



Media Kit

Sun 24 - Wed 27 September 2023

INTERNATIONAL CONVENTION CENTRE SYDNEY
www.world-dental-congress.org



Educating for Dental Excellence



FDI WORLD DENTAL CONGRESS MEDIA KIT

Hosted by the Australian Dental Association

24 - 27 September

MEDIA CONTACT

For all Australian and international media registration, inquiries and interview requests, contact ADA Federal Media Advisor Jenny Barlass on 0484 869 086 or email:

media@ada.org.au.

FOR KEY TOPICS OF MEDIA INTEREST, see next page

FAST FACTS ABOUT THE CONFERENCE

- The largest dental event ever held in Australia, with around 6,000 to 8,000 dental professionals expected from over 100 countries.
- A 4-day scientific programme of over 220 sessions and symposia featuring top Australian and international clinicians presenting on the latest in dentistry, all supplemented by satellite events including associated professions such as endodontics.
- Also a 4-day multiple-hall exhibition showcasing the latest in dental devices and technologies from around the world.
- The Sydney Congress marks the 110th year of this international meeting, inaugurated by the Fédération Dentaire Internationale (FDI), and the first 'in person' World Dental Congress in four years.
- All set against the backdrop of iconic Sydney Harbour, at the world class International Convention Centre in Darling Harbour.





KEY TOPICS OF MEDIA INTEREST

1. Vaping – a universal panacea for ceasing tobacco use - or a disaster? Prof Kumar, who is a world authority on vaping and its effects on the mouth, looks at how smoking, vaping and waterpipes increase the risk for oral disease, and investigates if waterpipes are a safer option than cigarettes. In her research Prof Kumar has seen damage to the mouths of vapers after using vapes for six months equating to five years' worth of damage in a smoker's mouth. **Wednesday 27th Sept, 8am – 9.45am. This is on vaping specifically. On Tuesday 26th Sept 11.45am – 12.30pm the talk is about the risk of oral diseases from smoking and vaping.**

The mouth is not Vegas, what happens here does not stay here: In a third talk Prof. Kumar explores the strength of **evidence between oral and systemic health**, the impact of the traveling oral microbiome on several body systems and investigates the impact of periodontal therapy on improving systemic diseases. Her research has found that the bacteria in the mouths of pregnant woman can travel via the bloodstream to the placenta, potentially triggering adverse pregnancy outcomes including pre-eclampsia and pre-term babies. (Prof. Purnima Kumar, USA.) **Wednesday 27th Sept, 11.45 – 12.30pm.**

2. Artificial Intelligence's (AI) application in dentistry and what it means for patients: we're surrounded by artificial intelligence from targeted Facebook ads to interfaces at home such as Alexa. Dentistry is no exception. Every day dentists detect dental conditions, make decisions about the importance of these intraoral findings and perform treatment. Many tasks are repetitive, like charting the condition of individual teeth or looking at x-rays. All rely heavily on dentists' individual skillsets and are influenced by training, knowledge and experience. In dentistry, AI are mathematical programs designed to mimic human intelligence that continuously learn from data – the ultimate "in office" specialist for various tasks. In dental practice, AI has been applied to administrative workflows, robotic surgery, virtual assistants, clinical decision support, and image analysis. Prof. Scarfe will give an overview of the application of AI in dentistry, specifically in oral and maxillofacial radiology, and provide an insight into current research and future directions of this technology. (Prof. Bill Scarfe, USA) **Monday 25th 12.45pm -1.45pm, in the Lunch and Learns series.**

3. The link between sexual assault and poor oral health: dentists are in a unique position to help patients affected by Domestic Violence (DV) and Sexual Assault (SA): 75% of injuries from DV involve the head, mouth, face and neck, and dentists are often the first and only point of contact. Unfortunately, dental appointments are a common trigger for memories of SA to resurface as they have many similarities, which explains survivors' widespread dental avoidance resulting in poor oral health. This lecture guides dentists through the issues and the practical steps to address them, helping clinicians feel more confident to sensitively handle the complexities involved in this area. The talk will also cover how to identify elder



abuse, changes to family violence laws, and Australian dentists' new reporting responsibilities in the wake of the Royal Commission into Family Violence. (Dr Sharonne Zaks, Australia) **Tuesday 26th Sept, 10.45am-12.30pm.**

4. 2023 data revealing the alarming rates of suicidal thoughts among Australian dentists including that almost one in six dentists has had thoughts of taking their own life in the last 12 months, with 5.6% reporting ever having made a suicide attempt, according to a survey of 1500 clinicians in late 2021. One third were rated as having moderate to severe psychological distress, noting that dentistry is a stressful profession due to highly demanding technical skills, the imperative of striving for perfection, demands of meeting patients' expectations, anxious, challenging or dissatisfied patients, time and scheduling pressures, professional isolation from colleagues, fear of litigation, patient complaints, pressures associated with running a small business, and negative public perceptions of dentists. The talk looks at ways the profession can support colleagues, and will also provide more recent data on dentist's burnout. (A/Prof Matt Hopcraft, Australia) **Wednesday 27th Sept, 9am-9.45am.**

5. Jaw in a day: the revolutionary surgical techniques for jaw patients. With digital planning and 3D printing, oral and maxillofacial surgeons are able to rebuild a jaw in a day following a tumour/cancer surgery. Still in most centres around the world, reconstruction and dental rehabilitation of patients who've undergone resection of the jaws is done over multiple surgeries over months and years, using the fibula bone from the lower leg and 3D printed teeth. Dr Sim will present a new workflow that allows immediate reconstruction and rehabilitation of these patients in one surgery on one day, saving multiple hospital admissions and operations. (Dr Felix Sim, Australia) **Monday 25th Sept, 8am-8.45am.**

6. The latest in sleep apnoea reduction strategies and techniques, for a condition suffered by one billion people globally, which could save lives and has recently been clinically trialled for an upcoming SBS TV series with Dr Michael Mosley. Currently, the first line therapy for Obstructive Sleep Apnoea (OSA) is monotherapy with Continuous Positive Airway Pressure (CPAP), where sufferers wear a breathing mask attached to a device delivering pressurised air to prevent the upper airway (from the back of the nose to the tongue base) from narrowing and closing during sleep. CPAP is highly effective at preventing the repetitive breathing stoppages that occur in OSA but unfortunately, about half those prescribed it either don't or can't use it. CPAP is prescribed to >90% of people diagnosed with OSA despite the known diversity of OSA causes, and clinical trial evidence that non-CPAP alternatives like mandibular advancement therapy (moving the jaw with a device to increase the throat area) deliver similar health benefits to CPAP.



This presentation highlights new alternative therapies which reduce OSA severity, including combination therapy approaches with mandibular advancement therapy and other interventions such as supine avoidance therapy which encourages people to sleep on their side rather than their back where OSA worsens and medications which target non-anatomical contributors such as inadequate activity of the muscles around the upper airway which keep it open, and unstable breathing control. (Prof. Danny Eckert, Australia) **Sunday 24th Sept, 8am – 8.45am.**

7. Digital technology, world first teaching aids along with new and innovative dental hygiene products are combining for a fresh approach that promises to deliver improved oral health and dignity for the growing numbers of frail seniors. (Dr Mark Wotherspoon, Australia) **Tuesday 26th Sept, 11.45am - 12.30pm.**

8. Antimicrobial resistance in dentistry: dentists are responsible for around 10% of antibiotic prescribing internationally. This talk covers the latest research results about public awareness, preventing infections and reducing unnecessary antibiotic prescribing, as well as uncovering fresh research findings from the UK, Australia and Canada about why antibiotic prescribing increased during Covid. (Dr Wendy Thompson, UK) **Tuesday 26th Sept, 3.30pm – 5.15pm**

9. Changing how older people's oral health is managed: this needs a rethink by dentists worldwide in terms of communicating with older people, and recognizing that oral disease is different in this cohort and needs to be managed differently. For example, many older people lip read without being aware of it, but if their dentist wears a mask, the older patient may miss vital oral health information. (Dr Angus Walls, UK) **Monday 25th Sept, 11.45am – 12.30pm.**

10. The latest research on the link between gum disease and mental health issues including anxiety and depression: current evidence suggests a relationship between stress and mental health disorders and periodontal (gum) disease. Anxiety, depression, bipolar disorder and schizophrenia are all associated with more severe disease. In return, gum disease may affect mental health through the immune system and the gut bacteria as well as increasing the risk for Alzheimer disease. (Prof. Ivan Darby, Australia) **Monday 25th Sept, 10.45am-11.30am.**

11. Mouthguards are failing our families: why we need to incorporate the latest technology into mouthguards to ensure kids and adults playing sport get the best protection - but it comes at a price. How do dentists as a profession deal with this to avoid catastrophic events on the sports field in the future, and a lifetime of expensive treatments? (Dr Brett Dorney, Australia) **Monday 25th Sept, 9am - 9.45am.**

Other topics of media interest may be found in the Scientific Program, downloaded [here](#).



GENERAL CONGRESS INFORMATION FOR MEDIA

CONGRESS WEBSITE: www.world-dental-congress.org

CONGRESS SCIENTIFIC PROGRAMME: download [here](#).

MEDIA FACILITIES: the Media Centre is located on the ground floor of the ICC, to the right of the ICC's reception desk (as you stand facing reception) near the main entrance. You will pass some lifts on your right and the Media Centre entrance is on the left. It will be mostly locked during Congress unless you have arranged a time to use it – please call the ADA Media Advisor Jenny Barlass on 0484 869086 or email: media@ada.org.au to arrange access and to use its facilities for filing stories, recording interviews etc.

The Media Centre has a green screen facility, plenty of power outlets, great wi-fi and space for interviews. Alternatively, you may wish to do an interview in another part of the ICC set against the backdrop of Darling Harbour, and this can be arranged with notice.

BIOGRAPHIES: for brief biographies and headshots for the 11 speakers featured, download them [here](#).

MEDIA RELEASES: relating to the conference can be downloaded [here](#) as they're produced.

WHO CAN ATTEND: both Australian and international journalists and producers are invited to attend - they will need to register prior to attendance. Go to the Media Registration page on the Congress website to register or click [here](#). There are separate registration processes depending on whether you're from an Australian or international media organization. The ADA Media Advisor will be in touch to complete your registration.

Please note not all talks are open to media. Once registration is completed you can line up interviews via the ADA Media Advisor, and you'll receive an identification lanyard on arrival. Please bring photo identification to collect this.

FOR EXHIBITION REGISTRATION ONLY: if media want to attend the Exhibition only (and not attend any of the talks from the Scientific Programme), you'll need to register separately for that via the Media Registration page. The ADA Media Advisor will be in touch to complete your registration.

FDI PARLIAMENTARY MEETINGS: these are closed sessions; media are not permitted to attend.



FILMING AND RECORDING OBLIGATIONS: all filming and recording will need to be cleared first with the ADA Media Advisor. Media are not permitted to film, record or take photos without prior permission. This relates to filming, photography and recording of interviews with individual speakers, during talks and symposia, in communal areas and at social functions. Approved filming may take place either in the Media Centre at a pre-arranged time, or at an identified area within one of the ICC's communal spaces.

EMBARGOES: media releases will be put out under embargo and it is incumbent upon all media attending to abide by those restrictions.



ABOUT THE ADA

The Australian Dental Association, proud host and organiser of this year's FDI World Dental Congress, is the peak body representing dentists in Australia, with over 17,000 members. It exists to promote the art and science of dentistry and to promote the oral health of Australians.

www.ada.org.au

ABOUT FDI

FDI World Dental Federation serves as the principal representative body for over 1 million dentists worldwide. Its membership includes some 200 national dental associations and specialist groups in over 130 countries. FDI has the vision of leading the world to optimal oral health. The World Dental Congress is a flagship event for FDI, strengthening ties and fostering collaboration within the global oral health community.

www.fdiworlddental.org

FAST FACTS ABOUT THE BUSINESS BENEFITS OF THE CONFERENCE AND SYDNEY CONFERENCES IN GENERAL

- The Congress is expected to net the NSW economy \$31m
- \$823 average spend per delegate per day*
- 3.6 days average per stay beyond conference duration
- 26 additional international visitors per 100 conference delegate
- 67% conference delegates visited Sydney for the first time because of the conference they attended

*(*data supplied by Business Events Sydney)*

MORE INFORMATION TO FOLLOW....

Jenny Barlass | Federal Media Advisor, Australian Dental Association

Ph: 0484 869 086 | media@ada.org.au

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FAST FACTS ABOUT ORAL HEALTH IN AUSTRALIA

- Tooth decay is the most common communicable disease worldwide and Australia's most prevalent health problem. It resulted in dental spending of \$4.5 billion in Australia in 2019-20.
- In 2020–21, about 83,000 hospitalisations for dental conditions could potentially have been prevented with earlier treatment. In 2020–21, the rate of potentially preventable hospitalisations due to dental conditions was highest in those aged 5–9 years (10.9 per 1,000 population).
- 80% of dentistry in Australia is done by the private dental sector.
- There is no Medicare for mouths in Australia – to introduce this, Treasury figures show this would cost around \$80 billion per decade, which all political parties find too expensive. Instead the ADA is pushing the current Government to introduce targeted schemes for those in receipt of a healthcare card and the socially or economically disadvantaged, as well as Aboriginal and Torres Strait islander populations, and aged Australians in residential aged care.
- As the infrastructure and legislation already exists in the form of the Child Dental Benefits Schedule (which provides \$1052 of treatment for every 2 year period for qualifying families), the ADA believes it would be relatively straightforward to set up a similar one for seniors, known as the Seniors Dental Benefits Schedule, to help older Australians in aged care. Over time this model could be extended to other priority populations.
- While an estimated 36% of the Australian population is eligible for public dental care, current funding only allows for treatment for 20% of this eligible group, resulting in years' long waiting lists for a public appointment and declining oral health.
- Others pay for their dental care through 'extras' cover under private health insurance. Surprisingly despite increased living costs, according to the most recently available APRA figures, an increased proportion of the adult population held general treatment cover as part of their private health insurance (which typically includes dental) in December 2022 (55%) compared to June 2020 (53%).
- It leaves a gap of a 'silent cohort' of millions who can't afford private health insurance but don't qualify for free dental and who skip dental check-ups due to rising cost of living pressures.
- There's a knock-on effect on oral health: the average number of teeth affected by dental caries per person in Australia increases with age, from an average of 4.1 in 15–34 year olds to 10.3 in 35–54 year olds, 19.4 in 55–74 year olds and 24.4 in people aged 75 and older in 2017–18.



- The ADA's 2021 Consumer Survey of 25,000 adults found that in 2021–22, around 9% adults delayed seeing or did not see a dental professional at least once in the last 12 months due to COVID-19, mostly relating to a regular check-up. This was either because the dental problem was not deemed urgent or because affordability was an issue.
- The ADA's 2022 Dental Fee Survey showed dental fees had only increased by 3.7% from 2020-2022, which is around half the cost of inflation. It shows dentists are not passing on the full component of increased operating costs to their patients.
- Australia is one of the largest per capita consumer of sugary drinks in the world, with consumption particularly high in kids. The WHO recommends just 6 teaspoons or 24g a day of added sugars.