



World Endodontic Congress (WEC) 2024

Hosts: International Federation of Endodontic Associations (IFEA), British Endodontic Society, Glasgow Convention Bureau



Glasgow, Scotland

About IFEA:

- Advances global education in endodontics.
- Champions preventative care and patient education to reduce the need for complex, resource-intensive dental treatments later in life.



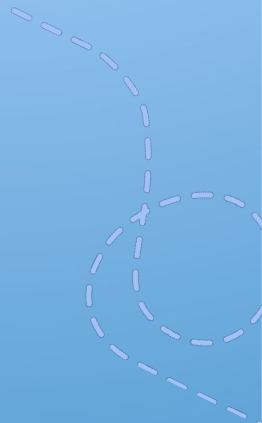
Impact:

- Launched a high-visibility dental trauma awareness campaign at Glasgow Central Station, reaching 106,000 daily passengers. The “Pick it, Lick it, Stick it” campaign educated the public on emergency steps for saving knocked-out teeth.
- Partnered with Glasgow Warriors rugby club to encourage mouthguard use, helping normalise protective gear among young athletes.
- Introduced “At the root of it”, a permanent exhibit at the Glasgow Science Centre, funded by the British Endodontic Society, highlighting topics including vital pulp therapy, a modern, patient-friendly alternative to root canals and extractions.



Evidence of Impact:

- Engaged over 350 people through interactive activities and surveys during the Glasgow Central Station campaign.
- The Glasgow Science Centre exhibit is projected to reach 459,000 visitors annually over the next five to six years, ensuring lasting engagement with oral health education.
- Secured support for the Glasgow Pledge, advocating for policy changes in root canal treatment options.
- Established the Collaborative International Initiative, a fund that connects dental education experts worldwide.
- IFEA updated its RFP for future host destinations to include legacy projects and public engagement as a mandatory requirement.





Intended Use of Grant Funding:

- **Strengthen IFEA's Collaborative International Initiative**, fostering connections among dental educators and delivering transformative experiences for students through international networking, high-impact educational programmes, and measurable policy advocacy.
- **Expand the “At the root of it” exhibit** to further raise awareness of vital pulp therapy, empowering patients to make informed treatment choices.
- **Support impactful projects across IFEA member countries**, with a special focus on initiatives in developing nations.



“As Chair of the World Endodontic Congress 2024 in Glasgow, I am immensely proud that our meeting created a legacy far beyond the lecture theatre. Through the ‘Pick it, Lick it, Stick it’ trauma awareness campaign, our partnership with Glasgow Warriors on mouthguard use, and the permanent ‘At the root of it’ exhibit at Glasgow Science Centre, we have inspired, educated, and supported the health of communities. These initiatives have already reached hundreds of thousands of people and will continue to do so for years to come. Receiving the ICCA Incredible Impacts Award would not only honour the vision and commitment of our colleagues, but also provide vital momentum to expand this work globally, strengthening collaboration, empowering patients, and shaping policy to ensure better oral health for future generations.”

– Professor William McLean