

OPPORTUNITIES TO ASSIST THE
INTERNATIONAL ASSOCIATION FOR DENTAL RESEARCH
IN SUPPORT OF THE 9TH ANNUAL



September 7-10, 2009 Phuket, Thailand
Hilton Phuket Arcadia Resort & Spa

Approximately 500 attendees—leaders in the areas of oral health research, clinical practice, public health practice, and administration—are expected to participate in the 9th World Congress on Preventive Dentistry. We invite you to show your support for IADR through the following opportunities:

PLATINUM SPONSOR **\$20,000**

Current Sponsor(s): Unilever Oral Care

- Opportunity to support IADR Scientific Sessions at WCPD.
(Does not include speaker or content determination)
- Company recognized as sponsor in advance materials, room signage and screens.
- Company recognized in Program Book.
- Opportunity to place promotional insert and/or product in conference bag.
(Does not include production of insert)
- Three complimentary registrations. *(Does not include hotel)*
- Company acknowledged during Opening Session.

GOLD SPONSOR **\$10,000**

Current Sponsor(s): Johnson & Johnson, Colgate, Sunstar

- Company recognized as sponsor in advance materials.
- Company recognized in Program Book.
- Company acknowledged during Opening Session.
- Two complimentary registrations. *(Does not include hotel)*

SILVER SPONSOR **\$5,000**

Current Sponsor(s): 3M ESPE, P&G Professional Oral Health, DMG, GlaxoSmithKline, Cadbury Adams

- Company recognized in Program Book.
- Company acknowledged during Opening Session.
- One complimentary registration. *(Does not include hotel)*

*(Note: All print material benefits are subject to deadlines.
All benefits are finalized upon completion of the Sponsorship Contract.)*

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9th WCPD SESSION & SYMPOSIA INFORMATION

General Theme:

“Community Participation and Global Alliances for Lifelong Oral Health for All”

Session # 1: Global Actions for Oral Health Related to General Health

This session emphasizes the role of health professionals as advocates for oral health. The outcomes of domestic and international policies conducive to oral health will be reviewed. Another objective is to highlight the need for international collaboration in world trade policies, especially in relation to baby foods and drinks, pediatric medicines, sugars, fluoride toothpastes and tobacco products.

Session #2: Community Participation for Oral Health Promotion and Evaluation

The session focuses on the involvement of community and organizations in initiating, planning, implementing and evaluating oral care and promotional programs. Both process and outcome evaluation of community/organizational programs will be discussed.

Session #3: Fluoride and Health

This session will cover fluoride as a safe nutrient in health and oral health, the daily recommended fluoride intake to prevent both fluorosis and dental caries effectively, as well as the cost-effectiveness and safety evaluation of fluoride as a preventive measure in community programs.

Session #4: Oral Health Literacy

This session centers on oral health literacy: why people and providers do not implement up-to-date evidence-based dental practices. This theme outlines the relatively poor levels of evidence used by decision-makers when making treatment need decisions and when deciding on population-based strategies. The question of what (both contextual and compositional) factors should be of concern above and beyond scientific evidence when deciding upon plans and strategies will be discussed.

Symposium 1: Early Childhood Caries

Symposium 2: Comprehensive Oral Care for the Elderly

For more information contact Catherine M. Reich, creich@iadr.org, +1.703.299.8093