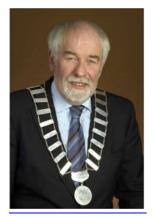


ADEE Newsletter Volume 7 Issue 1 April 2011

Association for Dental Education in Europe

President's Message

Professor Winfried Harzer



Winfried Harzer ADEE President

This is my second year as your President and I wish you success with your endeavours in 2011. I welcome the new members who have joined our Association and I also welcome new members to our Executive Committee, President Elect Prof. Cecilia Christersson, Malmö; Prof. Corrado Paganelli from Brescia and Dr. Christoph Ramseier from Bern. I congratulate Professor Damien Walmsley and Dr. Argyro Kavadella in their new positions as Secretary General and Treasure respectively. We are fortunate to have such colleagues undertake these roles and I am

confident that as a team they will make a significant contribution to ADEE in the coming years. Last year we celebrated the 35th anniversary of our Association. I am sure you will agree that the successful Annual Meeting held in the impressive new ACTA building in the beautiful city of Amsterdam served to highlight the healthy state of our Association.

At the beginning of my term as President I commented on my responsibilities and the tasks and challenges which together we need to master during the two year period. Now, at the half way point I want to mention the highlights and the activities which I want to address in the coming year.

In March, together with our Secretary General, I attended the ADEA Annual Session in San Diego. A special occasion for us at this key gathering of the American Dental Education Association was the presentation of the distinguished ADEA*Gies Award*, the most honourable Award of the Association, to former ADEE Secretary General and President Prof. Derry Shanley, in recognition of his contribution to dental education. This is the first time that a member of ADEE has received such an acknowledgement which justly highlights the work undertaken by Derry. Honouring him with this *Gies* award also symbolises the recognition of ADEE activities within our American sister association and reminds us of the working spirit of cooperation that exists between our two organisations.

The recognition of Derry's tremendous work on the convergence of standards in dental education coupled with our 35th Anniversary were dual reasons to propose a publication to mark these and other important milestones. We have invited contributions from ADEE members and the publication, which will be available later this year, will

document our advances over recent decades and set out our plans for the future.

It is my pleasant duty to cordially invite you to participate in our next annual meeting in Antalya. The annual meeting will be the highlight of our activities in 2011. The arrangements and the preparations for this meeting with the topic of *Research and its impact on Dental Education* are well underway. The twin concepts of encouraging closer involvement of members in our annual meetings and the inclusion of a session dedicated to applied papers, have been agreed by the Executive Committee. I hope this new session brings benefits by providing an opportunity for members to actively participate in annual meetings. I invite you all to submit abstracts for poster and oral presentations. I look forward to our continued work together. See you in Antalya!



Derry Shanley, centre at the Gies Awards Gala with ADEA Executive Director Rick Valachovic and Ron Rupp Director of ADEA External Relations

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Secretary General's Report



Damien Walmsley Secretary General

As I present my first report as Secretary General I wish to thank ADEE for allowing me the honour of undertaking this role.

European Activities Our activities in Europe continue to evolve. Before Christmas both Brian Murray and I attended a meeting to discuss the Professional Qualifications Directive (PDQ). Following on from that open meeting, Mr Jurgen Tiedje of the European Commission Directorate

General Internal Market and Services invited ADEE to present at an open meeting in February concerning the Professional Qualifications Directive (PQD) and to participate in a discussion panel on the "update of the minimum training requirements for the sectoral professions (dentists)". Argyro Kavadella participated on behalf of ADEE.

Together with Hill & Knowlton we have followed up on Health Commissioner John Dalli's response to our Call for Action to Better Oral Health in Europe on World Oral Health Day 2010. A meeting is soon to take place with the Directorate to discuss the prevention of oral health diseases in Europe, and to increase awareness of dental care needs thereby reducing the burden and costs related to oral health. Part of our deliberations will focus on funding streams in relation to the forthcoming Framework 8. ADEE has requested this meeting in conjunction with the European Association of Dental Public Health (EADPH), the Wrigley Oral Healthcare Programs and Council of European Chief Dental Officers (CECDO). We continue to keep abreast of various European activities related to oral health care and education.

Life LongLearning

In January both Majella Giles and I participated in the first official meeting of Dent*CPD* the ΕU funded project on Life Long Learning which was hosted in Cardiff. Jon Cowpe and Alison Bullock chaired the meeting with representatives from Helsinki,



Jon Cowpe, Argyro Kavadella and Alison Bullock at the DentCPD meeting

Riga, Amsterdam and Athens. In an atmosphere reminiscent of a DentEd meeting the representatives of the six project partner institutions covered a lot of ground over the two days generating much new material for future work. The project is progressing well and we look forward to the outcomes.

Excellence Awards The Excellence Awards Committee are currently reviewing the 2011 submissions. Awards will be presented at the General Assembly in Antalya.

Damien Walmsley

Task Force III A review group for TFIII - Quality Assurance and Benchmarking is being convened under the Chairmanship of Corrado Paganelli. The review process will get underway in advance of the Antalya meeting.

ADEE School Visitations There are two school visits scheduled in the near future, one to *Ege University Dental Faculty, Turkey* and the second to *King Saud University, Saudi Arabia.* Other requests have been received and visit dates will be agreed.

ADEE conference 2014 We have received submissions to host the 2014 Annual Meeting. These are currently under review and a decision will be announced at the Antalya General Assembly.

35th anniversary of ADEE Articles have been commissioned for a publication to mark this ADEE anniversary. The project, which is progressing under the watchful eye of our President Winfried Harzer, will provide a review of the past and a focus for ongoing evolution which I'm sure future generations of ADEE colleagues will appreciate. I whole-heartedly support the venture and look forward to its publication.

ADEE visioning and planning process During the winter meeting the Executive Committee participated in a one day visioning session facilitated by Alister Wilson of Waverley Consultants. The workshop followed an earlier set of interviews and preparatory groundwork by all involved. An interim report has been delivered by Waverley and the Executive will hold a Planning Session in June to set the agenda and goals for ADEE over the coming years.

ADEE Executive Committee The 2011 Executive Committee took up office in January. ADEE President Elect Cecilia Christersson (right) from Malmo will become the 17th President of ADEE in January 2012. Our two newly elected members Corrado Paganelli, Brescia and Christoph Ramseier Bern will serve for a 3-year term.





Damien Walmsley, Maria Gajewska and Winfried Harzer at the ADEA meeting

Workshop for Development of a European Curriculum in Cariology

Andreas Schulte (Chair ORCA/ADEE Cariology Curriculum Committee)

The European Organisation for Caries Research (ORCA) together with (ADEE) convened a workshop in Berlin to prepare a European Core Curriculum in Cariology for the education of undergraduate dental students. Prior to the workshop the ORCA/ADEE Cariology Curriculum Committee had developed a questionnaire concerning the cariology education of undergraduate dental students which was circulated to 170 European Dental Schools. 90% of the responding 123 dental schools were in favour of the development a European Core Curriculum in Cariology, thus giving overwhelming support for this ambitious project. The findings from the questionnaires also established that the term "Cariology" is understood in nearly all European Dental Schools to include all aspects of dental hard tissue disorders, such as dental erosion and non-erosive wear.

The 3-day workshop was held in June 2010 in the *Berlin-Brandenburg Academy of Sciences*. The Educational Committee was Chaired by Prof. Andreas Schulte, Heidelberg University, DE who also Chaired the Local Organising Committee. Other members of the Educational Committee were PD Dr. Wolfgang Buchalla, University of Zürich, CH; Prof. Marie-Charlotte Huysmans, Nijmegen University, NL; Prof. Nigel Pitts, University of Dundee, UK and Prof. Christian Splieth, Greifswald University DE. These cariologists also served as Chairs of the five working groups through which the workshop was run. They were supported by the Co-Chairs Peter Bottenberg, BE; Hans de Soet, NL; Lorraine Robertson, UK; Andreas Soehnel, DE and Annette Wiegand, CH. The Working Group Rapporteurs were Ismail Amid,

USA; Paul Anderson, David Ricketts, Andrew Hall and Nicola Innes, UK. A total of 75 scientists and lecturers working in the field of Cariology and representing Dental Schools from 24 European countries¹ participated by invitation in the workshop.

Due to the great international interest in this European initiative a small number of cariologists from North and South America also participated. In an interactive multi-step procedure each of the working groups prepared a position paper which built to provide the basis for the European Guidelines for the education of undergraduate dental students in cariology. These guidelines are being finalised by the five Chairs of the working groups. It is intended to publish both a detailed report on the results of the questionnaire mentioned above in addition to the completed guidelines during course of 2011.

Countries were: Austria, Belgium, Croatia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Italy, Ireland, Lithuania, Netherlands, Norway, Poland, Portugal, Romania, Russian Federation, Spain, Sweden, Switzerland, Turkey, UK as well as Brazil, Colombia and USA

The Educational Committee wishes to acknowledge the financial supports given by the following charity bodies and corporate partners: ADEE, Colgate, 3MEspe, Foundation Innovative Dentistry (Stiftung Innovative Zahnmedizin), GABA, German Dental Chamber, GlaxoSmithKline, GC Europe, Ivoclar Vivadent, ORCA and Special Olympics Europe.





ADEE 37th Annual Meeting Preliminary Scientific Programme 7-10 September 2011 Antalya, Turkey

RESEARCH AND ITS IMPACT ON DENTAL EDUCATION

	TUESDAY 6 th September Pre-conference	Venue
09:00-17:00	International Association for Disability and Oral Health -IADH Special Care in Postgraduate Education - SCiPE Taskforce Workshop	Convention Centre
	WEDNESDAY 7 th September Pre-conference	Venue
09:00-17:00	International Association for Disability and Oral Health -IADH Special Care in Postgraduate Education - SCiPE Taskforce Workshop	Convention Centre
09:00-17:00	Association of Basic Science Teachers in Dentistry-ABSTD Meeting BASIC SCIENCES: The New Frontier in Oral Disease	Convention Centre
11:00-17:00	Federation of European Heads and Deans of Dental Schools - FEHDD Marketing and media interactions : How to apply these tools in dental school management - M. Sanz / N. Wilson	Convention Centre
11:00-17:00	Special Interest Groups	Convention Centre
18:00-20:00	Registration and Mounting of Posters	Convention Centre
18:00-20:00	Get Together reception	Gloria Hotels
20:00	Dinner	Main Restaurant
	THURSDAY 8 th September Morning Session	Venue
08:30-09:00	Registration and Mounting of Posters	Convention Centre
09:00-09:45	Opening Ceremony	Convention Centre
09:45-10:30	Prof. Thomas Aretz, Boston - USA How do we know what we know? Evidences-based dental education and the marriage of research and practice	Convention Centre
10:30-11:00	Coffee Break and Trade Exhibition	Convention Centre
11:00-11:45	Prof. Karen Gardner, Vancouver, Canada Challenges and rewards in dental education research: A North American perspective	Convention Centre
11:45-12:45	Topic Related Oral Presentations	Convention Centre
11:45-12:45	Posters and Trade Exhibition	Convention Centre
12:30-14:00	Lunch	Main Restaurant
	Afternoon Session	Venue
14:00-16:30	Special Interest Groups	Convention Centre
20:00	Dinner	Main Restaurant

ADEE 37th Annual Meeting Preliminary Scientific Programme 7-10 September 2011 Antalya, Turkey



RESEARCH AND ITS IMPACT ON DENTAL EDUCATION

	FRIDAY 9 th September Morning Session	Venue
09:00-09:45	Prof. Alpdogan Kantarci, Boston - USA Basic biological research in dentistry: Implications for today and future dental education	Convention Centre
09:45-10:30	Prof. Henny Meijer, Groningen - The Netherlands Evidence-based implant dentistry in the dental undergraduate curriculum	Convention Centre
10:30-11:00	Coffee Break and Trade Exhibition	Convention Centre
11:00-11:45	Prof. Alison Bullock, Cardiff - UK Understanding the Impact of Continuing Professional Development (CPD)	Convention Centre
11:45-12:45	Topic Related Oral Presentations	Convention Centre
11:45-12:45	Posters and Trade Exhibition	Convention Centre
12:30-13:30	Lunch	Main Restaurant
	Afternoon Session	Venue
13:30-15:00	ADEE General Assembly	Convention Centre
15:00-17.30	Poster Discussion Round	Convention Centre
20:00	Celebration Dinner	Gloria Hotels
	SATURDAY 10 th September Morning Session	Venue
09:00-10:00	Selected Oral Poster Presentations	Convention Centre
10:00-11:00	Reports of Special Interest Groups	Convention Centre
11:00-11:30	Coffee and Trade Exhibition	Convention Centre
11:30-12:15	Prof. Mutlu Ozcan, Zurich - Switzerland Research and its impact on reconstructive dentistry: Dogmas versus Science	Convention Centre
12:15-12:45	ADEE 2012 Lyon Meeting Presentation and Closing Ceremony	Convention Centre
12:45-13:30	Lunch	Main Restaurant
13:30-20:00	Social Programme	
20:00	Dinner	Main Restaurant

See <u>www.adee.org</u> homepage for links to <u>Meeting Registration</u>, <u>Hotel Reservation</u> and the meeting web pages with information on all aspects of the meeting including Special Interest Groups, Social Events Programme, location, ground transport and the district of Antalya with its rich historical past.

Remember, you may avail of preferential registration rates if your school has paid its annual membership dues.



A New ADEE European Project

Argyro Kavadella



A new two year European project initiated by ADEE and co funded by the EU began in October 2010. The project which will end in September 2012 is entitled '*Harmonisation and standardisation of European Dental Schools programs of continuing professional development for graduate dentists*', is executed under the Lifelong Learning Programme, Erasmus sub-programme, 'Modernisation of higher education'. There are six partner institutions: Cardiff University Dental School, (coordinator); Athens University School of Dentistry, Helsinki University Institute of Dentistry, ACTA, Rīga Stradiņš University Dental School and ADEE - Association for Dental Education in Europe.

The project focuses on the concept that the Profile and Competences of the graduate dentist (an important outcome of the *DentEd* projects) could be extended into the area of continuously-educated dental practitioner. The application, which was submitted in February 2010 was written by a dedicated core team (Jon Cowpe, Argyro Kavadella and Alison Bullock), supported by valuable input on critical areas from representatives of the other partner institutions. Guidance was provided by Hill & Knowlton advisory team. Notification that the project had been approved for co-funding by the EU *Education, Audiovisual and Culture Executive Agency* (EACEA) was received in July 2010.

Reasons for project

Continuing Professional Development (CPD) is essential to the maintenance of dentists' knowledge and skills, underpinning safe clinical practice. There is no harmonisation on the 'essential' content or regulation of CPD for graduate dentists in the EU. CPD is provided by a variety of enterprises, including dental schools in higher education institutions (HEIs), as well as public sector organisations and industry. Not all are subject to quality management. This two-year project aims to identify and agree 'essential' CPD requirements for all EU graduate dentists and to provide guidelines for the management and delivery of high quality CPD by European dental schools in HEIs. As the principal providers of undergraduate training, there is a need to enhance their role in strategic management of CPD to ensure 'fitness to practice'.

Aims & Objectives

This project aims to identify agreed essential CPD requirements of an EU graduate dentist and provide guidelines for the management and delivery of high quality CPD by European dental schools. The specific objectives are to:

- produce an inventory of existing CPD programs and providers, agreeing essential components and identifying areas of best practice;
- develop guidelines for dental schools on organization and quality management of CPD programs, including methodology, innovative delivery modes and desired learning outcomes;
- provide guidelines for dental schools to deliver competencebased CPD, employing modern technological advances in pedagogy and develop an exemplar teaching module on a core CPD topic.

The first of these objectives will be achieved through literature and internet search, survey and consensus methods. This work will inform the development of guidelines by the taskforce, tested in local dental schools and amended in workshops at ADEE conferences.

- Standardisation and harmonisation of CPD can thus facilitate enterprises in different countries recognising each others CPD activities, promoting opportunities for EU graduate dentists to live and work anywhere in the EU, providing a high quality clinical service for their patients.
- This project will modernise the strategic role of dental schools in HEIs in the quality management and provision of CPD, developing cooperation between universities and other professional stakeholders.
- EU-wide recognition of CPD activities will enhance freedom of movement for all graduate dentists in Europe, and support systems of revalidation benefiting patient safety.

Project structure

The infrastructure of partner organisations ensures that objectives and expected outcomes of the project are clearly defined and realised A Task Group, comprised of representatives from all partner institutions, will coordinate the various actions, supported by Working Groups and other experts, under the auspices of ADEE, which has a proven track record in providing highly valued guidelines on dental undergraduate training through its successful DentEd projects.

Contributions to DentEd came from a wide range of partners involved in undergraduate and postgraduate education providing a European and global perspective, disseminated at undergraduate level across the EU and beyond as highlighted by the Global Congress on Dental Education III, (Dublin 2007). There is a need to support and develop continuing dental education in a similar fashion. The DentEd network and the extensive network of ADEE's institutional membership widely dispersed across Europe will be used for the execution and dissemination of the project.

The project *Work Packages* (actions) and *Deliverables* (results, outcomes) address the areas of management, dissemination, exploitation, quality, development, evaluation and implementation.

The Taskgroup will undertake the following:

Year 1

- structure and distribute a questionnaire concerning the status of dental CPD in Europe to university-led dental teaching institutions (Dental Schools) which provide CPD for general dental practitioners.
- review the existing structure through a rigorous internet and literature review.

Outcomes: list of programmes, providers, accreditation systems, etc & publications.

• draft guidelines for the provision of CPD programs for general dentists.

Outcomes: These will be presented, discussed and finalised in a working group during the forthcoming ADEE annual

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DentCPD: A New ADEE European Project

meeting in Antalya, Turkey.

Year 2

- Select a core CPD subject to be developed into a teaching module (health & safety, radiation protection, ethics, etc).
- develop the content and an interactive educational website (together with experts).
- identify methods of delivery and assessment, pedagogy, complementary teaching material and quality assurance for this module, which would apply to any other teaching module in dentistry, and make specific and general recommendations for providers and educators, including the development of guidelines for creating such modules.

Outcome: The *core CPD Teaching Module* and all other activities will be presented at the ADEE 2012 annual meeting in Lyon, France.

Other activities/outcomes: publications in the EJDE, internet sites, a CPD Reference Manual, presentations to European and international meetings and conferences, journal articles,

Newsletter articles.

Outcomes and Impact

The outcomes produced through this project will enhance the modernisation of European dental schools in the area of continuing professional development; will be valuable to other stakeholders (including patients) throughout the EU and could support developing countries in their provision of dental CPD as an important contribution to life long learning globally.

The outcomes will provide support and guidance, enabling them to become continuing education centres for their region, promoting the harmonisation of CPD delivery across the EU.

Ultimately, this will underpin the recognition of the areas of CPD essential to general dental practitioners enabling freedom of movement within the EU, enhancing job opportunities and most importantly supporting the knowledge, understanding and practical experience at the core of their clinical practice and the safety and well-being of their patients.

Meeting of DentCPD Task Group Members in Cardiff Argyro Kavadella

The first Meeting of the Dent*CPD* Task Group was hosted by the Cardiff, UK team from 4-6 January 2011. Arrangements were efficiently organised by Jonathan Cowpe and Alison Bullock, supported by administrative and financial personnel from Cardiff and the meeting schedule was executed perfectly over two days in a friendly atmosphere with participants engaged wholeheartedly in productive discussions and sharing of views. The six Dent*CPD* partner institutions Cardiff, Helsinki, ACTA Athens, Riga and ADEE were represented at the meeting by their respective Task Group members.



Pictured L to R: Anastasia Kossioni, Athens; Henk Kersten, Amsterdam; Argyro Kavadella, Athens; Emma Barnes, Cardiff; Terhi Karaharju-Suvanto, Helsinki; Sarah Bailey, Hannah Thomas and Janette Davidge, Cardiff; Catia Quintão, Brazil; Kimmo Suomalainen, Helsinki; Jon Cowpe, (Principal Investigator); Alison Bullock and Malcolm Jones, Cardiff; Damien Walmsley, Birmingham, Majella Giles, Dublin; Eva Povel, Amsterdam; Una Soboleva and Andra Liepa, Riga.

European Relations - Report from Luxembourg

Argyro Kavadella

ADEE, together with three other organisations recently met Dr. Stefan Schreck, Head of the Health Information Unit at DG SANCO (Directorate General of Health & Consumers) in Luxembourg. Participants were Paul Boom, CECDO (Council of European Chief Dental Officers); Kenneth Eaton, EADPH (European Association of Dental Public Health), Kristen Kinkella, Wrigley and Argyro Kavadella, ADEE.

The purpose of the meeting was a) to raise awareness within the EU of the need to develop a specific European oral health policy which would address issues of oral health inequalities, prevention of oral disease and oral health problems in general, and b) to present this group of organisations to the European Commission as a credible partner, committed to supporting methods of a strong EU Oral Health policy and mainstreaming oral health in key EU policy areas, including public health, research and education.

Dr. Schreck welcomed the initiative noting that the overall EU policy context for such an initiative was timely. Oral Health is not included among the priorities of the EU Public Health Programme; its annual Work Programmes currently focuses on a limited number of health areas (seven in 2011). He expressed the view that it would be difficult to have a Focus Area specifically dedicated to Oral Health in 2012 or 2013.

In order to strengthen the focus on oral health in ongoing EU initiatives and EU policy making Dr. Schreck suggested that our organisations should additionally contact the other Units of DG SANCO, responsible for prevention, funding, work

(continued overleaf)

President: Professor Winfried Harzer President Elect: Professor. Cecilia Christersson Secretary General: Professor Damien Walmsley 2011 Treasurer: Dr Argyro Kavadella Editor in Chief: Professor Michael Manogue **Executive** Professor Henry Magloire Mr Brian Murray **Committee** Professor Corrado Paganelli Dr Christoph Ramseier Promoting Dental Dr Jean Louis Sixou Education in Europe Administrative Officer: Ms Majella Giles

Notice Board

ADEE Annual Meeting

The 2011 ADEE Annual Meeting will be held in Antalya, Turkey form 7-10 September 2011. The topic of the meeting is *'Research and its impact on Dental Education'*. See <u>www.adee.org</u> homepage for links to <u>Meeting Registration</u>, <u>Hotel Reservation</u> and the meeting web pages. **Remember**, you may avail of preferential meeting registration fees if your school has paid its annual dues.

NEW in 2011 - Topic Related Papers

We announce a NEW session for the presentation of Topic Related papers. Abstract submissions are invited from which papers will be shortlisted for presentation. An award will be presented for the best paper. Check <u>www.adee.org</u> for further details and directions on the abstract submission process.

Abstract Submission – ADEE 2011 Poster Presentation

We invite you to submit abstracts for inclusion in the ADEE 2011 poster session. Submission guidelines are set out in detail on <u>www.adee.org</u> Submissions must be set out in accordance with the guidelines. Submitted abstracts that are not in accordance with the guidelines will not be shortlisted for evaluation by the Scientific Committee.

Closing date for receipt of Abstracts is Monday 9th May 2011. In the event that minor amendments are required to abstracts submitted prior to the closing date, the abstract will be returned to the authors who will be given one week to make the appropriate corrections and return the document. After that time an amended abstract will not be accepted.

All corresponding authors will receive a **confirmation of acceptance or rejection**, by email or regular mail, by the **end of May 2011**, together with presentation instructions if accepted.

Poster discussions are scheduled for Friday 9th September 2011. Poster authors must be present in the poster exhibition area during this session. Oral Presentations are scheduled for Saturday morning 10th September 2011. Notification will be sent no later than **Monday 4th July** to those corresponding authors whose posters have been selected for oral presentation on Saturday. Please see the ADEE 2011 registration pages on www.adee.org for additional information

Hosting Proposals for ADEE 2015 Annual Meeting

Remember that the closing date for submission of hosting proposals is 1st February 2012. See <u>www.adee.org</u> MEETINGS page for details.

New Developments at ADEE 2011

Two groups will hold meetings next September in conjunction with ADEE 2011. The Association of Basic Science Teachers in Dentistry (ABSTD) will have their meeting in the days before ADEE and the Special Care Dentistry group are holding a two day workshop in Antalya on those days also. Links to both organisations are on www.adee.org

ADEE 2015 Annual Meeting Hosting - First Notice

At the 2011 General Assembly the President of ADEE will announce a call for proposals to host the Annual Meeting in 2015. Interested parties may access **Bidding Procedures** and **Meeting Guidelines** documentation on the MEETINGS page of www.adee.org The deadline for submission of proposals is 1st February 2012.

European Relations - Report from Luxembourg

(Continued from page 7)

programmes and strategy. As the EU Health Strategy will be updated in 2013, it presents a great opportunity for Oral Health to be included among the health priorities in the future. Our organisations should work towards this purpose, by contacting all relevant stakeholders and informing them of the importance of a specific oral health policy at European level.

The representatives of the organisations decided to produce a document to distribute to EU relevant policy makers, on the

current situation of oral health in Europe, including proposals for further promotion, highlighting the inter-connections of oral health to general health status (heart diseases, diabetes, chronic diseases, cancer protocols, osteoporotic patients, elderly and disabled patients, special needs patients, etc) and emphasising the European added value for such initiatives.

The meeting was organised by Hill & Knowlton, on behalf of the four European organisations who participated.