

**BASCD Spring Scientific  
Meeting 2019**



**Waving or Drowning:  
the good, the bad and the  
ugly of communication**

23<sup>rd</sup> - 24<sup>th</sup> May 2019

The Lowry Hotel, Manchester



## Introduction

*“The words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through”.*

**Sydney J Harris.**

Sydney J Harris, the late Chicago Sun Times journalist captures in this quote the essence of what’s behind the ‘Communication’ theme of this year’s BASCD scientific meeting taking place on May 23-24th. We will be looking to experts in the field of communication from diverse backgrounds to inspire us with examples from their fields of work which we might translate into our working practices in order to innovate and improve. What can we learn from award winning playwrights about ‘getting through’ or from a war correspondent on managing the demands of 24/7 communication in this world of mobile phones and never-ending emails?

This year the conference is being held in the Lowry Hotel, Salford. It is just a short distance from Media City, an international hub for technology, innovation and creativity. We hope that our truly exceptional speakers will inspire us and give us some different perspectives on communicating. Not least of all to help us think laterally about how to communicate who we are and what we do. The hashtag for the Spring conference is #BASCDLOWRY.

### **Aim:**

To take a broad perspective on the opportunities and threats associated with 21st Century Communication

### **Learning outcomes:**

By the end of the conference participants will:

- Have a breadth of understanding of how communication expertise outside of dentistry may influence innovative approaches for undertaking oral health promotion and other aspects of dental public health
- Have increased appreciation of the complexity of issues in communication between dental professions and patients
- Have some practical tips on managing the increasing volume of communication associated with electronic messaging

The anticipated GDC Development outcome of this meeting is category **A**

(Effective communication with patients, the dental team and others across dentistry, including when obtaining consent, dealing with complaints, and raising concerns when patients are at risk)

The QA document for this meeting can be found at [www.bascd.org/conferences-and-events/](http://www.bascd.org/conferences-and-events/)

## Programme – Thursday 23<sup>rd</sup> May 2019

9.30 am Registration, tea and coffee

10.30 am **Welcome and Presidential address**  
Professor Gail Douglas, BASCD President

10.50 am **‘Raising the curtain’ what can we can learn from the arts about engaging audiences and getting our messages across?**  
Professor John Godber OBE and Jane Thornton, award winning playwrights and TV/film/theatre actors

*Includes communication break*

12.00 pm **‘RAISED In Yorkshire and the theatre of debate’ - an innovative co-production theatre approach to reach seldom heard teenagers in area of oral /social deprivation**  
Professor Sue Pavitt, the Multiple Sclerosis society’s 2018 Inspiration of the year and Professor of translational research

12.45 pm **Plenary session**

1.00 pm Lunch and Networking

- 2.00 pm **‘Can you give me antibiotics?’ direct observations about patient and dentist communications during urgent dental appointments, where can we intervene?**  
Mrs Wendy Thompson, Microbiologist, General Dental Practitioner and NIHR Doctoral Research Fellow at University of Leeds
- 2.40 pm Break to communicate
- 2.55 pm **‘Giving information or getting through...’ what do video observations in the CHILDSMILE appointment tell us about how best to engage with young children and their family?**  
Dr Siyang Yuan, International Association for Communication in Healthcare, Chair of Oral Healthcare special interest group of communication research
- 3.45 pm **Plenary Session**
- 4.00 pm Tea, coffee and posters
- 4.30 pm **BASCD AGM**
- 7.30 pm **Conference Dinner**

## Programme – Friday 24<sup>th</sup> May 2019

- 8.45 am Registration, tea and coffee
- 9.30 am **‘A captive audience’ - improving oral health communication to prisoners through health coaching**  
Professor Ruth Freeman, Director of the Oral Health and Health Research Programme at the University of Dundee and registered psychoanalytic psychotherapist
- 10.15 am **‘Scare, care or big bears’ - what works when we are trying to convey health messages in advertising?**  
Professor Gerry Humphris , Professor of Health Psychology at St Andrews University and honorary Consultant Clinical Psychologist
- 11.00 am Break to communicate
- 11.30 am **‘Handling the 24/7 nature of communication today’ - experiences and practical solutions to help avoid burnout**  
Mr Andrew Cawthorne, Reuters editor, journalist and war correspondent
- 12.10 pm **Panel discussion**
- 12.30 pm **Poster viewing and discussion**
- 12.50 pm Lunch

- 1.50 pm **Poster Prize Presentation**
- 2.00 pm **'Marketing yourself, your organisation and what you do' – learning from marketing expertise outside of dentistry**  
Speaker TBC
- 2.45 pm Communication break
- 3.00 pm **Member Presentations**
- 4.30 pm Tea, coffee and conference close

**BASCD**  
Because healthy mouths matter

Partners in Prevention

