



FDI Policy Statement Toolkit

How National Dental Associations
Can Use FDI Policy Statements to
Promote Oral Health

FDI Policy Statements

This FDI Policy Statement Toolkit shows National Dental Associations (NDAs) how to advocate and promote oral health to various stakeholders (government bodies, civil society, third party funders, etc.) with the support of the FDI Policy Statements.

Even though the importance of oral health cannot be denied, it has long failed to be featured at the top of international and national health agendas. However, today oral health is recognized as a key indicator of overall health, well-being, and quality of life. This is largely due to FDI's long-term efforts to draw attention to the global oral disease burden. This is done, in part, through the creation and dissemination of FDI Policy Statements (FDI PSs).

What are FDI Policy Statements?

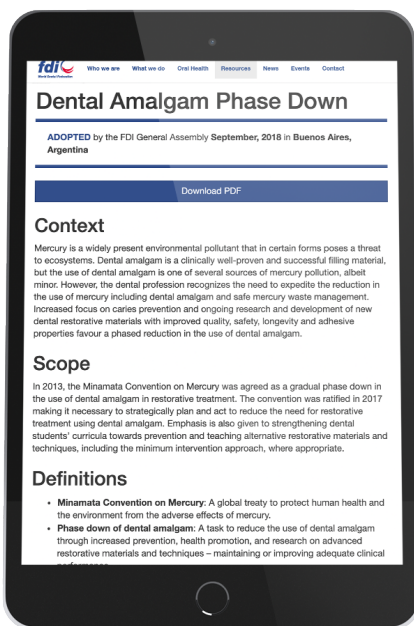
FDI develops and shares policies, standards, and information related to all aspects of oral healthcare around the world. It does this through the publication of FDI PSs, which are declarations that lay out the current thinking on various issues related to oral health, oral health policies and the dental profession.

FDI PSs are one of FDI's most important tools; they are visible and tangible results of the work carried out by the committees and support FDI's vision to "lead the world to optimal oral health".

FDI PSs reflect the basic values of the dental profession. As approved by FDI's General Assembly, they give authoritative views on current scientific issues and on issues related to dental practice. They are recognized globally by member NDAs, governments, and other organizations. They are vital to ensure FDI's legitimacy and international reputation.

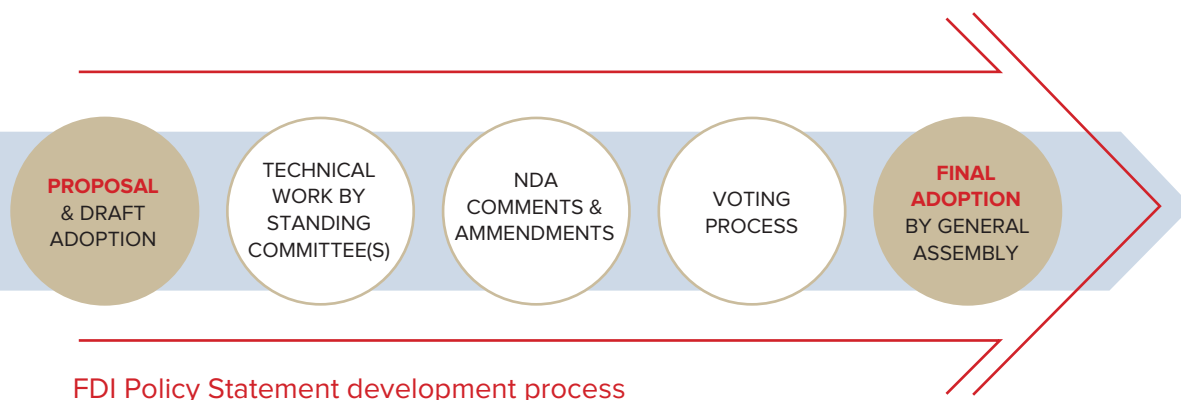
Policy statements are in line with FDI's Strategic Plan and are relevant to issues of professional or public concern, appropriate for different cultures and settings, understandable to lay readers, and reflect the latest art and science of dentistry.

FDI PSs are put together through consultation, discussion and consensus amongst leading dental experts from around the world.



Example of an FDI Policy Statement – “Dental Amalgam Phase Down”

Many statements are the result of projects carried out by the FDI Standing Committees, while others are produced in collaboration with entities such as the World Health Organization. These statements are extensively evaluated by NDAs and FDI Council before being accepted by the members of the General Assembly, who meet every year during FDI's World Dental Congress.



Why are FDI Policy Statements important?

FDI PSs are important because oral health has not been a top priority on national health agendas, achieving optimal oral health constitutes a major public health challenge and requires strong advocates. This is where FDI PSs come under the spotlight as an invaluable advocacy, promotion, and educational tool.

FDI PSs are an important reference point for all NDAs as they develop their own national policies and legislation.

Some may use these statements in their research papers as a credible reference, or many may publish these position statements as promotional material to advise the general public on various issues related to the field of dentistry. Implementation of such FDI PSs has been seen across the world. For example, the Policy Statement '*Dental Amalgam and the Minamata Convention on Mercury*' was used by the Irish Dental Association to create guidelines for oral health professionals and the general public on dental amalgam fillings and by the South Africa Dental Association – to install amalgam separators

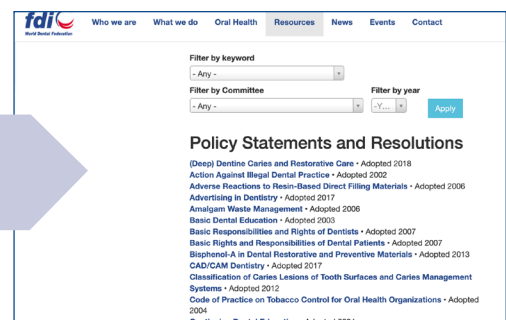
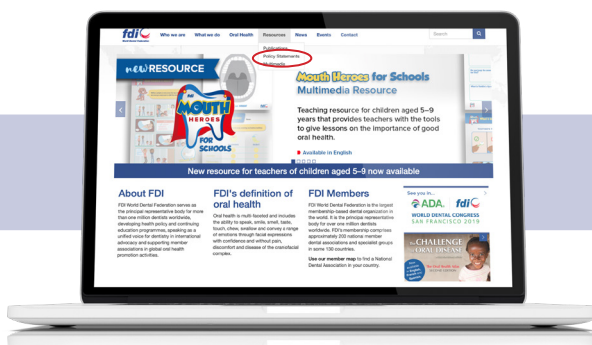


As per the survey conducted by FDI among its Regular Members, more than 90% of the NDA respondents use or promote PSs in their own countries.

in dental practices and collect waste material; the Policy Statement '*Continuing Dental Education*' was used for implementation of compulsory dental relicensing in Thailand, etc.

Where to access the FDI Policy Statements?

FDI PSs are published on the FDI website only after their adoption by the FDI General Assembly. All *FDI PSs are available on the FDI website* under the section Resources.

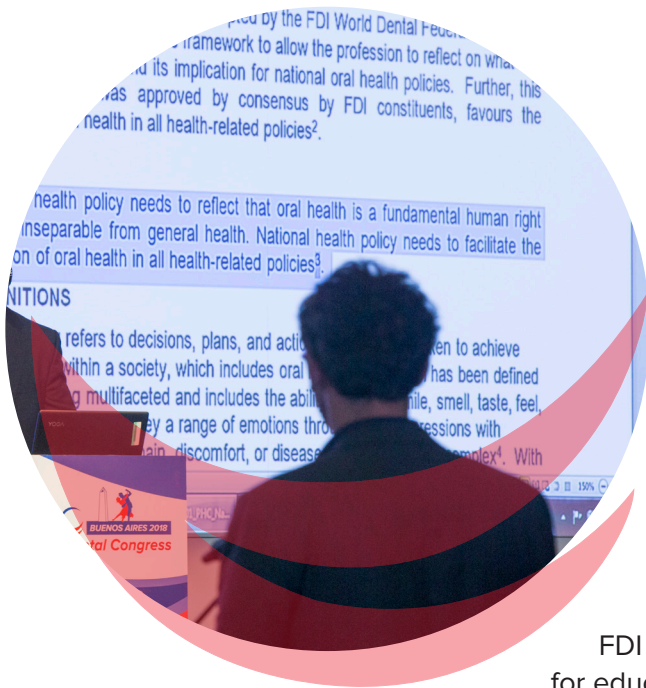


The most recent FDI PSs are listed at the top, while an archive of all previous FDI PSs can easily be searched through using keywords and can be downloaded in .PDF format.

How to reference FDI Policy Statements

You should include a reference to FDI PSs when citing them in your activities, using the following format:

FDI World Dental Federation. Dental Amalgam and the Minamata Convention on Mercury. Available from: <https://www.fdiworlddental.org/resources/policy-statements-and-resolutions/dental-amalgam-and-the-minamata-convention-on-mercury> [Accessed 7 June 2019].



Who can use FDI Policy Statements?

FDI PSs are intended to serve as a reference to the global oral health community. However, they can also be used by the general public, policymakers, educators, the media, and/or representatives of any social group wishing to reduce the burden of oral disease.

How to use FDI Policy Statements

FDI PSs can be used by all oral health professionals for education, advocacy, legislation, public relations and implementation of national oral health policies within their respective countries.

What FDI PSs can help you with:

- ✓ Forming and supporting your NDA's official positions and statements;
- ✓ Advocating your NDA's positions to decision-makers;
- ✓ Drafting health legislation;
- ✓ Educating people about oral health;
- ✓ Raising awareness on oral disease;
- ✓ Creating agendas of scientific events;
- ✓ Engaging with third party funders.

Target audience groups:

- ✓ **Oral health professionals**
(dental and maxillofacial surgeons, dentists, dental team members, hygienists, etc.)
- ✓ **General Public**
(patients, representatives of different social, gender and age groups)
- ✓ **Decision-makers**
(state and regional health and educational authorities, government members, policymakers, etc.)
- ✓ **Sponsors**
(third party funders, donors)

Areas of work where FDI Policy Statements can be useful

PROMOTION

ADVOCACY

LEGISLATION

SCIENCE

FUNDRAISING

PROMOTION

FDI PSs are the declarations by the principal representative body in the world of dentistry and, as such, can be a powerful instrument in oral health promotion activities. FDI PSs can be used when reaching out to your NDA members and the general public.

FDI encourages the publication of FDI PSs in different media whenever it serves the purpose of improving global health. You can use different ways of sharing FDI PSs depending on your target audience group.

- ✓ Download the FDI PS of your choice in .PDF format in the corresponding language (English, French, German and Spanish), translate it if needed and share it with the members of your NDA by email or via your NDA journal.
- ✓ Use FDI PSs in your communication with the public to raise awareness and promote your NDA: include them in your publications for the general public and promote the FDI PSs on social media (e.g. your NDA blog, Facebook page and Twitter).
- ✓ Use the FDI PSs in your PR campaigns to add more weight to your public statements: cite them in your press conferences and mass media campaigns.
- ✓ Use FDI PSs in your oral health promotion campaigns, for example in schools.

ADVOCACY

FDI PSs can be used to advocate oral health to key decision-and policymakers. Contact your government official's office and request a meeting to discuss oral health matters in your country or region, like the impact of the oral disease burden, or related legal and ethical regulations, etc.

When preparing for the meeting look out for the corresponding FDI PS on FDI's website that could support your cause.

LEGISLATION

Leverage your own status as an NDA Board Member to bring the FDI PSs up for discussion on the national level - approach your legislators and lobby to draft national laws using the FDI PSs as a reference base for this national legislation.

SCIENCE

FDI PSs can be used as a credible reference when it comes to research papers, scientific events, and the CE Programme.

- ✓ Refer to FDI PSs in your scientific written material to support your research.
- ✓ Include FDI PSs in your educational material.
- ✓ Quote FDI PSs at your scientific and educational events.

FUNDRAISING

- ✓ Use FDI PSs to endorse your fundraising campaigns (in printed materials, media and public presentations, for example).
- ✓ Cite FDI PSs in your negotiations with potential sponsors.

Contact us

We hope that the FDI Policy Statement Toolkit helps you jumpstart your own oral health advocacy campaigns.

Should you have any questions on how to best leverage the FDI PSs in your work, please do not hesitate to contact us at info@fdiworlddental.org.