



January 29, 2016

Ben Sherwood
President
ABC Entertainment
Burbank, CA

Dear Mr. Sherwood,

On behalf of the Canadian Dental Hygienists Association (CDHA), we would like to echo the concerns expressed by the American Dental Hygienists' Association (ADHA) over ABC's *The Bachelor*'s highly offensive and inaccurate representation of the dental hygiene profession.

Serving the profession since 1963, CDHA is the collective national voice of nearly 27,000 registered dental hygienists working in Canada. As members of the sixth largest registered health profession in Canada, dental hygienists play a vital role in helping to ensure optimal oral and overall health for Canadians. Poor oral health can cause pain, diminish quality of life, and contribute to diabetes, cardiovascular disease, and lung disease. Dental hygienists focus on a wellness approach, using health promotion and disease prevention strategies to improve the lives of people of all ages and circumstances.

Canadian dental hygienists are educated at 36 universities and colleges across the country, which are internationally recognized for their academic excellence. Dental hygienists are primary health care providers who work in a variety of settings, including public health agencies, independent dental hygiene practices, traditional dental practices, hospitals, long-term care facilities, educational institutions, and research centres. Dental hygiene care is not limited to preventive therapeutic services, such as scaling, root planing, tooth sealants, and fluoride applications, but extends to comprehensive oral cancer screenings, facilitating behavioural change through tobacco cessation and nutritional counselling, as well as prescribing medications and other critical treatment modalities.

CDHA supports the call from the ADHA for an immediate apology from ABC, and we urge you to re-evaluate your communication messages that inaccurately depict other professions.

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President, Canadian Dental Hygienists Association

Ondina Love, CAE
CEO, Canadian Dental Hygienists Association

THE CANADIAN DENTAL HYGIENISTS ASSOCIATION
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