Genetics, Minimally Invasive Dentistry and Treatment of Immunosuppressed Children were included in the EAPD lecture programme. There was also a session dedicated to the EAPD Guidelines on Sedation. Keynote speakers from Europe and North America had been invited to provide this relevant and interesting CPD. There was a supporting programme of posters and short presentations on a wide range of relevant topics.

However, the Congress was not totally dedicated to CPD, as there was an excellent Social programme to allow delegates to sample some of the sights and tastes of Barcelona.

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