

Dentaid launches "Vision" for the Future

Eleven years ago, Dentaid started with one person, his garage and a £10,000 grant. Today, Dentaid is one of the leading oral health charities in the world, having supported over 200 projects in over 50 countries, improving oral health for millions of people.

At the BDTA Showcase 2007 in Birmingham, Dentaid was delighted to launch a new brochure – outlining the work of the charity since 1996. However, as well as reporting on the past, the document serves as a "vision" or manifesto for Dentaid's future.

Luke Wordley, Dentaid's Chief Executive explains:- "Thanks to the support of the whole UK dental industry, it is remarkable what has been achieved from scratch in just eleven years. However, unfortunately over that time, due to the dramatic influx of Western sugar products, oral health has actually deteriorated for much of the rest of the world's population. Over a million people have also died during that period from preventable or treatable oral diseases and cultural practices. So Dentaid's work is really only just beginning, and in the document we pull no punches when explaining the current oral health situation but also outline a selection of planned projects for the next period of Dentaid's life. We hope that dentists, hygienists, therapists, nurses, practices and dental companies will be impacted by the need overseas and excited about what together we can achieve over the next eleven years!"

And three of Dentaid's key supporters have been crucial to making this important document available to the entire dental industry. Long-term supporters Denplan, Dentists' Provident Society and A-dec UK have generously contributed sponsorship enabling Dentaid to produce 30,000 reports and DVDs without any cost to the charity. The aim is to try to get it in the hands of every dental professional in the country over the next year.

Karl O'Higgins of A-dec UK explains:- "The growth of Dentaid and the impact of its work just over these last eleven years has been amazing. It is wonderful that through a few hundred dental professionals, practices and countries supporting this work we as a dental industry have contributed to improving oral health all around the world."

Farrukh Mirza of Dentists' Provident Society continues:- "I know all of us sponsors are delighted to support this initiative. As Karl says, a lot has been achieved by just a proportion of the dental industry. If through this document, the entire dental industry could be persuaded to get behind organisations like Dentaid, it would be an unprecedented step forwards in tackling the oral health plight of disadvantaged communities around the world."

Stephen Gates of Denplan added:- "Like A-dec UK and Dentists' Provident Society, we at Denplan are delighted to be able to support Dentaid and be associated with its work. The report and Dentaid's vision and strategic approach to improving oral health overseas are outstanding and I recommend everyone to contact Dentaid for a copy."

For your copy of the report, please contact Dentaid on 01794 324249 or email info@dentaid.org.