

MHRA joins forces with BDIA against counterfeit devices

UK medical device regulator, the Medical and Healthcare products Regulatory Agency (MHRA), is joining forces with the British Dental Industry Association's (BDIA Counterfeit and Substandard Instruments and Devices Initiative (CSIDI) to launch a new advertising and awareness campaign to help stamp out counterfeit dental devices.

This new joint venture will see hard hitting advertisements regularly appearing in the dental press from November, backed up by a digital campaign and informative articles for the whole dental team.

BDIA Policy and Public Affairs Director Edmund Proffitt said: 'The BDIA is delighted that the MHRA is joining the campaign. Together we can make a real difference educating dentists to the dangers of counterfeit devices, ensuring that they can buy with confidence and eradicating these dangerous and fake products from dentistry.'

This joint action by the MHRA and BDIA, supported by the dental profession, is promoting a very simple message: Counterfeit and non-compliant dental instruments and devices are potentially dangerous to patients and users and it is strongly recommended that all purchases, however small, are made from a reputable supplier and that all suspect devices are reported to the appropriate authorities at the earliest opportunity. All reporting can be done via the MHRA's simple 'Yellow Card' system – www.yellowcard.mhra.gov.uk.

Honours, awards, appointments

Honorary Clinical Professor

Eric Rooney, one of NHS England's Chief Dental Officers, has been appointed as an Honorary Clinical Professor at the University of Central Lancashire's (UCLan's) School of Dentistry. Professor Rooney is already an Honorary Senior Lecturer in the UCLan School of Dentistry and this latest appointment, focusing on Dental and Oral Health Policy, will allow him to work more closely with the School on academic delivery and more widely on enhancing the quality of primary dental care in the North West.

Senior Investigator

Professor Richard G. Watt, Professor and Hon Consultant in Dental Public Health at UCL, has been appointed as a National Institute for Health Research (NIHR) Senior Investigator. These highly competitive national NIHR awards are presented to pre-eminent researchers representing the country's most outstanding leaders in clinical, applied and public health research.

In addition to his role at UCL and NIHR, Richard Watt has also been appointed as the new Director of Research, Development and Innovation with the Central and North West London (CNWL) NHS Foundation Trust. CNWL specialises in caring for people with a wide range of physical and mental health needs and serves a population of 3 million people living in London and neighbouring areas.

British dentists scoop medals at Medigames

Athletic husband and wife dentists Anna and Richard Smith both scooped medals in June at the World Medical and Health Games (WMHG) in Maribor, Slovenia.

Anna Smith is in general practice at St Martins Dental Centre in Hereford while Richard is a Dental Officer in the Royal Army Dental Corps and member of the BDA Armed Forces Group. In 2014 they

were the UK Wife Carrying Champions and World Wife Carrying silver medallists. They travelled to Maribor with their young daughter Elsie.

The WMHG sees over 2,000 medical professionals compete across multiple disciplines over a one-week period, such as football, golf, mountain biking, squash, tennis, swimming and athletics, as well as events for children. Anna earned bronze medals running 800 m and 10 km; Richard won gold medals in powerlifting and running 100 m and 800 m, and silver in the 400 m and SuperSprint Triathlon.

Anna said: 'I firmly believe that in order to deliver any sort of healthcare message, it is important to make a concerted effort to be as fit, active and health conscious as you can be yourself. This can be extremely difficult with a hectic career and young children. The key for me though is to just have some fun doing it and mix up the types of sport you do.'

Richard, who trains regularly at Hereford's CrossFit Bull, said: 'The event was fantastically organised and had a holiday type atmosphere with social events organised each evening. Medical CPD lectures were laid on and included dental topics.'

'It is not every day you get to swim, bike and run with an orthopaedic surgeon, an endocrinologist and a gynaecologist in one race.'

The WMHG is hosted in a different country each year. The 2017 event will be in Marseille, France. www.medigames.com

