

Roadshow explains new membership scheme

During the last week Martin Fallowfield and Peter Ward have been travelling around the UK to meet groups of leading BDA members, including office holders from branches and committees, to give them an embargoed preview of the new membership scheme. The meetings have been held in Oxford, Peterborough, Cardiff, Newcastle, Exeter, Leeds, Bristol and Derby. Attendees have had the opportunity to ask questions and give feedback on the new membership scheme. Next week the tour will see visits to Chester, Winchester, Brighton, Manchester, Belfast, London, Birmingham and Ipswich. The Scotland leg of the tour also begins next week, with PEC Deputy Chair Robert Kinloch hosting events in Edinburgh and Glasgow. Meetings are due to take place in Aberdeen and Dundee the following week.

To book your place at one of these meetings please contact Sarah Swift on s.swift@bda.org or 0207 563 4590.

Contact: Sarah Swift, Membership and Marketing Directorate – 020 7563 4147

Sun shines on BDJ smoothie research

BDA-press released research on the erosive potential of fruit smoothies on teeth that appears in the latest *British Dental Journal* (BDJ) was reported in *The Sun* newspaper this week. Commenting on the [research](#), BDA Scientific Adviser Professor Damien Walmsley said it was important that the erosive potential of smoothies and fruit juices was understood by the public.

Contact: Yvonne Lloyd, Policy and Public Affairs Directorate – 020 7563 4146

BDA signs up to Independent Alcohol Strategy

The BDA has signed up to the Alcohol Health Alliance's Independent Alcohol Strategy, published yesterday. The strategy makes several recommendations including dedicating at least one third of every alcohol product label to an evidence-based health warning and banning alcohol advertising and sponsorship.

The full strategy is available to download from [the University of Stirling website](#).

Contact: Arianne Matlin, Policy and Public Affairs Directorate – 020 7535 5865

BDA nominated as a Business Superbrand

Once again in 2013 the BDA has been shortlisted as one of this year's Business Superbrands. Brands are independently ranked from among thousands of competing businesses. Only those in the top 500 are deemed a Superbrand; the BDA was placed at 278. A Business Superbrands supplement, outlining the selection process and judging criteria and detailing the full list of entries, will be inserted into this Saturday's *Guardian* newspaper (Saturday 2 March). It will include a short profile of the BDA and a full-page advert.

Contact: Linda Stranks, Membership and Marketing Directorate – 020 7563 5840

Dr Jane Moore meets with Shadow Health Secretary

Dr Jane Moore attended a meeting in Leeds with the Shadow Secretary of State for Health, the Rt Hon Andy Burnham MP, to discuss Labour's proposals for a 'whole-person' approach to health and social care. The meeting, which was hosted by the Smith Institute and Unison, followed Mr Burnham's speech to the King's Fund last month in which he set out Labour's thinking on the complete integration of health and social care. The meeting provided health and social care staff in Yorkshire and Humberside an opportunity to comment on the proposals, and is part of a series of meetings that the Labour Health Team will be holding with healthcare professionals over the coming months.

Contact: Stewart Gregg, Policy and Public Affairs Directorate – 020 7563 5874

BDA Museum in the media

The museum has had a busy week of media activity. Channel 4 series *Superscrimpers* came to the museum to film an introductory piece on toothpastes. The museum also featured in a new book called 'The Secret Museum' by QI researcher Molly Oldfield which has also received [press coverage](#). In social media news, last week's object of the week was retweeted by a significant number of the museum's followers to over 30,000 of their own followers. The museum's [current blog](#) about 'transplanting' of teeth, highlighting a painting in the museum's collection and its link with *Les Misérables*, had nearly 500 hits.

Contact: Melanie Parker, BDA Museum – 020 7535 5860

BDA seeks NHS 111 feedback

The BDA is seeking feedback from dentists about NHS 111, the non-emergency telephone service for patients that is being introduced across England, following the expression of concerns by practitioners in some areas. Views are being sought on how the service is being developed locally and whether any dental-specific issues have been encountered.

Dentists are invited to feed in comments on the BDA's [Communities](#) site.

Contact: Nicky Hawkey, Policy and Public Affairs Directorate – 020 7563 4196

New Hot Topic update focuses on amalgam

The BDA has published the latest in a series of Hot Topic updates. It focuses on amalgam, detailing the BDA's lobbying activity led by Drs Stuart Johnston and Susie Sanderson to avoid a rapid ban of amalgam usage. It is available on the [BDA website](#).

Contact: Arianne Matlin, Policy and Public Affairs Directorate – 020 7535 5865

PEC chair addresses Dental Schools Council

Martin Fallowfield, chair of the PEC, attended a meeting of the Dental Schools Council on 27 February. He gave an overview of the BDA's governance changes, the development of a three-year strategy and the new membership offer to the Deans and Heads of Dental Schools. There was a lively discussion about professionalism and the use of social media.

Contact: Sue Martin, Policy and Public Affairs Directorate – 020 7563 4138

Training essentials update

The Training essentials course *Clinical audit and its role in the dental practice* took place on Friday 1 March 2013, attracting 22 delegates. The course, delivered by Phillip Cannell, GDP and Programme Director of Oral Health Science, University of Essex, helped delegates understand how to use clinical audit as a quality improvement tool to benefit their patients, staff and practice.

Contact: Susie Brooke, Membership and Marketing Directorate – 020 7563 4163

