

WHOLE MOUTH HEALTH PROJECT

SUMMARY FOR MUMBAI DECLARATION

SUGAR AND TOBACCO: TWO RISK FACTORS, TOO MANY DISEASES

16 to 18 July 2022, Mumbai, India

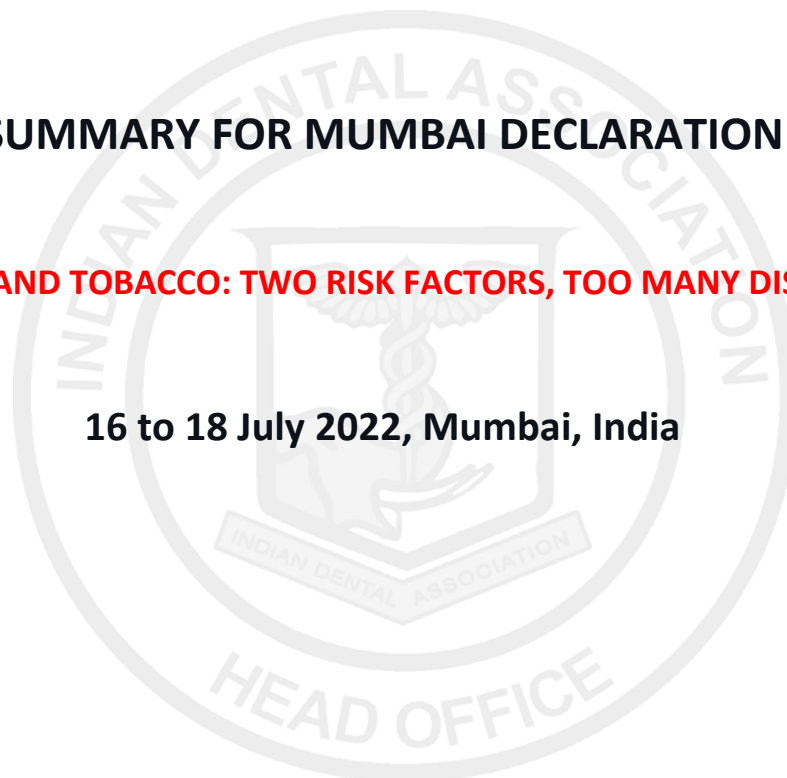


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OVERVIEW

FDI World Dental Federation with significant collaboration with the Indian Dental Association hosted a first-of-its-kind “Whole Mouth Health Advocacy and Capacity Building Workshop” from June 16th to 18th, 2022 for the Noncommunicable Diseases at the IDA H.O., Mumbai. The theme of the workshop and meeting was, “Sugar and Tobacco: Two Risk Factors, Too Many Diseases”.

FDI Vision 2030 calls for oral health to be integrated into the non-communicable disease (NCD) and universal health coverage (UHC) agendas and take a common risk factor approach to address the NCD burden. Two common risk factors are tobacco, including smokeless tobacco, and sugar. Health professionals including dentists have a role in raising awareness about NCD risk factors among their patients. However, it is also imperative to adopt a set of evidence-based policies to address the root causes of these risk factors, including the social and commercial determinants of health, and unhealthy industry interference in policymaking.

In the process, IDA with support from multiple stakeholder organisations formulated a Mumbai Declaration on Sugary Drinks and Unhealthy Food endorsing the seven actions to inform the public about the negative health impacts of sugary drinks and to advocate for population-wide strategies to reduce sugary drink consumption and restriction on the sale of junk food.

PARTICIPANTS

WHM Project Facilitators

- Ms. Rachael England (Education & Public Health Manager, FDI)
- Prof. Manu Mathur (Professor at Queen Mary University, Head Public Health Policy, PHFI)
- Dr. Puneet Girdhar (President, IDA)
- Dr. Rajiv Chugh (President Elect, IDA)
- Dr. Ashok Dhoble (Hon’ble Secretary General, IDA)
- Dr. Sanjay Joshi (Hon’ble Joint Secretary, IDA)
- Dr. Deepak Mucchala (Hon’ble Treasurer, IDA)
- Dr. Sharad Kapoor (IDA Workshop Chairman)
- Dr. Dharti Chopda (WHM Project Lead, IDA)

Esteemed Invited Dignitaries

- Dr. L Swasticharan (Addl. DGHS, Ministry of Health and Family Welfare, Gov. of India)
- Ms. Pritee Chaudhary (Regional Director - Western region, FSSAI)
- Dr. Cherian Varghese (Regional Advisor NCD, WHO SEARO)
- Dr. Rob Beaglehole (Sr. Political Advisor, New Zealand)

- Dr. Nitika Monga (Scientist D, Program Officer of Oral Health, ICMR)
- Dr. Pankaj Chaturvedi (Dep Director Centre for Cancer Epidemiology, Tata Memorial Centre)
- Dr. Prakash Gupta (NGO Narotam Sekhsaria Foundation)
- Dr. Govind Reddy (Asst. Director (Ayu) Incharge, CARI – Ayurveda)
- Dr. Amrish Dedge (Research Officer, CARI – Ayurveda)
- Dr. Kunal Oswal (Public Health Consultant, IDA)
- Dr. Ashwin Jawdevar (Sr. Lecturer in Pediatric Dept. Bharati Vidyapeeth Dental College)
- Dr. Vaibhav Thakkar (Lecturer in Public Health Dept. MGM Dental College)

Day 1: Roundtable Meeting

Welcome remarks

Dr. Ashok Dhoble, Hon. Secretary General IDA welcomed all the chairperson for the roundtable meeting. He acknowledged the challenges of NCDs in the country and extended support from IDA to meet the challenges by working collaboratively with multiple stakeholders.

- A roundtable meeting with key stakeholders was arranged on the 16th of June to discuss the oral health status and action plans in India. This was the first meeting in India with a multi-stakeholder representation.
- The dignitaries that graced and addressed the meeting were the Director General Health Services, Ministry of Health & Family Welfare, Government of India, the Regional Director of Food Safety and Standards Authority of India (FSSAI- regulating body in India that makes nutrition guidelines), NCD Alliance, WHO SEARO (Dr. Cherian Varghese), the entire senior leadership of IDA, Leads from top dental colleges of Maharashtra, Tobacco Cessation Experts from TATA Memorial Hospital (leading cancer tertiary hospital in India).
- Dr. L Swasticharan from the Government of India, being the key representative, presented an overview of the oral health challenges and opportunities in India. Guest of Honour - Dr. Cherian Varghese who is a Regional Advisor NCD, WHO SEARO discussed the WHO SERA Regional Action Plan for Oral Health and emphasized the urgent need to reduce the burden of non-communicable diseases which remain high in the country and globally.
- Ms. Pritee Chaudhary - Regional Director of Food Safety and Standards Authority of India focussed on the importance of reducing high consumption of salt, sugar, and fats to achieve better general health and inclusive oral health. Her talks motivated me to join the campaign 'Eat Right Movement' (to empower citizens to make the right food choices) in India.
- Dr. Nitika Monga - Program Officer of Oral Health, from Indian Council of Medical Research, Dr. Govind Reddy - Asst. Director (Ayu) Incharge, CCRAS – Ayurveda and Dr. Amrish Dedge addressed their views on oral health integrative research opportunities in different sectors of India.

- Ms. Rachael England, FDI World Dental Federation’s Education, and Public Health Manager – elaboratively highlighted the FDI collaborations, projects, and its Vision 2030. FDI Speaker, Dr. Manu Mathur, made a case for upstream, systems-level change to achieve real and important improvements in oral health through initiatives like capacity-building workshops.
- Dr. Rob Beaglehole presented his New Zealand case study for the advocacy to reduce the consumption of sugar-sweetened beverages and recommended India adopt the same.
- An immediate outcome of the meeting was to work on the **Mumbai Declaration on sugary drinks and healthy food** which will be supported by multiple stakeholders and to be released soon.
- The whole team of IDA showed active participation in the discussion – Dr. Puneet Girdhar (President of IDA), Dr. Rajiv Chugh (President-Elect of IDA), Dr. Ashok Dhoble (Hon. Sec. General IDA), Dr. Sharad Kapoor, Dr. Deepak Mucchala, Dr. Sanjay Joshi and Dr. Ravinder Singh focussed on opportunities that lay ahead to work collaboratively with FDI and national organisations to achieve the mutual goal of optimal oral health.

Day 2: Sugar Workshop

INAUGURATION

- The workshop commenced with a grandiose inauguration. There was a traditional culture of praying and lighting the lamp by eminent dignitaries Dr. L Swasticharan, Dr. Cherain Varghese, Dr. Pankaj Chaturvedi, Dr. Govind Reddy, Ms. Rachael England, and Dr. Rob Beaglehole.
- The power back audience of more than 70 included young dental professionals, practitioners, and faculties of dental colleges from public health, paediatric and oral medicine departments.
- The workshop was opened by Dr. Sharad Kapoor, National Workshop Chairman IDA addressing the importance of such workshop and the need to build a strong capacity force for changing health behaviours.
- Dr. Ashok Dhoble thanked FDI Team for jointly conducting the meeting and workshop while setting a goal for long-term implementation of better oral health strategies focusing on FDI Vision 2030.
- Dr. Pankaj Chaturvedi, Deputy Director of the Center for Cancer Epidemiology at Tata Medical Centre, shared the statistics on oral cancer in India and the alarming youngsters using tobacco. Sustainable interventions will be crucial to meet the needed de-addiction centres in India.
- Chief Guest Dr. L. Swasticharan addressed the audience about the journey oral health took for its inclusion into NCDs during his tenure. Inception and gradual but steady success of the National Oral Health Policy (NOHP). Active participation by states seeking support for implementing NOHP in their states like Mizoram which initially had fewer dentists in the state. He further lauded the leadership of IDA, and its vision to tackle tobacco and sugar consumption in the country, by joining hands with FDI.

SUGAR DISCUSSION

- The sugar discussion started by Dr. Rob overviewed the basics of understanding the term Advocacy, setting the context, identifying the target audience, and implementing the advocacy plan.
- Dr. Rob further stated the consumption of sugary drinks significantly increases the risk of dental caries due to their high sugar content. He presented research that claimed sugar in sugar-sweetened beverages increases energy content without any useful nutrients. Consumption of one can of soft drink per day can result in weight gain of more than 5 kilograms per year if the excess energy gained from the soft drink is not burnt off.
- A 600ml bottle of soft drink contains approximately 16 teaspoons of sugar and a regular 375ml can of soft drink contains about 10 teaspoons of sugar. Sugary drinks are cheap, readily available and accessible, and are one of the most widely advertised products. Parents and children interviewed in the study agreed that a sport-related food environment influenced children's eating habits and acted as a barrier to promoting positive eating habits among children. Research suggests that a ban on advertising targeted at children is effective in lowering consumption.
- Dr. Ashwin Jawdekar, an IDA speaker, focussed on local advocacy strategies on sugar strategies in India by Food Safety and Standards Authority of India (FSSAI), Indian Council of Medical Research, National Institute of Nutrition (ICMR-NIN) and other professional bodies.
- FSSAI (2020) advocated that "foods which are referred to as food products high in saturated fat or trans-fat or added sugar or sodium (HFSS) cannot be sold to school children in school canteens/mess premises/hostel kitchens or in an area within fifty meters from the school gate in any direction".
- Further, Indian Academy of Pediatrics (IAP) document 'Guidelines for Parents' (2021) also endorses the same and further advises schools "to promote safe food and balanced diets and to convert school campuses into Eat Right Campus."
- Dr Jawdekar also gave examples from his own health promotion efforts and research, such as: Feasibility of sugar-free campus, need for sugar restrictions in milk formulas and baby foods, Pledge-Practice-Promote campaigns for healthy habits
- Dr. Rob explained the importance of water-only school policies to benefit school-going children and the public.
- He further encouraged the audience to come up with sugar strategies in the Indian context and ways to tackle junk food marketing.
- The second half of the workshop saw the participant breaking out into four groups to discuss and come up with solutions to sugary drink taxes and junk food marketing restrictions. The 7 groups later presented their advocacy strategies of which

Day 3: Tobacco Workshop

- The next day (June 18, 2022) was all about tobacco cessation. Prof. Manu Mathur opened the discussion with an introduction to the Whole Mouth Health project scope and objectives.
- The participation of the experts was requested to discuss how to support clinicians in empowering their patients to adopt healthy behaviours, which would take place through three guided discussions.
- Prof Manu Mathur (Professor at Queen Mary University and Public Policy head at PHFI) and Dr. Eleana Stoufi (Lecturer at Harvard University) guided participants on the epidemiology and health effects of tobacco use.
- Further discussed the importance of oral health professionals in helping to stop the global tobacco epidemic.
- IDA Speakers Dr. Kunal Oswal and Dr. Vaibhav Thakkar presented an overview of pharmacotherapy for tobacco cessation.
- The experts discussed the application of psychosocial messaging, suggesting the emphasis should be on how oral health can have a positive impact, such as increased confidence and improved employment prospects. On the other hand, these positive impacts should be carefully constructed to avoid encouraging a purely cosmetic approach to oral health.
- The participant group discussion opened with hands guidance on 5 As and 5Rs brief tobacco intervention.
- The successful intervention begins with identifying users and appropriate interventions based upon the patient's willingness to quit. The five major steps to intervention are the "5 A's": Ask, Advise, Assess, Assist, and Arrange.
Ask - Identify and document the tobacco use status of every patient at every visit. (You may wish to develop your own vital signs sticker, based on the sample below).
Advise - In a clear, strong, and personalized manner, urge every tobacco user to quit.
Assess - Is the tobacco user willing to make a quit attempt at this time?
Assist - For the patient willing to make a quit attempt, use counselling and pharmacotherapy to help him or her quit.
Arrange - Schedule follow-up contact, in person or by telephone, preferably within the first week after the quit date.
- Patients not ready to make a quit attempt may respond to a motivational intervention. The clinician can motivate patients to consider a quit attempt with the "5 R's": Relevance, Risks, Rewards, Roadblocks, and Repetition.
Relevance - Encourage the patient to indicate why quitting is personally relevant.
Risks - Ask the patient to identify potential negative consequences of tobacco use.
Rewards - Ask the patient to identify the potential benefits of stopping tobacco use.

Roadblocks - Ask the patient to identify barriers or impediments to quitting.

Repetition - The motivational intervention should be repeated every time an unmotivated patient has an interaction with a clinician. Tobacco users who have failed in previous quit attempts should be told that most people make repeated quit attempts before they are successful.

- The group discussion involved some personal experiences of the dental practitioners during tobacco cessation conversations with tobacco-addicted patients. It was interesting to learn from the audience about the different motives that patients imbibe to continue the habit.
- Prof Mathur and Dr. Eleana reassured supporting strategies to protect the public's health from the harmful effects of tobacco use. Helping people quit tobacco can reduce the disease, death, and immense cost caused by tobacco use.
- Project Lead Dr. Dharti Chopda concluded with a vote of thanks mentioning the support from all Dignitaries, IDA Office-bearers, Dean from Dental Colleges, Mumbai / Navi Mumbai, and the passionate audience.

Conclusion

FDI's Vision 2030 marks a well-paved strategy to implement oral health programs with competent leadership within the healthcare community and society more widely.

Engagement and communication with oral health professionals, healthcare providers and other stakeholders in the workshop explained people's health environments are essential for a holistic approach to care to achieve the necessary positive changes in oral healthcare.

Together with FDI, IDA sets a long-term association to work together on reducing the burden of NCDs while advocating and contributing to making oral healthcare accessible, equitable and affordable.