

 Praktikertjänst



 ivl
SVENSKA
MILJÖINSTITUTET



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HG-RID-LIFE
LIFE15
ENV/SE/000465



DISSEMINATION REPORT

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Dissemination Report

1. Preface

This report is part of the EU Life project Hg-Rid-LIFE with the LIFE project number LIFE15 ENV/SE/000465. The project was carried out between 01/09/2016 – 31/08/2019. The project was coordinated by the health and dental care company Praktikertjänst in partnership with Sweden Recycling and the IVL Swedish Environmental Research Institute.

The main purpose of the project was to minimise the emission of dental amalgam at dental clinics in Sweden, and in the longer term throughout the European Union (minimisation of emissions at source).

This was done by a demonstration project for improving awareness and knowledge of existing installation techniques and maintenance routines for reducing emissions of mercury from amalgam separators. Furthermore, the project led to an increased knowledge and competence regarding handling of waste containing mercury, management and procedures of amalgam separators, sanitation of mercury, and more. The project objectives were the following:

- Reduce mercury leakage from examined dental clinics.
- Clinics participating in the demonstration project with mercury levels in sewage waste from suction systems above 1,000 µg/l, will have their mercury levels reduced by 50 %.
- Remove sewage waste containing contamination corresponding to 100 kg mercury contaminated sludge.
- Increased knowledge and know-how on how to mitigate mercury leakage from dental facilities.
- Support the development of national and international guidelines for management of dental mercury by providing a draft proposal of guidelines.

The aim of the project:

- Increased awareness and knowledge how the environmental impact of mercury from dental amalgam can be minimised.
- Development of methods for environmental decontamination which is efficient, user-friendly and cost-effective.
- Support the development of national and international guidelines for management of dental mercury by providing a draft proposal of guidelines.

For more information, please see www.praktikertjanst.se/life and www.hg-rid.eu

2. Introduction – dissemination of the project

Public awareness and dissemination of results have been an important part of the project, both in Sweden and in the rest of the EU. The overall communication objective has been to raise interest and spread knowledge on the project, its purpose, objectives and results.

The impact to the environment is not obvious among all Swedish dental clinics. Emissions of mercury from dental clinics in Sweden has declined since amalgam was banned in 2009 as dental filling material, but the remaining emissions are not negligible. Removal of old amalgam fillings will be made many years to come. The separators collect most of the amalgam, but the efficiency depends on the maintenance. The smallest particles are not collected by the separators. There is a major risk that mercury has accumulated in the drain pipes of dental care facilities, particularly where dental care has been conducted prior to the demand for amalgam separators and where old separators with poor function have been used.

In many countries in the rest of the EU, outside Sweden, the problem is not obvious at all even if the EU-regulation which entered into force 1 January 2018 has raised awareness. (REGULATION (EU) 2017/852 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 17 May 2017 on mercury, and repealing Regulation (EC) No 1102/2008)

2.1 Target groups and stakeholders

Hg-rid-LIFE has mainly focused on the following target groups and stakeholders:

Primary target groups and stakeholders:

- Dental care operators, public and private
- Dental Service Technicians
- Authorities and local environmental agencies

Secondary target groups and stakeholders:

- Water organisations
- Research institutes and universities
- Dental products retailers (amalgam separators) and organisations in Sweden and in the rest of the EU
- Dental care and environmental press and media
- Dental organisations
- Patients

- Swedish projects and EU projects with common goals such as Hg-rid-LIFE

2.2 Communication objectives

Knowledge objectives

The target groups shall increase their knowledge on the fact that mercury from dental care has an impact on the environment. Dental care teams, environment inspectors and service technicians hired by dental care shall increase their knowledge on how mercury emissions from dental care can be minimised.

Attitude objectives

The objective is that the target groups shall be positive towards the project. The target groups that are inside Praktikertjänst and Sweden Recycling shall feel proud that the project will help make dental care greener.

Behavioural goals

Dental care teams and service technicians hired by dental care shall adapt their routines so that the mercury emissions are minimised.

Motivation objectives

Motivation is driven by both external and internal forces. An example of external driving force in the project is to create a more competitive environment and ensure that the environmental agency's requirements are met. Internal driving forces in the project are contributing to creating a more sustainable external environment.

2.3 Communication strategy

Continuously spreading information and conducting activities designed for each target group has been a part of the communication strategy. Precise, informative and practical information has been promulgated through the channel/channels that has been most suited for the target group.

Tools and methods of nudging (a method in economic and behavioural research that states that "it should be easy to do the right thing") has been used to present information in order to achieve a more significant behavioural change.

2.4 Statements

At an early stage of the project some statements were created.

Statement for internal target groups

Together we make dental care greener

- Praktikertjänst together with its partners is implementing a project that aims to minimise mercury emissions from dental care clinics.
- The project is a part of the work towards being the good example in a sustainable development and therefore a competitive organisation.

Despite the use of amalgam separators, very few dental clinics have zero mercury emissions

- Mercury is a highly toxic metal, one of the most dangerous toxins in the environment and poses a threat to the environment and to human health
- Emissions from dental clinics has been reduced ever since amalgam was banned as a dental filling material in Sweden 2009, but the remaining emissions are not insignificant.
- Portions of the population still have amalgam fillings and despite the use of amalgam separators, there are very few dental clinics that have zero mercury emissions.
- An estimated 75% of the Swedish population still has amalgam fillings. Which means that there are several tons of mercury in the population's mouths.

Statement for external target groups

Swedish EU-funded project shall minimise mercury emissions from dental care

- Praktikertjänst, Sweden Recycling and IVL are implementing a project whose purpose is to reduce mercury emissions from dental clinics in Sweden and ultimately in the rest of the EU.
- Within the project's frame, a survey on suction systems and amalgam separators has been implemented at 600 dental clinics in Praktikertjänst. Dental clinics in Praktikertjänst have been offered decontamination of the sewage pipes.

New methods for cost-effective decontamination and proposals on guidelines for mercury control in dental care are developed

- The project has resulted in new cost-effective methods for decontamination in addition to having increased knowledge through the training of dental care teams and dental care operators.
- The project has developed proposals on guidelines for mercury control in dental care. The guidelines have been implemented within Praktikertjänst and could inspire the development of guidelines in the EU.

Mercury is a highly toxic metal and is one of the most dangerous toxins in the environment

- Mercury is not degradable, it accumulates in soil, water and living organisms. Some mercury is converted in nature into methylmercury, which is extremely toxic and can be absorbed by living organisms. Dental amalgam is half made up of mercury.
- Emissions from dental clinics has been reduced ever since amalgam was banned as a dental filling material in 2009, but the remaining emissions are not insignificant. Mercury can accumulate in sewer systems and leak into sewage water.
- An estimated 75% of the Swedish population still has amalgam fillings. Which means that there are several tons of mercury in the population's mouths.

2.5 Communication challenges

In the beginning of the project the following communication challenges were identified:

- Knowledge on mercury emissions from dental care clinics can be scarce, many believe that the installation of amalgam separators is sufficient.
- Since amalgam isn't used as dental filling material anymore, there can be many who believe that the problem doesn't concern them.
- Mercury emissions can be considered of low priority by environmental inspectors.
- The project will last three years, therefore it will be a long time before the target groups can see the results.
- In order for the project to be successful and give results, a collective action is necessary, inside Praktikertjänst as well as with the partners.
- Sweden is in the forefront when it comes to environmental performance in comparison with many other countries in the EU.
- The project shall reach target groups even outside Sweden, this can be a challenge since the communication culture and the most important channels might differ from Sweden.

3 Communication activities

Numerous communication and networking activities were carried out during the entire project to disseminate the project's result and increase awareness and knowledge among stakeholders how to minimize emissions of mercury from dental amalgam. The stakeholders have mainly been dental teams, service technicians and local authorities

3.1 Dialogue Meetings

The guidelines developed by Praktikertjänst and Sweden Recycling for management of dental amalgam have been discussed at seven dialogue meetings with dental teams, service technicians and inspectors from the local authorities. The guidelines have been updated with respect to comments. Totally 220 persons have participated at the meetings.

The Swedish Environmental Protection Agency has informed the inspectors at the county's municipalities about the project and asked for interest in participated in a dialogue group. Almost 10 inspectors have reported interest. An invitation for a dialogue meeting was sent out and four municipalities participated at a dialogue meeting 16/03/2018. In June 2019 a seminar for the county's municipalities was arranged to inform about the web-based training tool.

The guidelines have been discussed at following meetings with dental actors and responsible authorities:

Dialogue Meeting	Target Group	Number of participants
Swedish Dental Service organizations, 14/11/2017	Environmental responsables in dental teams	25
Swedental, 15-17/11/2017	Dental teams	51
Technicians at Sweden Recycling 18/12/2017	Technicians	10
Dental teams in Praktikertjänst 02/02/2018	Dental nurses	8
Dental Hygiene Association 15/02/2018	Dental teams and service technicians	25
Municipalities 16/03/2018	Inspectors	8
Service technicians at Plandent 18/05/2017	Service technicians	12

Other dialogue meetings:

Dialogue Meeting	Target Group	Number of participants
Privattandläkardagen (organisation for private dentists in Sweden)	Dentists in sweden.	60

Swedental (the largest dental conference in the Nordic countries) 15/11/2018, two sessions)	Dental teams	15
Reference Group meeting 30/08/2017	Authorities etc	8
Reference Group meeting 12/09/2018	Authorities etc	5
Reference Group meeting 13/06/2019	Authorities etc	4

3.2 Meetings with national authorities and NGO:s

Representatives from Swedish authorities; Swedish Agency for Marine and Water Management, Swedish Environmental Protection Agency and Swedish Chemicals Agency have been engaged in the Reference Group. The Swedish Dental Association and Stockholm International Water Institute (SIWI) have also been members. A meeting with Dental Injury Association has been arranged. Inspectors at the county's municipalities have participated at dialogue meetings (see above).

The Hg-rid-LIFE project is mentioned in the national plan established by the Swedish Chemicals Agency with the measures intended to implement the phase out the use of dental amalgam by 1 July 2019, in accordance with Article 10.3 in Regulation (EU) 2017/852 on mercury, and repealing Regulation (EC) No 1102/2008 and due to amendments in Regulation (2008:245) on chemical products and biotechnical organisms. Because Sweden already has phased out dental amalgam the national plan does not include new measures but sets out the approach for the phase out.

3.3 Fairs and conferences

The project has participated in eleven national and five EU fairs and conferences. Many of the fairs have been going on for several days. Approx 30 days have been spent on dissemination at fairs and conferences. In the beginning of the project the communication at fairs and conferences was oriented to spread information about the objectives and raise awareness how dental amalgam affects the environment. From Autumn 2018 the communication was also focused on demonstrating the web-based training tool.

Fairs where the web-based training tool has been demonstrated:

International Dental Show (IDS) in Cologne, Germany, 12-16/03/2019

IDS is a fair for five days. More than 160,000 trade visitors from 166 countries participated. Hg-rid-LIFE-project was the only environmental project at the

entire fair. Many of the visitors had not reflected that drilling out old amalgam fillings and amalgam in the pipe system could be an environmental problem. According to the regulation of the European Parliament and of the Council of Mercury, dental practitioners shall ensure that their amalgam waste is handled and collected by an authorized waste management establishment or undertaking. It is problematic in countries where there are limited infrastructures. This problem was confirmed from dentists visiting the booth for Hg-rid-LIFE at IDS. The project “pinpointed” some of the 50 exhibitors selling dental amalgam at the fair, with information about the web-based training tool.



Krakdent, Krakow, Poland, 11-13/04/2019

Krakdent is a dental fair with approx.16,000 visitors from Poland, the Czech Republic, Slovenia etc. According to the report “Study on the potential for reducing mercury pollution from dental amalgam and batteries”, BIO Intelligence Service, European Commission, 2012” Poland is one of EU-countries with the highest consumption of dental amalgam. This is the reason why the project chose to participate at Krakdent. According to the organization Health Care Without Harm there is still a high demand for dental amalgam in Poland, as amalgam is the only dental material refunded by the public health

system. Despite the requirements set up by the EU regulation only a few percent of the dental practices have installed the amalgam separators.

During IDS in Cologne the project established a contact with a Polish company selling amalgam separators in Poland, run by a Polish dentist. This contact has supported the dissemination of the web-based tool in Poland.



The World Water Week, Stockholm, Sweden, 25-30/08/2019

Participating at World Water Week was a possibility to communicate the project and the web-based training tool for experts, practitioners, decision-makers, business innovators and young professionals from a range of sectors and countries. Over 4,000 individuals and around 570 convening organizations from 138 countries came to network, exchange ideas, foster new thinking and develop solutions to the most pressing water-related challenges.





Swedental, Sweden

Swedental is the largest dental conference in the Nordic countries with over 10,000 visitors. The project has participated at Swedental three times. In 2016 and 2017 the presence was arranged in the booth of Sweden Recycling. In 2018 the project had an own booth, demonstrating the web-based training tool. Especially students showed interest and the coming seminars were therefore organized for this target group.

Swedental, Stockholm, 16-18/11/2016



Swedental, Stockholm, 15-17/11/2017



Swedental, Gothenburgh, 14-16/11/2018



Miljöbalksdagarna, Stockholm, Sweden, 4-5/04/2019

This conference and fair is arranged every year by the Swedish Environmental Protection Agency (also a member of the Reference Group in the project). About 600 conferees, most of them inspectors from local supervisory bodies, participated. The conference and fair were a good opportunity to have a dialogue.



With Director General Björn Risinger. The Swedish Environmental Protection Agency.

Praktikertjänsts Tandvårdskongress Stockholm, Sweden, 11-12/04 2019
 During a conference for dental clinics in Praktikertjänst, the Hg-LIFE-project was exhibitor for two days.



**Tandsköterskeförbundets Yrkeskonferens, Stockholm, Sweden,
31/01/2019**

The project was exhibitor at the yearly conference for approx 300 dental nurses. The dental nurses are often responsible for the issues concerning amalgam separators so this was a great opportunity to inform about the free web-based training tool.



Events where Hg-rid-LIFE has participated

	Event	Date	Type	Level	Location	Target groups	Number of participants	Number of days
1	Swedental, (Exhibitor)	16-18/11/ 2016	Fair	Nordic	Gothenburg, Sweden	Dentists, dental assistants, dental hygienists, dental technician, students, service technicians, dental suppliers. The largest dental exhibition in the Nordic countries.	12 204	3
2	Sustainability meeting at Stockholm County Council (Oral presentation)	26/04/2017	Meeting	National	Stockholm, Sweden	Sustainability responsibles from health care sector in Stockholm, Sweden.	40	¼
3	LIFE Information Day, Swedish Environmental Protection Agency in cooperatin with EASME and NEEMO. (Oral presentation)	09/05/2017	Conference	National	Stockholm, Sweden	Presentation of two Swedish LIFE-projects, one of them Hg- rid- LIFE for organisations interested in making a proposal for LIFE. Discussion on how to initiate and launch a LIFE project.	30	1
4	Swedental (Exhibitor)	15-17/11/ 2017	Fair	Nordic	Stockholm, Sweden	Dentists, dental assistants, dental hygienists, dental technician, students, service technicians, dental suppliers. The largest dental exhibition in the Nordic countries.	10 026	3

5	Hygiensymposium, Förening för Svensk Vårdhygien, Stockholm, Sweden (Oral presentation)	15/02/2018	Conference	National	Stockholm, Sweden	Conference organised by The Dental Hygiene Association in Sweden. Dentists, dental assistants, dental hygienists, service technicians from Sweden.	25	1/2
6	Privattandläkardagen, Stockholm, Sweden (Oral presentation)	18/05/2018	Conference	National	Stockholm, Sweden	Organisation for private dentists in Sweden.	60	1/2
7	Swedental, Stockholm, Sweden (Exhibitor and oral presentations)	14-16/11/ 2018	Fair	Nordic	Gothenburg, Sweden	Dentists, dental assistants, dental hygienists, dental technician, students, service technicians, dental suppliers. The largest dental exhibition in the Nordic countries.	13 346	3
8	Tandsköterskeförbundets Yrkeskonferens (Exhibitor)	31/01/2019	Fair/ Conference	National	Stockholm, Sweden	Dental nurses in Sweden.	300	1
9	International Dental Show, IDS (Exhibitor and oral presentation) Speakers Cornet at IDS, lecture "Mercury Management of Dental Care Facilities"	12-16/03 2019	Fair	International	Köln, Germany	The leading global trade fair for the dental community. Visitors from 166 countries. Dentists dental assistants, dental technician, students etc.	160 000, 45 000 from Europe excluding Germany.	5
10	Miljöbalksdagarna, (Exhibitor)	4-5/04 2019	Fair/ Conference	National	Stockholm, Sweden	Authorities, inspectors from local supervisory bodies, sustainability responsables from organisations.	600	2

11	Lunch-seminar Eat & Learn (Oral presentation)	08/04/2019	Meeting	Regional	Devon, England	Dental team in England.	17	¼
12	Krakdent (Exhibitor)	11-13/04 2019	Fair	International	Krakow, Poland	Dental exhibition, visitors from from Poland, Ukraine, Slovakia, Czech Republic and Germany.	16 000	3
13	Praktikertjänsts Tandvårdskongress (Exhibitor)	11-12/04 2019	Fair/ Conference	National	Stockholm, Sweden	Exhibition for dental teams in Praktikertjänst.	500	2
14	World Water Week (Exhibitor)	25- 30/08/2019	Fair/ Conference	International	Stockholm, Sweden	Experts, practitioners, decision- makers, business innovators and young professionals from a range of sectors and countries	4 000 from from 127 countries.	5
15	Final Conference, World Water Week (Oral presentation)	29/08/2019	Conference	Nordic	Stockholm, Sweden	Environmental responsables at dental clinics, dentists, dental assistants, dental hygenists, service technicians, authorities.	50	½
16	Webbinarium International Association of Dental Students, IADS (Oral presentation)	14/04/2019				Dental students from all over the world.	80	

3.4 Oral presentations outside Sweden

Speaker´s Corner, IDS, Köln, Germany

A lecture about the project with the headline “Mercury Management of Dental Care Facilities” was held at Speaker´s Corner 15/03/2018 at IDS in Köln, Germany. At Speaker´s Corner cognitions from the fields of science and research are presented in the central boulevard. The lecture was the only topic related to environmental issues. About 50 persons from different countries came to listen.



Lunch seminar Eat & Learn, Devon, England, 08/04/2019

The project visited Pure Dental Centre, a dental clinic with five dentists and 12 dental hygienists/other dental staff. During an "Eat and learn", a lecture about the project was held, which was much appreciated.



3.5 Conferences and study visits

Comprehension about how dental amalgam is handled at dental clinics and how the amalgam waste is handled and collected by an authorized waste management establishment or undertaking has been important for the communication of the project. In order to raise the competence within the project management group about mercury and the environmental impact from dental amalgam, study visits have been made.

Sweden Recycling, Växjö, Sweden

Two visits at Sweden Recycling in Växjö have been arranged, in November 2016 and in December 2017, to learn more about how waste from dental amalgam is collected and handled. This was also an opportunity to exchange experiences with the technicians working for Sweden Recycling, performing the screenings and decontaminations.

Dental clinic in Praktikertjänst, Gothenburgh, Sweden

In May 2018 the project group visited one of the dental clinics in Praktikertjänst to see how the amalgam waste is handled by the dentistry.

IVL Svenska Miljöinstitutet, Gothenburgh, Sweden

In November 2018 the project management group visited IVL Svenska Miljöinstitutet. One of the mercury researchers at IVL held a lecture and a visit at the laboratory was made.

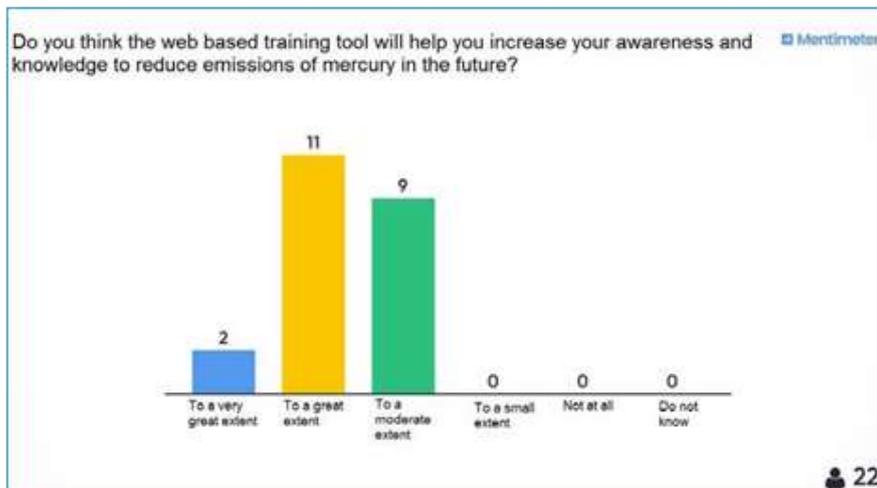
Medentex, Bielefeld, Germany

The Hg-Rid project visited Medentex in Bielefeld, Germany to discuss the results of the project, the outreach of the project in the EU and to see how the hazardous waste from amalgam separators and decontaminations is handled. The amalgam waste collected by Sweden Recycling at dental clinics in Sweden is transported to Medentex in Bielefeld. Medentex is specializing in collecting, transporting and recycling of dental waste, worldwide.



3.6 Seminars for students and local authorities

Training seminars for dental nurses and inspectors at local authorities have been arranged in several cities in Sweden, with information about the project and the web-based tool. 95% estimate their knowledge as very good or good after training. According to the application form the training seminars should be directed to dental professionals, suppliers of equipment, service technicians and controllers. With experiences from fairs and conferences this was changed because the interest was high among students and they lack this topic in their studies. Approx 260 participants have been reached through the seminars. A free digital app allowing students or public members to answer questions anonymously by using their mobile phones has been used to engage the audience and to make the presentations more interactive. This tool has also made it possible comparing the results from the different seminars.



Real-time voting

3.7 Webinar on dental mercury management in the EU

A webinar was arranged for International Association of Dental Students (IADS). The organisation's objective is to improve research and dental education, with a focus on quality.

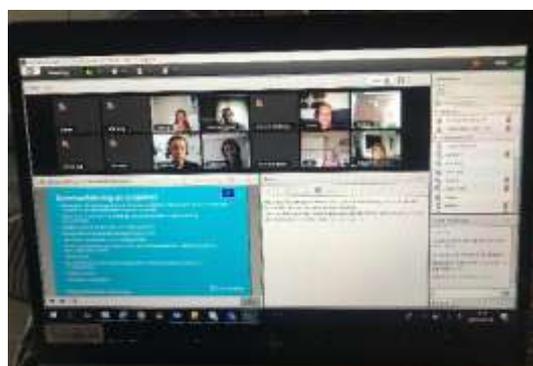
The webinar was live but can also be watched on Youtube -

<https://www.youtube.com/watch?v=LefW9N6YrXQ> and is also available on the project's webpage (www.praktikertjanst.se/life)

A webinar was also held for dental nurses in Sundsvall.



Webinar for IADS



Webinar for dental nurses

3.8 Final Conference

The final conference was held at the same area as the World Water Week, the annual focal point for the globe's water issues organized by Stockholm International Water Institute. About 50 persons from dental clinics, service technicians, local authorities, Swedish Environmental Protection Agency and Swedish Chemicals Agency participated.



3.9 Layman's Report

Layman's Report has been published in Swedish and English.

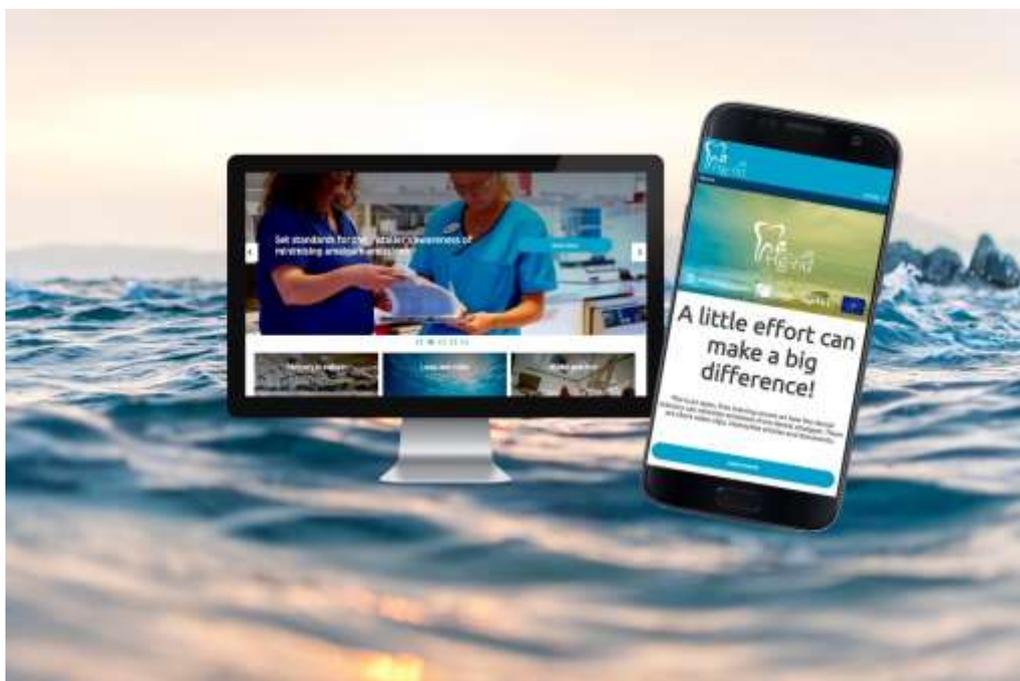


3.10 Web-based training tool

One of the main results of the project is the webbased tool aimed to provide guidance towards minimising emissions of mercury from dental amalgam: <https://hg-rid.eu>

Short video clips, interactive articles, check lists etc with examples from dental care in Sweden are presented. The tool helps to prepare for the EU-regulations executed in 2018. The content is customised for dental teams, service technicians, environmental maintenance service personnels and for local authorities. It can also be used as training material. The guidelines for optimal and efficient maintenance and use of amalgam separators have been basis for developing the tool ("Minimising the emission of mercury from dental amalgam – guidelines for dental care in Sweden").

The web-based train tool can also be reached by the webpage www.praktikertjanst.se/life and the webpages of Sweden Recycling and IVL Svenska Miljöinstitutet.



3.11 Questionnaires/surveys

Questionnaires in different forums have been carried out, at fairs, conferences and at seminars for dental nurses. This have been a good communication channel to raise awareness and knowledge.

A survey has also been sent to dental clinics and local authorities.

In November 2017 Praktikertjänst and Sweden Recycling participated at Swedental, the largest dental fair in the Nordic countries. One activity in the stand was a digital questionnaire in order to get comments on the draft of national guidelines. The respondents of the survey obtained a water bottle with the LIFE-logotype (se below).

Totally 2 437 surveys have been distributed and 1 066 respondents have answered.

3.12 Marketing material

Logotype

A logotype for the project was launched in May 2017. The logotype associates to dentistry and to water. It was designed for use in print and in electronic media.



Letters

A letter was produced early in the project for the 1 200 dentists in Praktikertjänst to communicate the project and inform about the coming screening.

The 530 dental clinics having the suction system and amalgam separators screened received a letter with the result from the water sample and with individual information if the screening was without remark or what to take in action to reduce emissions of mercury.



Letter with feed-back from screening

Flyers

When the screening took place the dental clinics received a flyer with “Thank you for your contributions to make dental care greener!” with information about the project. The flyer was also disseminated at the dental conference Swedental in November 2016, in the beginning of the project.



TACK FÖR ATT NI BIDRAR TILL EN GRÖNARE TANDVÅRD!

Den kartläggning som ni genomfört på mottagningsen är en viktig del i Praktikertjänsts arbete för en hållbar utveckling och det projekt som vi startat tillsammans med Sweden Recycling och IVL Svenska Miljöinstitutet.

Om cirka en månad får ni ett brev med information om statusen hos mottagningsens amalgamavskiljare och sugsystem. Brevet kommer även att innehålla resultatet av de prov som tagits för att se hur mycket kvicksilver som finns ut i avloppssystemet. Dessutom förutspått hur ni kontrollerar att amalgamavskiljaren fungerar optimalt.

Den lösningsförslaget innehåller även riktlinjer för projektet inte att kopplas till specifika mottagningsen.

Följ projektet och läs mer på www.praktikertjanst.se/life

Praktikertjänst, Sweden Recycling, IVL, Svenska Miljöinstitutet, and other logos are visible at the bottom.



TACK FÖR ATT NI BIDRAR TILL EN GRÖNARE TANDVÅRD!

Kvicksilver är ett av de allvarigaste miljögifterna och trots att användningen förbjöds som klassfyllmedel redan år 2009 är det få tandvårdsmottagningsen som har nått tillräckligt av kvicksilver. Även om utsläppen har minskat påverkar vår miljö negativt av den mängd som fortfarande läcker ut. Naturvårdsverket uppskattar att det finns cirka 40 ton kvicksilver i svenskaas källor.

Praktikertjänst har därför initierat projektet Agri+Life, tillsammans med Sweden Recycling och IVL Svenska Miljöinstitutet, för att minimera utsläppen av kvicksilver från tandvården i Sverige, och på sikt även i övriga EU. På så sätt får vi vårt smärte och hälsa till rent vatten för kommande generationer.

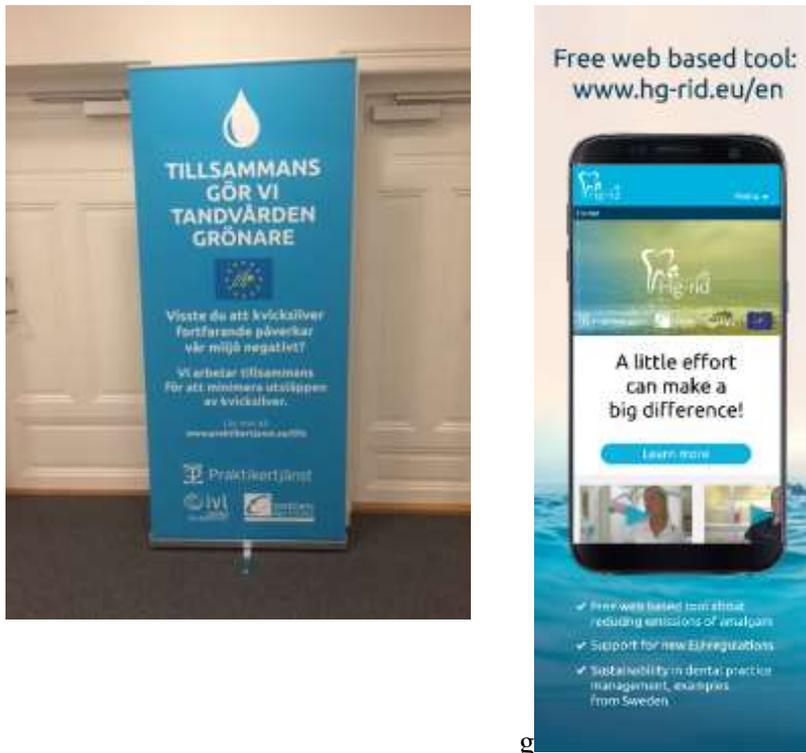
Kontaktuppgifter:
 @VeAgg@J.se
www.praktikertjanst.se/life

Praktikertjänst, Sweden Recycling, IVL, Svenska Miljöinstitutet, and other logos are visible at the bottom.

Roll-ups

A roll-up in Swedish has been used at national fairs and conferences etc, first time at the dental conference Swedental in November 2016. The message is “Together we make dental care greener”. Information that the project aims to minimise mercury emissions from dental care clinics is included.

A roll-up in English communicating the web-based training tool has been used at EU fairs.



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Diplomas

The 76 dental facilities/132 dental clinics having the drain system decontaminated from mercury in the project have received diplomas with information about Hg-Rid LIFE.



Leaflets

In order to communicate the web-based training tool, leaflets have been distributed at fairs and conferences. The leaflet has been available both in Swedish and English:



Give Away

A water bottle with the LIFE-logotype has been used as a Give Away at the dental fair Swedental 2017 and 2018.



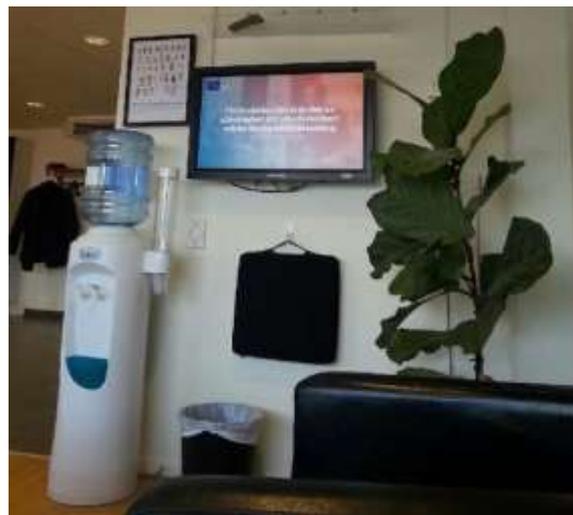
Slideshows

Slideshows communicating the objectives and results of the project have been used at fairs. Quotes from dentists expressing the benefits of the project have been part of the slideshows.



3.13 Digital Notice Boards

Digital Notice Boards for patients at dental clinics are common. About 150 dental clinics in Praktikertjänst have TV screens in the waiting rooms and/or treatment rooms with the possibility to show information to the patients. Information about the project has been incorporated in existing slideshows for the Digital Notice Boards. 4,4 million patients and general public have been reached with information about the project this way.



3.14 Social Media

The dental clinics in Praktikertjänst have been informed about the project on the intranet.

The webpage www.praktikertjanst.se/life contains information about the environmental problem targeted, the current situation in Sweden and the EU as well the actions that have been demonstrated throughout the project lifetime. The webpage will be visible two years after the project.

In June 2017 the project started a page on Facebook:

<https://www.facebook.com/hgridlife>



The project has informed about the web-based training tool by advertising on Facebook. Advertising with a link to the web-based tool has been made during April-August 2019.

The project has also been communicated by the Facebook page supported by LIFE.



The project has been communicated by Praktikertjänst's pages for Facebook and LinkedIn:





3.15 Articles

Article about the project and pressreleases about participating at fairs have been published.

- Tandläkartidningen 170524 (The Journal of the Swedish Dental Association)
- PTJMagasin.se juli 2017 (Waiting room journal distributed to all the 2 000 dental and health care clinics in Praktikertjänst The article was also available on the Internet)
- Tandläkartidningen 180216 (The Journal of the Swedish Dental Association)
- Tandläkartidningen 190123 (The Journal of the Swedish Dental Association)
- Dental24 190306
- Örebro Nyheter 190309
- IT-Hälsa 190311
- Nyhetsbrev från Tillsyns- och föreskriftsrådet 190604 (Newsletter, The Swedish Environmental Protection Agency)
- Tandläkarförbundets website 190830 (Swedish Dental Association)
<https://tandlakarforbundet.se/miljoprojekt-om-kvicksilver-inom-tandvarden-engagerar/>

An article will be published in German media in December 2019. Another article will be published in the Swedish magazine Miljö & Utveckling in December 2019.

3.16 Networking with other projects

The project has been invited to a LIFE Information Day at Swedish Environmental Protection Agency on how to initiate and launch a LIFE project.

The project has been networking with other LIFE-projects. The LIFE- project "Building LIFE capacities in Lithuania" with representatives from Environmental Projects Management Agency under the Ministry of Environment of the Republic of Lithuania visited the project in Stockholm in May 2019.



Other relevant contacts taken within the EU:

- CED, Council of European Dentists, a not-for-profit association which represents over 340,000 dentists across Europe. A member of the Reference Group has become a member of CED:s working group for dental material during the project period and has been the link to CED. Dental amalgam is one of the issues for this working group.
- Health Care Without Harm (HCWH) Europe, a non-profit European coalition of hospitals, healthcare systems, healthcare professionals, local authorities, research/academic institutions and environmental and health organisations. It currently has 142 members in 29 countries of the WHO European Region, including 20 Member States of the European Union. Contact has been established by Hg-rid-LIFE.
- European Center for Environmental Medicine, a nonprofit project engaged in establishing Environmental Medicine in Europe. Contact has been established through Health Care Without Harm (HCWH) Europe.

- Zero Mercury Working Group, (ZMWG) an international coalition of over 95 public interest environmental and health non-governmental organizations from more than 50 countries. ZMWG is a Working Group within European Environmental Bureau, Europe's largest network of environmental citizens' organisations with 150 civil society organisations from more than 30 European countries. Zero Mercury Working Group was contacted by Praktikertjänst in early stage, during the work with the application form.
- VITO NV, an independent Flemish research organisation in the area of cleantech and sustainable development. The contact was established by VITO NV early in the project.