

The BDJ News section accepts items that include general news, latest research and diary events that interest our readers. Press releases or articles may be edited, and should include a colour photograph if possible.

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NOVEMBER IS MOUTH CANCER ACTION MONTH

This year's Mouth Cancer Action Month was launched on 25 October at the Houses of Parliament. The launch signalled the start of the campaign which is dedicated to raising awareness of a disease that will claim 30,000 lives in the next decade.

Hosted by Parliamentary sponsor the Rt. Hon. Sir Paul Beresford MP, the launch included speeches from some of the industry's leading experts including the British

Dental Health Foundation's (BDHF's) Chief Executive Dr Nigel Carter, its President Daniel Davis, Dr Saman Warnakulasuriya and former mouth cancer sufferer Cllr Sally Bragg.

Dr Nigel Carter highlighted the importance of early detection in the battle against mouth cancer:

'Getting people to talk about mouth cancer is incredibly important. We

have had a tremendous response to the campaign, particularly in the last couple of

years, but we must work harder to ensure this year's campaign can build on that success.'

A new website dedicated to raising awareness of

mouth cancer has been launched by oral health educators at the BDHF (www.mouthcancer.org). Visitors to the site will be able to access information on the symptoms and early warning signs of the disease, its risk factors, the latest facts and figures as well as guidance on self-examination and early detection.

The BDHF is also calling on dentists, doctors and pharmacists to educate members of the general public about a disease that kills more people in the UK than testicular and cervical cancer combined, under the tagline 'if in doubt, get checked out'. The BDHF encourages dental professionals to organise more mouth cancer screenings following a successful initiative in the Republic of Ireland which found cancers in six people of 1,800 screened.

Information, resources, an online shop and details about obtaining a Blue Ribbon Appeal Kit to display in your practice can all be found at www.mouthcancer.org.



BDPMA IS NOW ADAM

The British Dental Practice Managers' Association has officially announced its change of name to ADAM, the Association for Dental Administrators and Managers. The announcement was made to invited guests at a launch held at this year's BDTA Dental Showcase in Birmingham last month.

The change of identity reflects a departure from an association exclusively for practice managers

to one that welcomes everyone within the administration team of a dental practice.

'This is a very exciting time for the Association,' said ADAM president, Jill Taylor, who hosted the launch. 'With the name ADAM comes a more fully inclusive association for the whole administrative team – managers, treatment coordinators and receptionists.'

Guests also learnt of plans for the forthcoming ADAM Awards, the ADAM Conference in Harrogate next May and the Association's charity for the next 12 months, Saving Faces, the Facial Surgery Research Foundation.

www.adam-aspire.co.uk

BEWARE PATIENT DISCOUNT DEALS

The prevalence of discount deals – offered by companies such as Groupon and Living Social – has prompted the General Dental Council (GDC) to issue a reminder to dental professionals about their responsibilities to patients. Current GDC guidance says they should not make claims which could mislead patients, they should be trustworthy and honest and they should ensure that they do not put their financial interests before their patients' interests.

The GDC can take action to restrict or stop a dental professional practising if these standards are not met.

If a GDC-registered dental professional offers a treatment deal s/he must assess the patient, obtain valid consent, obtain a medical history and explain all the options before carrying out any work. Registrants must put patients' interests before their own or those of any colleague, organisation or business.

The GDC is currently reviewing its *Standards* and draft guidance on ethical advertising will be considered by the Standards Working Group as part of this review.

The GDC is also reminding all dentists not to miss the 31 December deadline to pay their annual retention fee (ARF) and remain on the register. The £576 fee for registration has been frozen at 2010 levels.