

# SADA Communiqué

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September, National Oral Health Month, was marked by SADA encouraging members to meet the challenge of educating their patients and members of the public about proper dental routine and conveying the message of good oral health. It is surprising – and not a little disheartening – to learn that after all these years those routines are not as thorough nor as commonplace as should be for basic and necessary oral hygiene.

According to a statement released by the South African Government late last year, cavities and gum disease are two of the world's most common health problems. Oral diseases remain a major public health problem in South Africa because of their high prevalence, severity, and impact on quality of life.

Thus a very important, but often underrated part of everyday life – oral health – comes under the spotlight during September each year. The aim of Oral Health Month is to create awareness in communities of the importance of maintaining a clean and healthy mouth and to promote good oral health practices, in order to minimise the risk of future dental problems.

SADA issued guidelines to members who were offering free screenings and provided information on promotional opportunities during the month. A number of practitioners took up the challenge to offer free screening services to their patients and members of the public, at malls, schools,

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other public places and at their practices. There were reports from the public about seeing dentists and their clinical staff at malls and many enquiries were received about practitioners in the area.

SADA participated in educational messages through the electronic and printed media, with our Head of Education, Dr Nosipho Mzobe, appearing on an SABC3 feature about oral health, attracting some 60 000 viewers. The programme was facilitated through Clicks Group, to whom our appreciation is recorded. A frenzy of comments on Twitter and other social medial platforms attested to the impact of the presentation.

SADA has been invited to join the National Department of Health in holding Oral Health Month celebrations in North West from 12 to 13 October 2016 when the team will visit the Mmabatho Nursing College, amongst other institutions.

September was also a month of intense activity at Head Office, with the Board, assisted by the HR and Remunerations Committee, continuing in its efforts to search for a new Executive. The Board successfully concluded this process and SADA is delighted to announce that a new CEO, Mr Khomoi Climus ("KC") Makhubela, has just been appointed. He will take office on 1 November 2016. We take this first opportunity to welcome him to the SADA offices and, during the coming weeks, the Board and the Journal will continue to introduce the new CEO to members and the structures of the Association.

## SADA Annual General Meeting (AGM)

Notice is hereby given that the Annual General Meeting (AGM) of the South African Dental Association will be held

at **Sunnyside Park Hotel, Parktown, Johannesburg**

on **Thursday 16 March 2017 at 18:00** followed by snacks and refreshments.

The Agenda for the meeting will be posted on the SADA website.

*SADA is your Association and your voice counts.*

Punkaj Govan - Acting Chief Executive Officer

