



global child dental fund

World Federation of Public Health Associations

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Advanced Dental Leadership (ADL) programme: The concept

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Overview

The world needs better oral health knowledge. This is a means to end the spiralling problems associated with poor oral health within this century. The emerging generation of young dental professionals are highly skilled, communicative and capable of driving forward new initiatives to improve world oral health - what they need are the skills to lead the way forward.

The Global Child Dental Fund (GCDFund) and the World Federation of Public Health Associations (WFPHA) are delighted to introduce an online comprehensive course in Advanced Dental Leadership – an enterprise we believe will equip dental professionals to become first class leaders and advocates for oral health, driving oral health literacy levels up around the world.



1.0 The Current Situation: We Need Better Global Oral Health Literacy

The global cadre of dental health professionals has been, up until now, an unharnessed force for positive change. Dentists in particular are extremely well placed to deliver positive and engaging oral health messages to their local communities; however, there is a lack of available leadership education within the profession.

- Development of leadership skills is urgently needed to advance oral health on the global health agenda. A 2015 World Federation of Public Health Associations global survey of dental public health capacity worldwide demonstrated that in 62% of countries surveyed, dental public health was only partially integrated within the public health system, while in 25% of cases it had not yet been integrated at all. This illustrates the distance we must bridge as a profession to ensuring oral health advocacy can actually reach the people who need it the most.
- The key problem is that there is a gulf between oral health professionals and the populations needing access to oral health the most. We need to bridge the gap between our vast knowledge and resources as a profession and the global population requiring dentistry. If we can actually improve the oral health literacy level of the world, then we can sustainably prevent the suffering that accompanies dental caries.

2.0 The Solution: Leadership Development

There is a pressing need to develop oral health capacity around the world in order to reduce global health inequalities. GCDFund and WFPHA will respond to this critical need by training and equipping dental health professionals to become first class leaders and advocates for oral health. We aim for this to be the driver that increases oral health literacy in general populations all around the world.

GCDFund recognizes that the changing face of modern dentistry requires strong and effective leadership. We have already established leadership programmes for senior dental leaders (SDL), however the emerging generation of global dentists (ADL) have an extremely meaningful role to play in delivering high quality dentistry and ensuring that the public is receiving positive and engaging oral health messages.

3.0 Advanced Dental Leadership (ADL) programme

ADL is an online Certificate in Advanced Dental Leadership. It will have 4 levels. The Global Child Dental Fund is offering Level 1 now and Levels 2,3,4 will be available in 2016 and 2017. These modules will develop high-level leadership and personal management skills. Dental professionals will become more engaging and effective in their clinical and business roles. They will be better at managing teams and delivering engaging and healthy messages to their patients, in addition to becoming a global oral health advocate.

Our Certificate in Advanced Dental Leadership (ADL) programme is unique in its field, equipping dental professionals with the skills needed to become first class leaders and advocates for oral health. ADL provides unique and high-level guidance to young dental professionals for developing their leadership and management skills, aiming to build an empowered network of next-generation global dental professionals that have the skills to lead the future for dentistry.

The Level 1 programme (available now) consists of 20 hours of learning material: www.advanceddentalleadership.org . The programme is available in different languages. Learning objectives are available on the site.

4.0 Long term vision for ADL programme for dental professionals

4.1 ADL Levels

- **Level 1 – Personal Management (Available now)**
- **Level 2 – Communicating the Message**
- **Level 3 – Getting the Message Right**
- **Level 4 – Creating Opportunities and Platforms for Advocacy**



ADL Level 1 – Personal Management

A core grounding of advanced leadership skills will enable dental health professionals to become efficient at organising and managing their own thoughts and actions. This skill can expand to effectively managing teams around them to achieve local goals. Empowerment through learning advanced leadership skills will increase confidence and assertiveness of the dental profession. Our Advanced Dental Leadership (ADL) Level 1 programme will achieve these aims. It incorporates 20 hours of verifiable learning for GBP 40 and is available now. Discounts apply in some countries.

ADL Level 2 – Communicating the Message

Becoming specifically skilled at advocacy is the second stage of our leadership development. Oral health professionals need the advanced communication skills that will allow them to recognise opportunities and get better at delivering the key messages in their role as a spokesperson for oral health. With excellent advocacy and communication skills, dental health professionals will become more effective in their daily work, advocating effective, consistent and positive messages.

ADL Level 3 – Getting the Message Right

We will collate the relevant and important evidence based messages which have the potential to transform world oral health. There is a need to collaborate with other public health organisations to send the crucial message to the world that oral health is very much integrated with general health.

ADL Level 4 – Creating Opportunities and Platforms for Advocacy

The fourth stage of ADL is actually creating the worldwide platforms for dental professionals to deliver oral health messages. This can take place through many different forms of media and will require the innovation and strategic planning learnt in the ADL programme at stage 1.

These 4 stages will be GCDFund's comprehensive contribution to building oral health capacity in the world. Developing leadership and advocacy within the dental profession will ultimately lead to improved oral health literacy among the global population.

5.0 Conclusion

ADL is a truly unique programme with an aimed social movement of dental professionals leading the way in global initiatives, reaching out to the world population and spreading oral health messages in a way that can be understood by all.