

SUPPORT YOUR PATIENTS TOWARDS A SMOKE-FREE LIFE

The British Heart Foundation (BHF) is encouraging dental professionals to use this year's No Smoking Day – 9 March 2016 – as an opportunity to raise awareness and boost participation among patients by promoting quit aids and local support services.

According to research conducted by the BHF, more than a third of smokers in the UK (37%) have noticed a negative difference in their appearance since they took up smoking, with over a third (36%) saying their teeth had become discoloured, and seven in ten (71%) saying they were concerned about the effect smoking was having on their oral health (data from a survey of 2,000 UK smokers).

Dr Mike Knapton, BHF Associate Medical Director, said: 'We're asking smokers to mark the 9 March on their calendars to take the first step towards a smoke-free life.'

Visit www.nosmokingday.org.uk to order a free No Smoking Day organiser pack. #NoSmokingDay.

GOVERNMENT CALLED ON TO 'COUGH UP'

Cancer Research UK has called on the UK Government to make the tobacco industry pay for the damages it causes and help reduce the

number of people killed by cigarettes (more than 100,000 people in the UK every year).

A report published by Cancer Research UK has revealed that cuts to public health funding mean local Stop Smoking Services are being closed down. In response, the charity is launching a new 'Cough Up' campaign and wants the public to support a simple solution to the

problem: making the tobacco industry pay for public health services and mass media quit campaigns.

By charging the tobacco industry around 1p per cigarette sold in the UK, an extra £500 million could be raised and spent directly on tobacco control.

Alison Cox, Cancer Research UK's Director of Cancer Prevention, said: 'For too long the tobacco industry has [been] making money without having to spend a single pound on the damage its products cause. We'd like to see [tobacco companies] using their profits to keep Stop Smoking Services open and fund advertising campaigns to help people quit. We urge the Government to make the industry cough up.'

Support the campaign by visiting <http://www.cruk.org/big-tobacco-cough-up>.



SPEAKER IN THE SPOTLIGHT: SHIRAZ KHAN

Dr Shiraz Khan will be speaking at this year's British Dental Conference and Exhibition on *Succeeding as a young dentist: a career's case study*. Shiraz says: 'Today's dental graduates can feel bombarded by career pathways to pursue and courses to attend in order to attain the employment status they desire. However, it is imperative to choose a pathway which is in harmony with the aims and objectives of that individual, not those of anyone else. This lecture aims to discuss and depict the opportunities for young dentists and illustrate what is achievable at every stage of their career.'



Background: Shiraz qualified in 2013 from the University of Birmingham and was a finalist in the Young Dentist of the Year 2015. He completed his postgraduate diploma as part of the University of Kent, including topics such as oral surgery, research methodology and medical education. He wishes to add to his repertoire by completing a Masters in Restorative Dentistry. He has lectured across the country on a variety of topics. In his own words, Shiraz is 'passionate about passing on his experience to those striving to succeed.'

Work: Currently a Locum Speciality Trainee in Restorative Dentistry at Croydon University Hospital, whilst working in practice in Clapham and White City.

Favourite holiday destination: 'Almost anywhere in Italy; if I had to choose, Roma.'

Favourite cuisine: Italiana

Five things he would take if stuck on an island: 'My wife – my partner in crime; my family – I wouldn't be here without them; my prayer mat – keeping what's true close to your heart; an infinite pair of socks, for those that know, know; and my iPhone, to ensure I keep up the social media updates.'

Shiraz will be speaking from 2.15-3.15 pm on Friday 27 May in Charter Rooms 2 and 3 at the British Dental Conference and Exhibition in Manchester. Register at www.bda.org/conference. Early bird prices are only available until 7 March.

GDC SETS OUT AMBITIOUS THREE-YEAR ROAD MAP

The General Dental Council (GDC) has set out a three-year road map to make sure patients continue to receive the best quality dental care.

Published on 26 January, *Patients, professionals, partners and performance* gives details on how the GDC will improve its own performance and efficiency by supporting dentists and dental care professionals (DCPs) to provide the best possible care to patients.

The road map is set against a landscape of ever-changing

consumer behaviour where patients' needs, expectations and their experiences of dental professionals can vary and where care is increasingly delivered outside the dental practice. The regulator will work with partners, the profession and patients on a programme of reforms to make the system of dental regulation in the UK more effective.

The regulator will soon consult on its plans to reform the fitness to practise process. This includes using a change in the law to introduce

case examiners who will look at complaints and decide on the most appropriate action. This will streamline the handling of cases to potentially reduce the number which go to a final hearing by giving case examiners powers to make undertakings (an agreement) for less serious cases.

As part of the 2016 to 2019 plan, the regulator also wants to see improvements to the current complaints system, so that where possible they are addressed locally.

The road map – aligned to the GDC's values of transparency, fairness, responsiveness and respect – gives details of how it will be held to account by patients, professionals and partners for its performance.

A copy of the GDC's road map for 2016-2019 can be accessed via www.gdc-uk.org.