Notice of elections to the Craft Committees of the BDA

Nominations are sought for election to seats on the following committees by 17.00 on Friday 20 October 2017:

- Armed Forces Committee
- Central Committee for Dental Academic Staff
- Central Committee for Hospital Dental Services
- Dental Public Health Committee
- England Community Dental Services Committee
- General Dental Practice Committee
- Northern Ireland Dental Practice Committee
- Northern Ireland Salaried Dentists Committee
- Scottish Committee for Hospital Dental Services
- Scottish Dental Practice Committee
- Scottish Public Dental Services Committee
- Scottish Salaried Dentists Committee
- Wales Committee for Community Dentists
- Wales General Dental Practice Committee
- Young Dentists Committee.

Committees play a vital role in coalescing the opinions of members in each dental craft and report this back to the Principal Executive Committee alongside work to develop policy in their respective jurisdiction.

Term of Office: This shall be until autumn 2020, with the entitlement to stand for a further three year term of office at that point.

More information about this and other BDA elections can be found at the BDA elections website www.bda.org/elections.

Dentists urged to see preschool children

The British Society of Paediatric Dentistry (BSPD) is calling on dental practices to join its new Dental Check by One (DCby1) campaign designed to get children seeing a dentist before their first birthday.

The campaign was launched this summer by BSPD in partnership with the Office of the Chief Dental Officer for England, Sara Hurley. It is part of Smile4Life, a programme being rolled out by local authorities around England in order to improve oral health and reduce the number of children needing extractions under general anaesthetic.

Practices which support the campaign may use the DCby1 logo on their website and in their literature to signal their door is open to young children, challenging the misconception that children should not visit the dentist before they reach school age.

Claire Stevens, Vice President of BSPD, said: 'The key purpose of this visit is to deliver key preventive messages and begin a positive lifelong relationship with NHS dentistry.'

To find out more and download the logo, visit <http://bspd.co.uk/Resources/Dental-Check-by-One>.

BDA AGMs

South Wales

South Wales Branch AGM will take place on 27 October 2017 at the Vale Resort, Hensol, Vale of Glamorgan, CF72 8JY at 08:30 prior to commencement of the Winter Meeting programme. All members are invited to attend the AGM and confirmation of attendance or apologies for absence can be sent to Melanie Simms, Branch Secretary by email on: bdasouthwales@gmail.com.

BOOK REVIEW

MASTERING COMMUNICATION IN DENTISTRY: THE SECRET TO LONG-TERM PATIENT RETENTION

Milisha Chotai

CreateSpace Independent Publishing Platform, 2016

price £22.99 pp154

ISBN 9781537604596

Nowadays we are becoming more and more aware of the importance of good communication with our patients, whether that is in explaining complex treatment plans or dealing with complaints. It is the patients with whom we communicate successfully who brighten our day, and they in turn leave with a positive experience which will help build your practice, and this is what is highlighted by this book.

Although good communication is an important part of being a dentist and having a successful career, many of us probably don't think about reading a book to learn more about this key skill, probably because it isn't a core part of continuing professional development!

Mastering communication in dentistry is split into four main parts: 'Self-Awareness', 'Mastering Communication', 'The 'Difficult' Patient', and 'Electronic Communication'. These four parts teach you how to communicate with your patients, including presentation of treatment plans, breaking bad news, managing difficult patients and even a section on social media highlighting its uses and pitfalls.

'The "Difficult" Patient' section highlights ways in which you can communicate with difficult patients and also encourages reflection as to how you can empathise with these patients, identify their issues, and hopefully move on to having a better relationship with them. It also highlights that the patient who complains provides you with a 'valuable opportunity to improve yourself and your services'; rather than taking it personally and being offended or angered by these difficult/complaining patients, you should use it to your benefit.

This is a concise and insightful book and it has certainly made me reflect on some aspects of my communication and body language with patients. I believe any dentist young or old could learn something new from this book to improve their communication practices with patients.

N. McKeever