



# **BASCD Autumn Scientific Meeting**

## **Navigating communication opportunities and threats**

**21<sup>st</sup> November 2019**

Cavendish Conference Centre, London, W19 9DT

## Introduction

The Autumn BASCD conference continues the 2019 theme of communication. In this one day meeting we will be looking at how we can navigate particular communication areas which we might consider to be challenging. Our three invited speakers will help us to understand the perspectives of those who we might feel present our most threatening communication challenges, consider how these may actually be opportunities, and give us insight into how to be proactive about seizing them.

The first of these challenges is working with the media and how to get the best from interactions with journalists in our roles as advocates for oral health. I don't know about how everyone else feels but there is a certain amount of trepidation when I think about speaking to journalists and Mark Brealey, who runs a specialist media training company, will be there to help us understand what journalists are looking for.

The second area is the ever-changing world of threats associated with electronic communications through our mobile gadgets. We will be guided by a talented young professional hacker, Grant Douglas. For our third challenge, we will draw upon the career long expertise of Dr Gill Davies, MBE. Gill will encourage us to consider what oral health status information we have available at our fingertips and how to use it to communicate with other professionals and the public about the oral health of our populations.

**Gail Douglas**  
BASCD President

## Aim:

To arm attendees with knowledge and skills to help guide them through particularly challenging areas of communication to enhance our roles as advocates for oral health protection and improvement.

## Learning outcomes:

By the end of the conference participants will:

- To understand how best to proactively engage with journalists and harness the power of the press
- To understand the potential threats associated with mobile communications and how to protect ourselves from them
- To be aware of opportunities and threats in conveying key messages about oral health status

## Programme - Thursday 21<sup>st</sup> November 2019

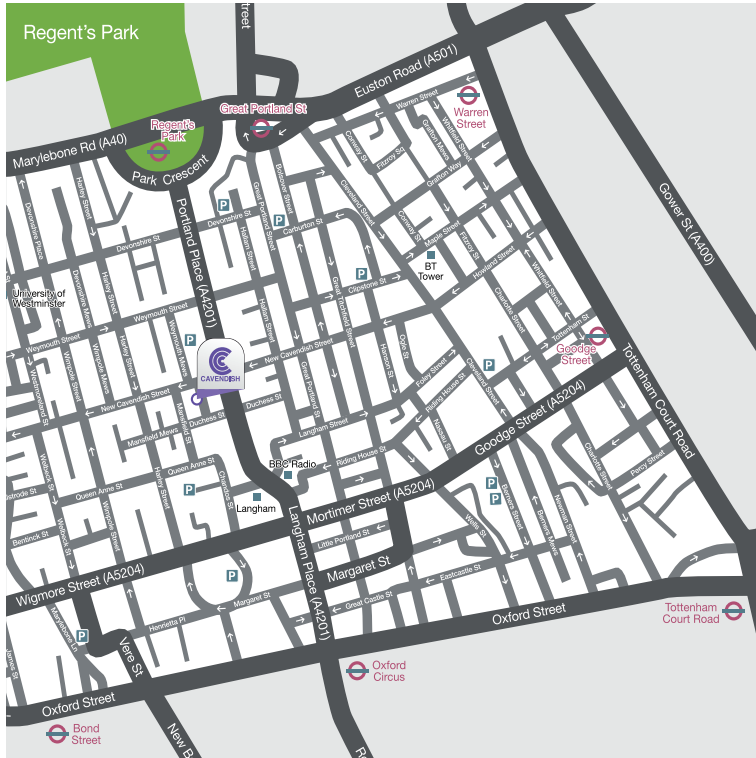
9.00am	Registration, tea and coffee
9.45am	<b>Welcome</b> Professor Gail Douglas, BASCD President
10.00am	<b>Making headlines – how the media works AND how to use it in the fight to improve oral health</b> Mr Mark Brealey, Mark Brealey Communications, Specialist Media Training Company
11.30am	Tea and coffee
11.50am	<b>Security in mobile communication: straight from the hacker's mouth</b> Mr Grant Douglas, Associate Principal Consultant and Practice Director for Mobile Security at Synopsys, Inc
12.40am	<b>Extraordinary general meeting</b>
1.30pm	Lunch and poster viewing (judging for BASCD Borrow prize)
2.15pm	<b>Presentation of Keith Woods essay and BASCD borrow prizes</b> Professor Gail Douglas, BASCD President
2.25pm	<b>Communicating about oral health, lessons from a lifetime of epi</b>
3.10pm	<b>Members presentations:</b> <b>The homelessness and inclusion oral health quality improvement project</b> Christina Tran, London <b>The wikipedia collaboration of dental schools</b> Laura Tan, University of Dundee <b>Co-production of collaborative oral health promotion and training videos for care homes</b> Sarah Kaddour, London
	<b>Discussion panel</b>
3.50pm	Tea and coffee
4.00pm	Consultants and specialists group business meeting
5.00pm	<b>Close</b>

## Directions

### Cavendish Conference Centre

22 Duchess Mews, Marylebone, London W1G 9DT

T. 020 7706 7700



To register online please visit [www.vsmhealthcare.com/BASCD2019](http://www.vsmhealthcare.com/BASCD2019)

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