FDI Strategic plan
2018–2021: At a glance

Oral health: The key to general health

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About FDI

FDI World Dental Federation serves as the principal representative body for more than one million dentists worldwide, developing health policy and continuing education programmes, speaking as a unified voice for dentistry in international advocacy and supporting member associations in global oral health promotion activities.

FDI is the leading global body committed to oral health and develops educational programmes, awareness campaigns, congresses and initiatives aimed at progressing the field of dentistry. It also advocates for oral health to be prioritized in global health and development agendas and pushes for their integration in chronic disease prevention programmes.

FDI membership comprises some 200 member dental associations in about 130 countries. It works at national and international level through its own activities and those of its member dental associations. It is in official relations with the World Health Organization and is a member of the World Health Professions Alliance and Noncommunicable Disease Alliance.

FDI was founded in Paris in 1900 and its headquarters are currently located in Geneva, Switzerland.

Our mission

FDI is the global voice of the dental profession and works with its member organizations to improve the oral health of people worldwide.

Our vision

Leading the world to optimal oral health.

Our values

FDI and its members share core values which are strong drivers for its continuing success.

Commitment to members: As a federation of NDAs and other specialist groups, FDI commits to ensuring our members’ interests are represented at the global level to help support their efforts at a national level. We do this through active involvement in the worldwide community of dentists, engagement with UN agencies, governments and other international partners to improve oral health by acting as a catalyst for positive change.

Integrity: FDI’s integrity is reflected in its respect for moral values, commitments, due diligence and constancy of its methods. As the authentic voice of dentistry, our work is pertinent, apt and driven by the greater good of dentists and the public at large.

Culture of inclusiveness: FDI values inclusiveness and cultural diversity as a means of enhancing its interactions with the wider community and as a driving force behind achieving our mission as an international organization serving the needs of a worldwide membership.

Excellence: FDI places excellence at the core of its efforts to achieve and sustain outstanding levels of performance and achieve worthy goals for society and the community of dentists worldwide, promote oral health for current and future generations and carry out oral health advocacy.

Ethical behaviour: FDI adheres to the highest moral principles and an ethical code of behaviour according to which we respect the rights, dignity and equality of each individual, act with fairness and reject all forms of discrimination and injustice. We emphasize that the International Principles of Ethics for the Dental Profession should be considered as guidelines for every dentist.
FDI Strategic plan 2018-2021

Focus areas
FDI will fulfil its mission through focusing on three strategic focus areas: membership, advocacy and knowledge transfer.

Membership
As an organization created by the members for the members, a key priority must be to strengthen FDI as a whole by developing programmes and activities to further meet the needs of our members, which may vary according to geographical region. By consulting with them and learning from their knowledge and expertise at a national level FDI can strengthen the impact of its work at a global level.

Advocacy
FDI is the voice of the oral health community at the global level. It therefore, has a responsibility to ensure the interests of member associations and the dental profession at large, are represented when policies are formed at the global level as they will be the ones impacted when implementing them at a national level. FDI advocacy efforts will focus on ensuring that good oral health is recognized as being key to overall health and well-being and push for its integration into policies addressing other NCDs, especially in the context of FDI’s definition of oral health*.

Knowledge transfer
By sharing best practice, exchanging knowledge and experience, FDI can help advance the art, science and practice of dentistry. A stronger more effective FDI will only be possible with informed leaders at all levels whether it is young professionals in training or confirmed professionals seeking continuing education. FDI will work towards continuous improvement of the World Dental Congress, Continuing Education activities as well as other projects and programmes to ensure that its stakeholders can benefit from the extensive knowledge, know-how and expertise of FDI and its members.

*FDI’s definition of oral health: “Oral health is multi-faceted and includes the ability to speak, smile, smell, taste, touch, chew, swallow and convey a range of emotions through facial expressions with confidence and without pain, discomfort and disease of the craniofacial complex”.

LEADING THE WORLD TO OPTIMAL ORAL HEALTH
Goals

For each strategic focus, there are specific goals aimed at delivering the one overarching organizational goal: *lead the global fight to improve the oral health of populations to secure the general health and well-being of all at all ages.*

- **Membership**
  - **Goal:** Develop programmes and activities to meet the needs of our members and help raise the profile of oral health at a national level.

- **Advocacy**
  - **Goal:** Lead global advocacy efforts to increase oral health literacy and achieve political commitment and action on oral health in all countries.

- **Knowledge transfer**
  - **Goal:** Foster best practices in oral health science and education, and share knowledge in preventive care and treatment to advance the art, science and practice of dentistry.