Letter from Live.Learn.Laugh. Partnership Leaders
Welcome to the summer edition of the Live.Learn.Laugh. (LLL) Partnership newsletter!

In this issue we look at Partnership news from around the world and reflect on the progress we have made together since the last edition.

LLL continues to go from strength to strength. We now have 29 oral health improvement projects running in 27 countries around the world in a range of formats, all focused on the same goal, to "measurably improve oral health through encouraging twice daily brushing with a fluoride toothpaste". This year has also seen the launch of a new local LLL partnership between the Myanmar Dental Association and Signal. We are pleased to include information on the newest local partnership projects within this newsletter.

We would like to thank everyone who was able to attend our global workshop in Athens, Greece, in January. This workshop brought together 24 project leaders from around the world to share their experiences, achievements and challenges with LLL over the previous year. Our annual workshops are a highlight of the LLL Partnership calendar and provide a brilliant opportunity for the participants to learn from each other about how to increase the impact of their oral health improvement projects, whilst getting to know each other in informal settings. You can read more about the proceedings of the workshop later in this newsletter.

As you read this, the Global Partnership Team is looking forward to LLL's participation in the 101st FDI Annual World Dental Congress in Istanbul, Turkey, from 28th to 31st August. For further details, please read on. We hope to see you there!

With warmest wishes,

Dr Virginie Horn
LLL Partnership Leader
FDI World Dental Federation

Dr Monica Carlile
LLL Partnership Leader
Unilever Oral Care

Athens hosts LLL workshop
LLL symposium in Sri Lanka
Launching LLL in Myanmar
Towards the end of January 2013, the LLL Partnership Global Team held a workshop in Athens for local National Dental Association (NDA) project leaders to share learnings from their projects and receive guidance on project evaluation and analysis from the FDI Regional Project Coordinators: Professors Denis Bourgeois, Juan Carlos Lodra and Prarthip Phantumvanit.

We were delighted to welcome FDI President Dr Orlando Monteiro da Silva to open the proceedings with a speech to the participants, followed by a short welcome on behalf of Unilever Oral Care Senior Vice President Marie-Anne Aymerich. Whilst the schedule was packed with meetings focused on different aspects of the partnership, including communications, data collection and evaluation, there was some time put aside for the participants to interact more informally. A group trip to the National Archaeological Museum gave everyone a good taste of the rich ancient history of Greece, whilst the LLL Gala Dinner was a highlight of the workshop.

Professor S. G. Damle from the Indian Dental Association commented, “I am grateful to the FDI and Unilever Oral Care for holding these workshops every year. All the participants learn so much that can be applied to our local projects and go back home inspired to make the most of our partnership programmes.”

Thank you to all of those who were able to attend the workshop.

**LLL symposium in Sri Lanka**

In July 2013, the Sri Lanka Dental Association (SLDA) organised an LLL symposium as part of the Joint International Conference and SLDA 80th Anniversary Annual Scientific Sessions in Colombo.

The symposium focused on the local partnership project between SLDA and Signal and featured a panel of distinguished speakers: Dr Orlando Monteiro da Silva, FDI President, and Dr Vaidehi Ketkar, Unilever Oral Care Regional Partnership Coordinator, provided the global context and LLL background, while Professor Prathip Phantumvanit, FDI Regional Project Coordinator for LLL, gave a perspective from South Asian region. Details of the LLL project in Sri Lanka were presented by Professor Prasad Amaratunga from SLDA.

“During the last two years, I have spoken at a number of LLL events and workshops,” said Dr da Silva. “I never fail to be impressed by the support for LLL and the impact it is having on people’s lives. It is one of the best examples we have of FDI, in partnership with Unilever, leading the world to optimal oral health.”

**LLL at the FDI Annual World Dental Congress**

Next week, LLL will participate in the 101st FDI Annual World Dental Congress in Istanbul, 28th to 31st August, taking this opportunity to share with congress delegates some of the great work being done in LLL projects around the world. Once again there will be an LLL poster discussion session, for local LLL leaders to present their projects in open forum. The session is scheduled as part of the congress scientific programme, 12:45-13:45 on Thursday 29th August, on floor B4 of the Congress Center.

We will also have an LLL Exhibition Stand near the registration area, acting as a focal point for LLL throughout the Congress. As in previous years, the Global Partnership Team will be on hand to talk to interested visitors, and postcards of each project will be available as souvenirs. If you are at the Congress, please come and visit us!
About the Partnership

Live.Learn.Laugh. is a unique global partnership between Unilever Oral Care and the FDI World Dental Federation. First established in 2004, the partnership is making great strides towards its goal to measurably improve oral health through encouraging twice daily brushing with fluoride toothpaste. Collaboration towards this shared goal sits at the very heart of the partnership.

The partners work together to achieve this aim through oral health improvement programmes run in partnership between National Dental Associations and Unilever Oral Care brands throughout the world, and the FDI logo and supporting statement on Unilever Oral Care toothpaste, toothbrush and mouthwash packs. The partners can choose a project based on a framework of four options:

- Professional Programmes where NDA and member dentists promote the message to their patients and to health care providers within their community.

- School Programmes where NDAs and dentists promote the message via schools and support school-based tooth brushing programmes.

- New Mothers Programmes where parents and health care providers can track, through a child dental health pass, a child’s oral health status and related factors such as brushing behaviour and fluoride exposure.

- Individual Programmes, which enable partners to focus on a different activity incorporating the message.

The Global Partnership Team

Dr Virginie Horn
LLL Partnership Leader
FDI World Dental Federation
vhorn@fdiworldental.org

Dr Monica Carlile
LLL Partnership Leader
Unilever Oral Care
monica.carlile@unilever.com

Pauline Tan
LLL Partnership Co-ordinator
FDI World Dental Federation
ptan@fdiworldental.org

Dr Vaidehi Ketkar
LLL Regional Partnership Manager
Unilever Oral Care
vaidehi.ketkar@unilever.com

Dr Arathi Rao
LLL Regional Partnership Manager
Unilever Oral Care
arathi.rao@unilever.com

Dr Analia Mendez
Global Director Oral Health Programme & Partnerships
Unilever Oral Care
analia.mendez@unilever.com

Dr Jean-Luc Eiselé
FDI Executive Director
FDI World Dental Federation
jleisele@fdiworldental.org

CONTACT

For feedback, suggestions and further information about the Partnership, please email

Pauline Tan
LLL Partnership Co-ordinator
ptan@fdiworldental.org