

World Dental Congress in Istanbul

Eight policy statements adopted

The World Dental Federation (FDI) met in Istanbul, 9–14 September 2024. The meeting resulted in eight adopted policy statements, including on artificial intelligence in dentistry, oral health for patients with special needs, non-communicable diseases and reducing sugar consumption. Prof. Falk Schwendicke from Germany was elected to a second term of office on the FDI Science Committee.



At the 2024 FDI World Dental Congress in Istanbul, FDI held its parliament meetings and took key decisions during the General Assembly.

The General Assembly (GA) is the supreme legislative and governing body of FDI. The GA gathers once a year and sets FDI policies, the strategic plan, missions and aims, and monitors progress on their achievement.

Additionally, the GA approves the annual budget, establishes the annual subscription of the Regular Members, receives and takes necessary action on reports of the Council, and elects Regular, Associate, Affiliate and Supporting Members, Committee and Council members, as well as the Speaker of the GA.

This year, in Istanbul, the voting members of the GA took the following decisions:

Membership applications

Accepted Lebanese Dental Association—Tripoli application for regular membership

Accepted Société Congolaise des odontologues, stomatologues et chirurgiens maxillofaciaux application for regular membership

Election results:

newly appointed officers

- Dr Mauricio Montero (Colegio de Cirujanos Dentistas de Costa Rica)
- Dr Sophie Darteville (French Dental Association)
- Dr William Cheung (Hong Kong Dental Association)
- Prof. Elham Kateeb (Palestinian Dental Association)
- Prof. SM Balaji (Dental Association of Seychelles)
- Dr Anna Lella (Polish Chamber of Physicians and Dentists and Polish Dental Society)
- Asst Prof. Duygu Ilhan (Turkish Dental Association)

Speaker

- Dr Stephen Liew (Australian Dental Association)

Membership Liaison and Support Committee

- Dr Irene Marron-Tarrazzi (American Dental Association)

Dental Practice Committee

- Dr Doniphan Hammer
(French Dental Association)
- Dr Hiroyuki Hirano
(Japan Dental Association)

Education Committee

- Prof. Jun Tsuruta
(Japan Dental Association)
- Dr Antonio Estrada Valenzuela
(Asociación Dental Mexicana
Federación Nacional de Colegios
de Cirujanos Dentistas, A.C.)
- Dr Antonio Roma Torres
(Portuguese Dental Association)
- Prof. Tianmin Xu
(Chinese Stomatological Association)

Science Committee

- Prof. Falk Schwendicke
(German Dental Association [BZÄK])
- Dr Wendy Thompson
(British Dental Association)
- Prof. Kivanc Bektaş Kayhan
(Turkish Dental Association)

Public Health Committee

- Dr Louisa Nokukhanya Makwakwa
(South African Dental Association)
- Prof. Youn-Hee Choi
(Korean Dental Association)
- Assoc. Prof. Simona Dianišková
(Slovak Chamber of Dentists)
- Prof. Islam Tarek Abbas Hassan
(Egyptian Dental Association)
- Prof. Chun-hung Chu
(Hong Kong Dental Association)

New policy statements

FDI policy statements, which detail FDI's position on issues of interest within the oral health community, are put together through consultation, discussion, and consensus among leading dental experts from around the world. This year, the GA adopted eight policy statements:

- Artificial intelligence in dentistry
- Reduction of sugar consumption
- Early childhood caries
- Oral health and non-communicable diseases

- Special care dentistry
- Ethics in dentistry
- Dental laboratory technician
- Lasers in dentistry

The newly adopted policy statements will be available for consultation on the FDI website soon and will be published in the *International Dental Journal*.

Source: FDI; German Dental Association 19 September 2024

World Oral Health Day campaign

FDI has unveiled its 2025 "A happy mouth is... a happy mind" World Oral Health Day (WOHD) campaign. The campaign was officially launched during FDI's World Dental Congress, in Istanbul, on 12 September. 2025 This marks the second year of the 2024–2026 campaign, "A happy mouth is...", which aims to inspire lasting and positive change by educating people on the crucial role a healthy mouth plays in our lives.

With this concise yet impactful tagline, FDI hopes to simplify oral health and make it accessible explaining the benefits upfront in a plain-speaking way without relying on additional explanation.

From the mouth–body connection to the mouth–mind connection

Each year of the three-year campaign focuses on a specific theme that aligns with global health developments, particularly following the adoption of WHO's Oral Health Resolution in 2021.

In 2024, the theme was "A happy mouth is... a happy body", highlighting the strong connection between oral health and general health.

In 2025, the focus will shift to the mouth–mind connection, with the tagline "A happy mouth is... a happy mind."

This campaign aims to raise awareness of how poor oral health can negatively impact quality of life, highlighting the importance of a healthy mouth for mental well-being.

The campaign will emphasise for example how maintaining a healthy mouth can contribute to overall happiness because your mouth, body, and mind are all interconnected, and caring for your teeth and gums can significantly improve your overall well-being. In fact, a healthy mouth can boost your positivity, self-esteem, and confidence, ultimately enhancing your quality of life. On the other hand, poor oral health can make it difficult to socialise, limit your food choices, and lead to stress and anxiety—all of which are essential for a happy mind.

Last year, Toothie, FDI's beloved beaver mascot, starred in an engaging movie-themed campaign. For 2025, Toothie returns in a new campaign set to the rhythm of a beat, with music playing a significant role in campaign activities. The goal? To make everyone smile—inside and out! This new creative approach is designed to captivate diverse audiences and continue the campaign's broad-reaching impact, encouraging people to prioritise their oral health and join in celebrating World Oral Health Day.

At the end of your campaigns, you may even get the chance to win a WOHD Award, like our champions from this year's campaign. Read more here: www.worldoralhealthday.org/world-oral-health-day-awards