



Activities related to Prevention of Oral Health - Polish perspective

Stockholm, 24 September 2008

Financial expenditure on oral health

The role of public financial expenditure on oral health was thoroughly discussed at the last ERO Plenary Session in Istanbul.

The available data clearly indicate the relation between public funds and the DMFT ratio.

- Division of tasks – public authorities role in health policy, position of oral health in relation to other health challenges
- What can be achieved without funds?
- Where to look for partners?

Rational planning of preventive activities

- Identifying problems
- Determining the priorities
- Accessibility and availability

Education

Communication campaigns – good idea
but
target group has to be clearly indicated

ADDRESSING EVERYBODY = ADDRESSING NOBODY

Target groups:

- other healthcare professionals
(physicians, specialist like gynaecologists)
- future mothers, young parents (first time parents are particularly eager to learn)
- school teachers (as a group of strong authority in schools)

12 September
“World Oral Health Day”
adopted by the FDI





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Polish Medical Journal. The print run is 149,500.

A free copy is sent to all doctors - physicians and dentists & their families, healthcare decision-makers and professionals health-care administrators.

Apart from physicians and dentists, the readership of the journal includes other healthcare professionals, pharmacy staff, staff of companies in the field of healthcare and future doctors, i.e. medical students.

September edition addressed to Oral Health



Section devoted to dentistry elaborated by the Dental Practitioners' Committee in collaboration with the Polish Dental Society (e.g. a comprehensive article on prevention of oral cancer)


Campaign „*How about your health, doctor?*”

Oral Health Prevention Campaigns in Poland

E-media

- dental information available not only on dental but also on medical websites)

e.g.

- Internet journal „Practical Medicine” 
- Polish Medical Publishing House announced a 20% discount on dental books



Wydawnictwo Lekarskie PZWL

Future goals

Raise the oral health awareness among other specialists
(in particular GP's, paediatricians, gynaecologists)

It is estimated that 28,6% of gynaecologists refer their pregnant patients to a dentist

co-operation with schools of birth

Polish Dental Society introduced a Polish version of the Live, Learn, Laugh „*Implementing a dental education program for parents to-be*”

Schools

- Strengthening the information by the authority of teachers
- Artistic competitions, poster campaigns
- Introduction of continuing public dental health education for teachers
- **SCHOOL SHOPS !!!**
Looking for balance between commerce and healthy nutrition.

Campaigns addressed to the public

Raising awareness

- TV – high cost of prime time space, the public health oriented programmes are broadcast at unattractive time
- Costs of professional spots
- Goodwill would be enough for some actions, e.g. a question „*Have you brushed your teeth?*” or a sign of paste and toothbrush might appear in the corner of a screen after evening programmes for children.

Raising awareness

- Involvement of media – which media?
- What arguments should be used?

Excellent letter of dr Burton Conrod, FDI President – simple language, good communication.

- The economic factor always prevails
- Focusing on local media is a good solution - data comparing the local and national situation is always attracting interest.

PREVENTION IS BORING

Looking for sensation



a tragedy is usually the 1st page story

Who is guilty ?

Thank you for your attention

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