



THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION
L'ASSOCIATION CANADIENNE
DES HYGIÉNISTES DENTAIRES

ANNUAL REPORT 2016-2017



MISSION

The Canadian Dental Hygienists Association exists so that its members are able to provide quality preventive and therapeutic oral health care as well as health promotion for the Canadian public.

OVERVIEW

Serving the profession since 1963, the Canadian Dental Hygienists Association (CDHA) is the collective national voice of 28,450 dental hygienists, directly representing more than 19,000 individual members. Dental hygienists are primary oral health care providers who work in a variety of settings, including dental offices, public health departments, independent practice, long-term care facilities, hospitals, educational institutions, and dental industry, educating and empowering Canadians of all ages to embrace their oral health for better overall health. They are key partners in health promotion and disease prevention.

Over the past 53 years, CDHA has relied on the strength, passion, and dedication of its members to move the profession forward through advocacy initiatives, public awareness campaigns, research, and education. The 2016-2017 annual report highlights the results of those efforts over the past fiscal year.



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DES HYGIÉNISTES DENTAIREs

CANADIAN DENTAL
HYGIENISTS ASSOCIATION

ANNUAL REPORT 2016-2017

CONTENTS

President's Message	2
Board of Directors	4
CDHA Staff.....	4
End #1: Public Policy Environment	5
End #2: Public Recognition	8
Awards and Recognition.....	12
End #3: Professional Practice	13
End #4: Professional Knowledge	16
Membership by the Numbers.....	21
Volunteer Recognition	22
Partners' Circle	24
Report of the Independent Auditors.....	25



Gerry Cool
CDHA President
2016-2017

PRESIDENT'S MESSAGE

Dear friends and colleagues,


The board of directors, chief executive officer, and staff of the Canadian Dental Hygienists Association (CDHA) work tirelessly to ensure that the ends, policies, activities, and benefits of the association serve your needs as members and owners. CDHA's board has identified four "ends" (goals) that provide a framework for the development of all association policies and programs. Your input is the foundation upon which that framework is built.

This past fiscal year, advocacy was top priority for CDHA. Improved oral health care for seniors and Indigenous peoples and the recognition of dental hygienists as primary health care providers were key themes in conversations with stakeholders, policy makers, and elected officials. The enhancement of professional practice and an expanded knowledge base were also important board objectives.

CDHA's Lobby Day on Parliament Hill continues to be a meaningful opportunity for board members to interact with members of Parliament and to discuss the role that dental hygienists play in the oral health care of Canadians. Mr. Bill Casey, chair of the standing committee on health, hosted a breakfast during which board directors discussed the inequities of oral care in Canada.

Most notable this past year was CDHA's collaboration with other health care professions in the Don't Tax My Health Benefits advocacy campaign, which resulted in the Liberal government's decision not to tax the premiums on health and dental benefits in its new budget. This success reflects CDHA's increasing inter and intraprofessional connections and the enhanced recognition of dental hygienists as primary health care providers.

But don't forget: you as members and owners are also an important part of advocacy. In July 2016, CDHA launched the Advocacy in Action eNewsletter to raise awareness of the association's advocacy initiatives and identify opportunities for members to take action. Together, we can improve the public's access to dental hygiene care and promote the oral health of Canadians.



“Your thoughts, ideas, and actions can and will continue to move our profession and association forward.”

CDHA diligently works to improve public recognition of dental hygienists. The best example of those efforts is National Dental Hygienists Week™, which gets bigger and better every year. Combined social media reach during the 2017 campaign was 5,617,253—a 91% increase! In addition, a great new video portraying dental hygienists as superheroes was created for a national television advertising campaign. And Twibbon? It is a thing! And it was extremely popular on social media. Your creative efforts helped raise public awareness of dental hygienists. You are all superheroes!

Over the past year, CDHA has begun exploring the potential of a dually trained (dental hygienist/dental therapist) practitioner model to better address the oral care needs of Canadians. In addition, I was honoured to represent CDHA at the Third International Dental Hygiene Educators’ Forum in March 2017, where 65 participants discussed dental hygiene education in six countries, including Canada. 2017 also marked the first year of a streamlined membership renewal process for dental hygienists in British Columbia. One combined professional fee submitted to the College of Dental Hygienists of BC ensures that all BC dental hygienists now have comprehensive liability insurance as well as access to all CDHA programs and services.

CDHA’s board of directors recognizes the importance of dental hygiene research and leadership. CDHA is a partner in the Network for Canadian Oral Health Research (NCOHR) and has been collaborating with the US National Center for Dental Hygiene Research

and Practice to present a dynamic research-based global conference in Ottawa in October 2017. In addition, the *Canadian Journal of Dental Hygiene* (CJDH) continues to gain professional recognition, with manuscript submissions increasing year over year. The journal also launched a student essay contest in 2016–2017 to encourage research and writing among dental hygiene students. In its ongoing commitment to leadership development, CDHA now has student representatives in place at 29 of 34 accredited schools across Canada.

I would like to commend Chief Executive Officer Ondina Love and her staff for their unwavering commitment to CDHA members and the board. Their dedication and high standards enhance our association every day. I also extend my sincere thanks to the board directors for their support and for their commitment to the association and the governance process. And I cannot forget to acknowledge the friends and mentors who quietly nudged me towards the board and, ultimately, its presidency. Most importantly, I wish to recognize all CDHA members. CDHA strives for excellence because of your commitment to high professional standards and education and your dedication to improving the oral health of Canadians.

You will know the saying “It takes a village to raise a child.” It takes a national village to support this dynamic association we call CDHA. Every letter, conversation, and volunteer opportunity makes a difference! Your thoughts, ideas, and actions can and will continue to move our profession and association forward.

Gerry Cool, RDH
CDHA President
2016–2017

BOARD OF DIRECTORS

In accordance with the Policy Governance® model, CDHA's board of directors articulates its vision in the form of specific, measurable outcomes that are referred to as "ends." Board directors also endeavour to ensure that CDHA meets the needs and priorities of its members in a safe and ethical manner.

CDHA's board directors are passionate about the dental hygiene profession. Each brings strong leadership and a distinct perspective to the governance of the association. In 2016-2017, our board directors were as follows:



Gerry Cool
President
Alberta



Sophia Baltzis
President Elect
Quebec



Donna Scott
Past President
Yukon, Northwest Territories, Nunavut



Mandy Hayre
British Columbia



Leanne Huvenaars
Saskatchewan



Deanna Mackay
Manitoba



Beth Ryerse
Ontario



Wendy Taylor
New Brunswick



Joanne Noye
Nova Scotia



Tracy Bowser
Prince Edward Island



Tiffany Ludwicki
Newfoundland & Labrador

CDHA STAFF

CDHA's staff, based at the national office in Ottawa, work diligently to achieve the ends established by the board of directors. In 2016-2017, our staff were as follows:

Ondina Love
Chief Executive Officer

Christine Bureaud
*Executive Assistant
(maternity leave replacement)*

Kristina Paddison
*Executive Assistant
(on maternity leave until February 2017)*

DENTAL HYGIENE PRACTICE

Ann Wright
*Director of Dental Hygiene Practice
(retired December 2016)*

Jennifer Turner
*Director of Dental Hygiene Practice
(January-April 2017)*

Paula Benbow
Manager of Health Policy

Victoria Leck
Manager of Professional Development

Amanda Acker
Independent Practice Advisor

Ashley Grandy
Administrative Assistant

MARKETING & COMMUNICATIONS

Angie D'Aoust
Director of Marketing & Communications

Sarah Dokken
Marketing Manager

Michael Roy
Manager of Web & Creative Services

Shawna Savoie
Sponsorship & Affinity Liaison

Megan Sproule-Jones
Editor/Writer

Adrian Garcia
*Graphic Designer,
Print and Multimedia*

Tim Logan
*Graphic Designer,
Print and Multimedia*

MEMBER SERVICES & OPERATIONS

Laura Sandvold
Director of Finance & Operations

Brigitte Gauthier
Manager of Membership Services

Igor Grahek
Manager of Information Technologies

Leonardo Alves
Web Developer

Josée Paliquin
Reception & Membership Services Assistant

Kathy Zhao
Financial Assistant





PUBLIC POLICY ENVIRONMENT

Public policy environment is increasingly favourable to members' ability to practise as primary health care providers.



Advocacy

Developing government support for oral health care issues is an incremental process, involving regular meetings and correspondence with elected officials and civil servants to build their knowledge of the dental hygiene profession and the relationship between oral and overall health. CDHA staff met throughout the year with federal policy makers to review priority initiatives, including access to care in the North and for Indigenous peoples, cannabis use, e-cigarettes, tobacco control, radiation emitting devices regulations, health services funding and taxation, and the sugar-carries link. In February 2017, CDHA's board of directors held its annual "Lobby Day" on Parliament Hill, this time with a focus on oral health care for seniors and Indigenous peoples. Breakfast with Mr. Bill Casey, chair of the standing committee on health, was followed by meetings with 31 members of Parliament from across Canada.

CDHA's board of directors has established four specific, measurable outcomes called "ends" to guide the work of the association.

Don't Tax My Health Benefits!

Following media reports that the federal government was contemplating the taxation of premiums on health and dental insurance plans, CDHA joined a coalition of health associations in mounting an aggressive advocacy campaign against the proposal. In addition to media interviews, the creation of the donttaxmyhealthbenefits.ca website, and meetings with members of Parliament, CDHA and its members participated in a national letter-writing effort. The strategy was a huge success, with 160,000 letters sent to MPs and the minister of finance, prompting Prime Minister Justin Trudeau to state in the House of Commons on February 1, 2017, that there would be no new taxes on health and dental benefits for Canadians.



Community Water Fluoridation

CDHA promotes community water fluoridation (CWF) as a proven safe and effective means of reducing the incidence of dental caries in communities. In support of this position, CDHA released a position statement and developed a new fact sheet and poster for members and the public. CDHA continues to send letters to municipalities, highlighting the enormous public health benefits of CWF.

Non-Insured Health Benefits

CDHA prepared a submission to the Assembly of First Nations-First Nations and Inuit Health Branch (AFN-FNIHB) Joint NIHB Review Steering Committee on the need to recognize dental hygienists as oral health care providers in all jurisdictions to improve access to oral care and overall health outcomes for Indigenous peoples. Several of the proposals in that submission were subsequently incorporated into AFN's dental benefit recommendations in fall 2016.

Provincial Advocacy

CDHA supported the Saskatchewan Dental Hygienists' Association in its lobbying of the provincial government on the need to update legislation and optimize existing health human resources to meet the needs of the public. A luncheon and evening reception were held on April 10 with members of the Legislative Assembly, garnering extensive media attention and high social media engagement. The event also resulted in a follow-up meeting with the province's health minister.

Seniors' Oral Care

In June 2016, CDHA co-sponsored an "Innovations in Seniors' Healthcare" forum on Parliament Hill with the Canadian Medical Association (CMA), Canadian Nurses Association, and Colleges and Institutes Canada. Mary Bertone, a past president of CDHA, participated in a panel discussion on the importance of preventive health care—including oral care—for seniors. CDHA continues to partner with CMA on its Demand A Plan initiative, advocating for improved access to care for older adults (in both institutional and community dwellings) through regular communications with key stakeholders.



Tobacco Control

CDHA works with Health Canada's Tobacco Directorate on tobacco control initiatives, such as plain and standardized packaging, bans on flavourings, and cannabis use, while highlighting the critical role that dental hygienists play in tobacco cessation. CDHA also participated in federal lobby days in November 2016 as part of the Canadian Coalition for Action on Tobacco to ensure that members of Parliament, senators, and senior political staff were made aware of and would support the plain paper packaging legislation coming into effect before the end of 2017. CDHA met with two senators and two MPs as part of the 30 interviews that were scheduled over the two days.



PUBLIC RECOGNITION

Members' value is recognized by the Canadian public.



CDHA strives to educate Canadians on the work of dental hygienists and the important links between oral and overall health. Through media releases; print and television advertising, interviews, and supplements; special events; social media connections; and its web presence, CDHA ensures that dental hygienists are recognized by the public as partners in health promotion and disease prevention.

dentalhygienecanada.ca

CDHA's consumer website continues to be very popular, with a 43% increase in traffic (over 55,000 visits) in 2016-2017. New resources on oral care for young children and flossing were developed and are available to download. In spring 2017, the website received a "Great Things Award" from Advanced Solutions International in recognition of its superior design, navigation, and functionality.

Flossing Controversy

In August 2016, an Associated Press story on the lack of scientific evidence to support current flossing recommendations by dental professionals broke in the Canadian media. CDHA quickly issued a response and prepared talking points for members when fielding questions from clients about the value of flossing.

Media Activity

CDHA issued 20 media releases in 2016–2017, highlighting important connections between oral health and tobacco use, diabetes, cardiovascular disease, stroke, nutrition, and cancer. Other media releases celebrated achievements of CDHA members and publicized the association’s position on pressing national issues. CDHA’s strong media relations resulted in the publication of 133 articles on oral health topics (reaching 6,149,123 people across the country), 173 news segments, and 101 articles featuring CDHA members. CDHA’s contributions to health supplements in the *National Post*, *The Globe and Mail*, and *Maclean’s* magazine reached 678,000, 1.3 million, and 2.5 million readers, respectively.

Public Awareness Network

In December 2016, CDHA created a Public Awareness Network of members with an interest in serving as media spokespeople on dental hygiene and oral health matters. The 144 members of the network receive all CDHA media releases and help to promote National Dental Hygienists Week™ and other special events and activities in their communities.



END# 02

PUBLIC RECOGNITION



NATIONAL DENTAL HYGIENISTS WEEK™ 2017

National Dental Hygienists Week™ (NDHW™) was a tremendous success once again, reaching millions of Canadians with an expanded television advertising campaign and messages about the importance of oral health to overall health. For the first time, CDHA offered members a complete downloadable marketing kit of resources to support NDHW activities.

NDHW™ BY THE NUMBERS



107 submissions to the #iamadentalhygienist poster contest



10 landmarks lit purple

1,664 colouring contest entries received





5,465,700
audience reach for
English and French
30-second TV ads



5,617,253
combined social
media reach



41,000
webpage views and
5,000 downloads



631
submissions to the
Put Your Purple On!
contest





AWARDS AND RECOGNITION



Carol Kline



Susanne Sunell



Joanna Asadoorian



Cynthia C Gadbury-Amyot



Heather C Biggar



Elizabeth L Cavin



Jo-Anne Jones

CDHA celebrates exceptional volunteer service through its award program, recognizing members who have made outstanding contributions to the dental hygiene profession, either in their communities or nationally through the association.

CDHA Board Awards

- Life Membership: Carol Kline

CDHA also celebrates outstanding scholarship and knowledge translation of best practices in dental hygiene with its annual publication awards.

CJDH Research Awards

- Best published original research article: "Competencies for Canadian baccalaureate dental hygiene education: A Delphi study," by Susanne Sunell, Joanna Asadoorian, Cynthia C Gadbury-Amyot, and Heather C Biggar
- Best published literature review: "Culturally safe oral health care for Aboriginal peoples in Canada," by Elizabeth L Cavin

Oh Canada! Readers' Choice Award

- "Periodontal disease: The three pillars of prevention," by Jo-Anne Jones



PROFESSIONAL PRACTICE

Members have the resources to work independently and interprofessionally as an integral part of the health care team.



CDHA's premier member benefits program includes professional liability insurance (for active members); health, LTD, home and auto insurance; a financial planning service; the electronic *Compendium of Pharmaceuticals and Specialties* (CPS); and CDHA Perks, which offers significant savings on dining, travel, leisure, and entertainment activities across North America.

Independent Practice

In May 2016, NIHB and CDHA announced that dental hygienists who work independently in Canada would be able to enroll as NIHB service providers. Since then, there has been an increase in the number of dental hygienists in the program, an increase in the number of claims received, and an increase in expenditures on preventive services.

In January 2017, CDHA published the *2017 National List of Service Codes*, the first major revision to the list since 2012. This newest edition is the result of consultations with numerous stakeholders, including members, the Independent Practice Advisory Committee (IPAC), provincial regulators, and government. CDHA also launched two buying groups—one with Henry Schein and one with Sunstar G•U•M—giving independent practitioners access to discounts on products and the possibility of year-end rebates depending on gross purchases of the group.

Interprofessional Practice

Alliance for a Cavity-Free Future

October 14, 2016, marked the official launch of World Cavity-Free Future Day, designed to raise awareness and engage communities in the global fight against dental caries. During this awareness day, CDHA supported a Twitter campaign and attended a workshop, hosted by the Canada-US Chapter of the ACFF, to discuss opportunities for collaboration on the delivery of more comprehensive health promotion programs and caries prevention approaches to positively influence oral health.

Canadian Association of Public Health Dentistry

Donna Scott, then president of CDHA, attended CAPHD's annual conference in fall 2016 where several of CDHA's public health resources and activities were highlighted.

Canadian Public Health Association

CDHA is a member of CPHA's E-Cigarette Working Group, which has recently drafted a position paper on the regulation of vaping products.

Organizations for Health Action

Ondina Love, chief executive officer, is co-chair of Organizations for Health Action (HEAL), a national coalition dedicated to improving the quality of health care in Canada. In August 2016, HEAL released a consensus document, *The Canadian Way*, to guide health accord negotiations between the federal and provincial governments.



Sugar Sweetened Beverages Reduction Campaign

In April 2017, CDHA attended Health Canada's stakeholder working group meeting to help develop messages, products, and distribution channels for this critical public health campaign.

Violence Evidence Guidance Action

The VEGA Project, funded by the Public Health Agency of Canada, is a national three-year strategy to develop foundational guidance and curricula to assist health and social service professionals and learners on how best to respond to children and adults exposed to family violence. CDHA is one of 22 organizations involved in this project and currently sits at the Education Curriculum Leader Table and the Mandatory Reporting Leader Table.

END# 3.1

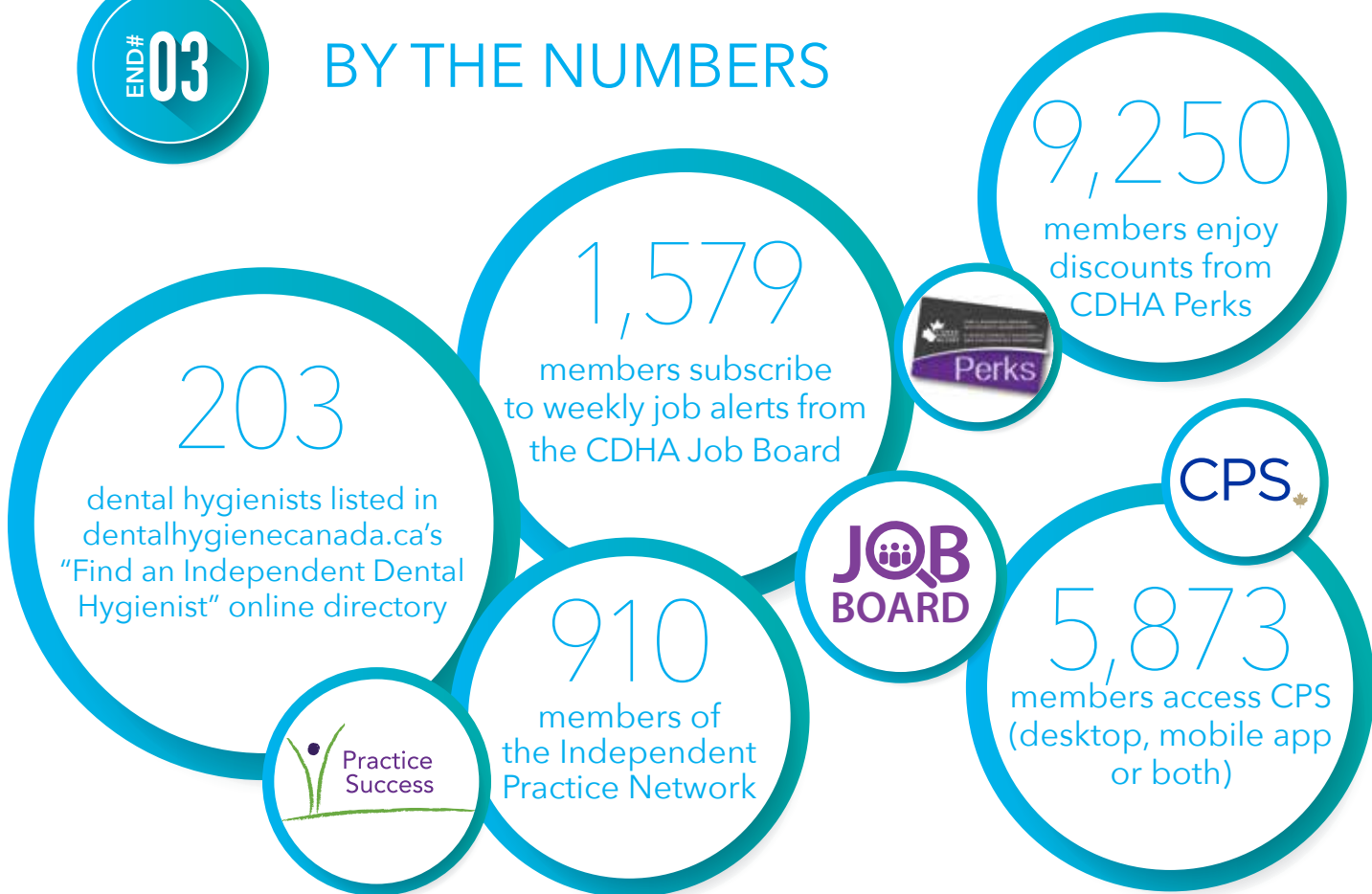
PROFESSIONAL STANDARDS

Members are aware of and have access to professional standards.

In fall 2016, CDHA drafted and presented *Pathways for Baccalaureate Dental Hygiene Education* at the leadership summit in Edmonton. An alliance of dental hygiene leaders across Canada was subsequently formed to examine the strengths, weaknesses, opportunities, and challenges pertaining to baccalaureate dental hygiene education. In recognition of the need for more reliable and valid data, the alliance has developed a survey instrument to gain insight from dental hygiene students into their views of baccalaureate education.

END# 03

BY THE NUMBERS



Members create, contribute to, and utilize a growing body of professional knowledge and research.

From its flagship publications, the *Canadian Journal of Dental Hygiene* and *Oh Canada!* magazine, to its position statements, conferences, workshops, and webinars, CDHA offers a variety of opportunities for members to contribute to and learn from the latest in oral health research and education. Knowledge generation and translation are essential to the recognition of dental hygiene as a primary health care profession.

Communications

Canadian Journal of Dental Hygiene (CJDH)

The journal celebrated its 50th anniversary in 2016; the October issue of the journal featured a timeline of milestone moments, recognition of past editors, and a pictorial history of journal covers from 1966-2016. In February 2017, CJDH began publishing practice implications and plain-language summaries of each original research article and literature review to make the research more accessible to clinicians. The editorial board also developed and approved a mission statement for the journal, which appears in each issue:

The mission of the *Canadian Journal of Dental Hygiene* is to publish high-quality, credible, and accessible research to inform practice, education and policy, and promote the oral health and well-being of the public.





PROFESSIONAL KNOWLEDGE

eNewsletters

CDHA's biweekly eNewsletters remain a popular source of information for members. Close to 40% of members open and read each issue of eNews.

Oh Canada!

CDHA's member magazine continues to provide engaging updates on the work of dental hygienists at home and abroad while also exploring ethical issues, offering work-life balance solutions, and delving into clinical topics of current interest to the dental hygiene community, such as maintenance of dental implants, oral health for older adults, and cultural awareness in the provision of oral health care.

Oral Health Products eBulletin

This new digital publication brings the latest oral health product information directly to members twice a year. It provides insight into industry trends and highlights the newest oral health products on the market today.

Provincial Connections

CDHA supports provincial public awareness activities by providing educational materials and marketing displays. In addition, "CDHA Corner," a print-ready one-page column, continues to be a valuable means of communicating CDHA news to provincial associations through their member newsletters.



Professional Development

Online Courses

Nine online courses are available to members. As of November 1, 2016, all courses and webinars now expire one year from the date of purchase or selection, in order to ensure that members have access to the most current research and practice evidence.

Webinar Topics in 2016-2017

- **May 13, 2016:** Navigating the Labyrinth of Procedure Codes & E-Claims
- **July 22, 2016:** Get Smart about Employment Contracts
- **September 28, 2016:** Remineralize & Prevent Caries with Varnish Technology, sponsored by 3M
- **October 28, 2016:** Strategies to Supercharge Students & Clients
- **December 7, 2016:** Gastrointestinal Diseases and Their Dental Implications, sponsored by Colgate
- **January 18, 2017:** Oral Infections, Biofilms and Their Relationships, sponsored by Johnson & Johnson
- **February 15, 2017:** The Naked Truth: Bare Essentials for Baby Boomer Health, sponsored by PHILIPS
- **February 24, 2017:** How to Put Your Purple On! For NDHW™
- **April 4, 2017:** Oral Rinsing: What Should You Tell Your Clients?

Workshops Hosted in 2016-2017

- **May 13, 2016:** Interim Stabilization Therapy (Thunder Bay)
- **May 27, 2016:** The 8 Simple Secrets, sponsored by Crest + Oral-B (Ottawa)
- **September 30, 2016:** Interim Stabilization Therapy (Guelph)
- **October 1, 2016:** Interim Stabilization Therapy (Windsor)
- **November 4, 2016:** Interim Stabilization Therapy, sponsored by Colgate (Toronto)
- **January 20, 2017:** Creating the Ultimate Dental Hygiene Appointment, sponsored by Crest + Oral-B (Saskatoon)

Dental Hygiene Education and Research

Education Advisory Committee

The *2016 Educators' Survey Report* was published in August, highlighting key findings and trends in work environments, educational approaches, institutional support, and policy issues affecting dental hygiene education in Canada.

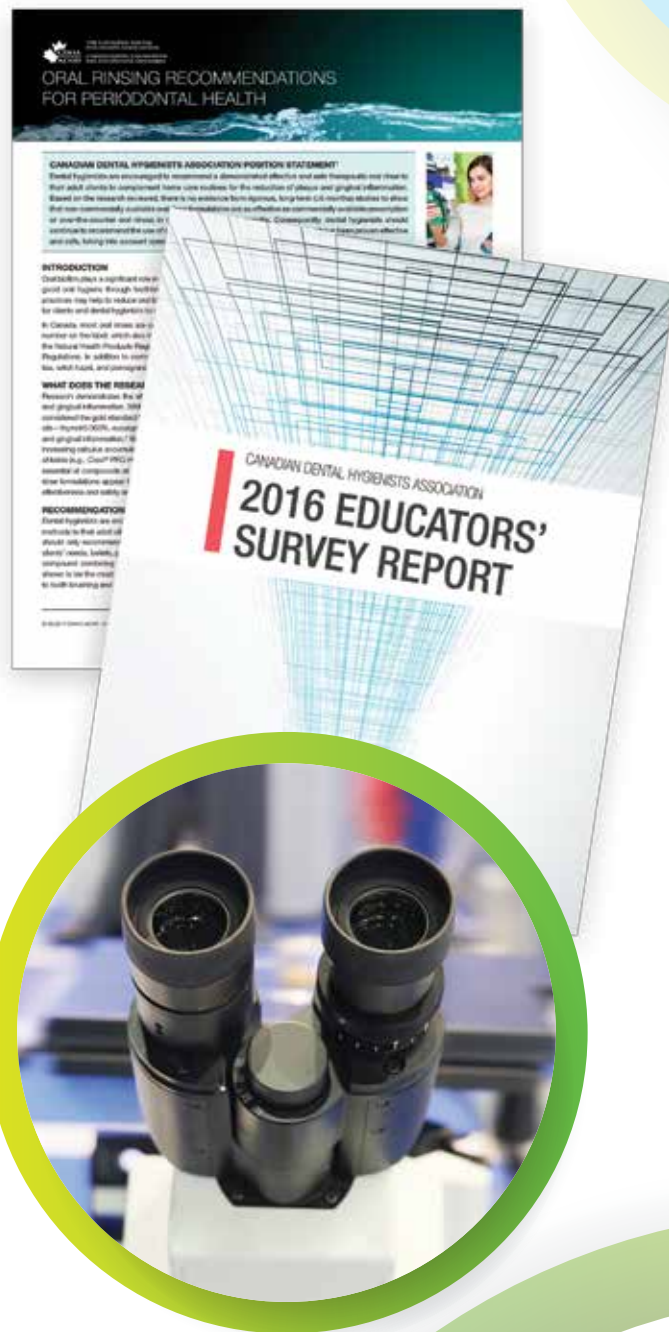
The Educators' listserv remains a popular vehicle for sharing articles of interest, disseminating information about scholarship opportunities, promoting upcoming CDHA events and programs, and discussing dental hygiene educational resources.

Research Advisory Committee

In spring 2017, members of the research advisory committee joined colleagues from the National Center for Dental Hygiene Research and Practice to review 100 abstract submissions for *Translating Knowledge to Action*, a global dental hygiene conference held in Ottawa in fall 2017.

Position Paper on Therapeutic Oral Rinsing

Joanna Asadoorian was commissioned to research and update CDHA's position paper on therapeutic oral rinsing. Part 1 (on commercially available products) was published in the October 2016 issue of the *Canadian Journal of Dental Hygiene*; Part 2 (on non-commercially available products) was published in the February 2017 issue of the journal. CDHA hosted a webinar on this topic in April 2017 and developed a handout for members, summarizing the research findings in plain language.



END# 4.1

LEADERSHIP

Members' potential for professional leadership is developed.



In October 2016, CDHA held a leadership summit in Edmonton, which included presentations on how to be a positive influence in the workplace; CDHA's roadmap for baccalaureate dental hygiene education; and grassroots advocacy, with numerous strategies and tactics shared to ensure that the voices of dental hygienists are heard by policy makers and the media.

Dental Hygiene Students

Students from the University of Alberta attended a board/student ownership linkage event in October 2016 in conjunction with the association's annual general meeting, and participated in a lively discussion of current opportunities and challenges facing the profession.

END# 04

BY THE NUMBERS



2,352
student members

324
members of the
Educators' community



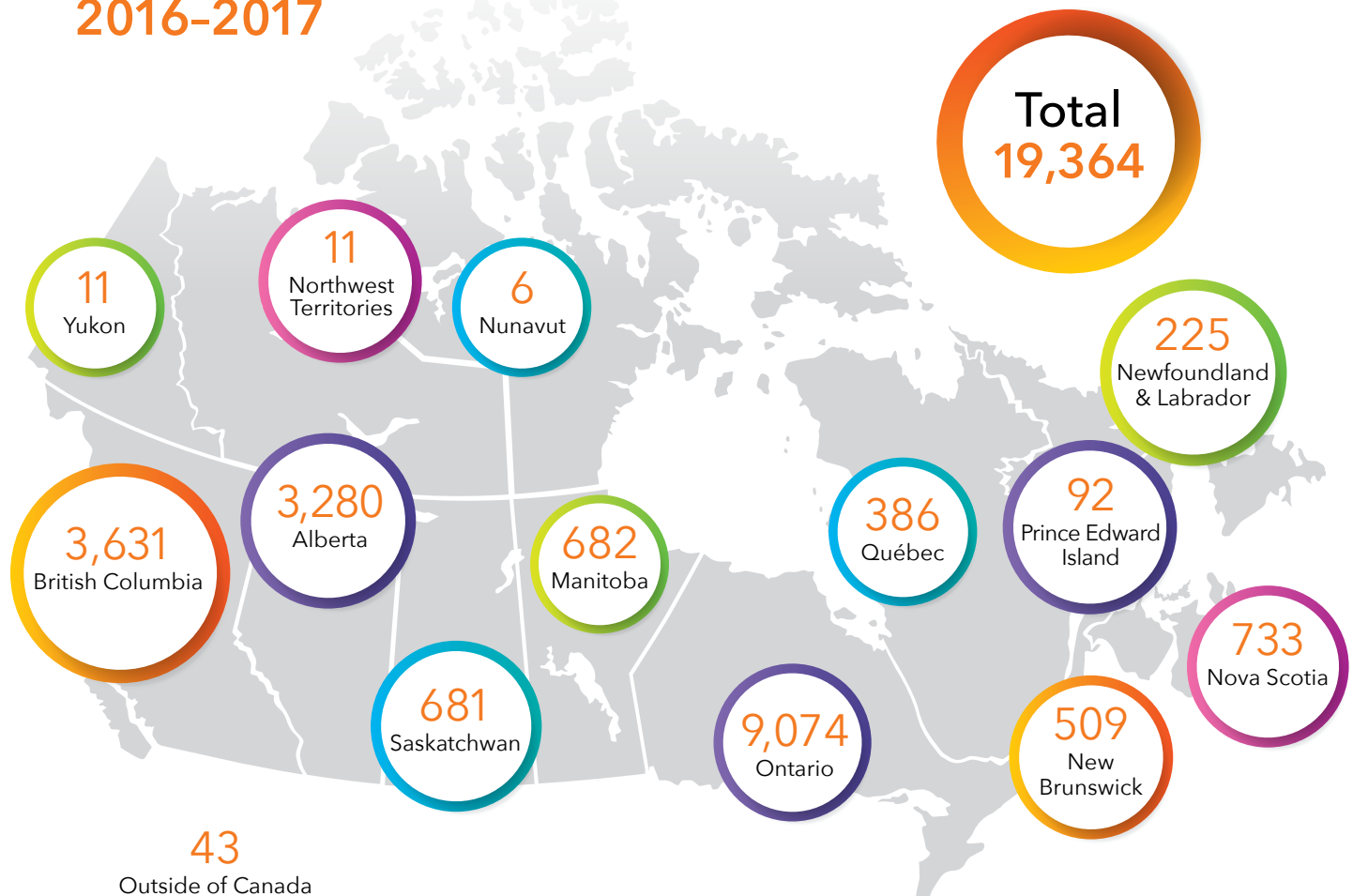


MEMBERSHIP BY THE NUMBERS

“Strength in Members,” a past membership campaign theme, was revived in 2016–2017 to emphasize the fact that the success of the association depends on the strength of its members. By offering premium member benefits, programs, and services, CDHA supports dental hygienists across Canada, allowing them to be CDHA strong.

As of April 30, 2017, CDHA had 19,364 members, which is an increase of close to 6% over the previous fiscal year. The largest increase was in the Active (Practising) membership category, thanks to the addition of new members from British Columbia and from Ontario. The number of student members dropped by 163, largely because two programs in Quebec did not maintain their accreditation and one college in British Columbia closed its dental hygiene program (now since reinstated).

Geographic Distribution of CDHA Members, 2016–2017





Thank
You!

VOLUNTEER RECOGNITION

CDHA staff and board of directors thank everyone who volunteered their time and expertise to the association, either as members of internal committees and working groups or as representatives at the national and international levels.

2017 CDHA/NCDHRP Conference Abstract Review Committee

Cindy Amyot
Denise Bowen
Chris Charles
Sharon Compton
Leeann Donnelly
Jane Forrest
Jacquelyn L Fried
Ashley Grill, *Chair*
Pauline Imai
Janet Kinney
Salme Lavigne
Sabrina Lopresti
Laura MacDonald
Anna Matthews
Marilynn Rothen
Ann Eshenaur Spolarich
Pat Walters
Cheryl Westphal
Rebecca Wilder
Karen Williams
Deborah Winick-Daniel

CJDH Editorial Board

Joanna Asadoorian
Arlynn Brodie
Ava Chow
Jane Forrest
JoAnn Gurenlian
Zul Kanji
Denise Laronde
Salme Lavigne, *Scientific Editor*
Rae McFarlane
Ann Spolarich
Jeanie Suvan
Sylvia Todescan
Karen Williams

Education Advisory Committee

Mary Bertone
Anne-Marie Conaghan
Sharon Compton, *Chair*
Zul Kanji
Nancy Neish
Lisa Rogers
Brenda Udahl
Lynne Viczko
Larissa Voytek



Thank
You!

Independent Practice Advisory Committee

Amie Banting
France Bourque
Paulette Dahlseide
Sandra Ferguson
Sophie Freeman
Michelle Marusiak
Rosemary Vaillant

Leadership Alliance

Lesley Bainbridge
Heather Biggar, *Chair*
Sharon Compton
Laura Dempster
Linda Jamieson
Zul Kanji
Jocelyne Long
Susanne Sunell
Kellie Watson

National Dental Hygiene Service Code Committee

Mary Bertone
France Bourque
Stacy Bryan-Mackie
Robert Farinaccia
Cindy Fletcher
Patricia Grant
Barbara Hollett
Wendy Jobs
Kellie Watson
Carol Yakiwchuk

Oral Rinsing Steering Committee

Joanna Asadoorian, *author/consultant*
Susan Badanjak
Sally Lockwood
Nancy Campbell-Mione
Mary Tang
Christine Wooley

Research Advisory Committee

Joanna Asadoorian, *Chair* (until September 2016)
Sharon Compton
Laura Dempster
Leeann Donnelly, *Chair* (November 2016 onwards)
Pauline Imai
Salme Lavigne
Sabrina Lopresti
Laura MacDonald
Lynda McKeown
Deborah Winick-Daniel

Commission on Dental Accreditation of Canada (CDAC)

Aryllynn Brodie (Representative to CDAC Health
Facilities and Dental Residency Committee)
Terri Hodge (Student representative)
Alexandra Sheppard (Commissioner)

International Federation of Dental Hygienists (IFDH)

Mandy Hayre (until February 2017)
Deanna Mackay (February 2017 onward)
Donna Scott

National Dental Hygiene Certification Board (NDHCB)

Mary Bertone

CDHA also recognizes and thanks those who participated in the national Gift from the Heart campaign in April 2017, and those who are serving as media spokespeople as part of our new Public Awareness Network.



PARTNERS' CIRCLE

The CDHA Partners' Circle is made up of dental industry leaders who both appreciate the importance of the dental hygiene profession and believe in the fundamental role that dental hygienists play in the oral health of Canadians. These Partners' Circle members demonstrate their commitment to the profession and to the Canadian Dental Hygienists Association

through their continued support of CDHA programs and events and by their ongoing investment in CDHA professional publications and digital marketing initiatives. CDHA is proud to recognize the members of its 2016-2017 Partners' Circle. We appreciate their long-standing loyalty and support of the association and its members.



REPORT OF THE INDEPENDENT AUDITORS ON THE SUMMARY FINANCIAL STATEMENTS



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150 Elgin Street, Suite 1800
Ottawa ON K2P 2P8
Canada

Telephone 613-212-5764
Fax 613-212-2896

To the Members of Canadian Dental Hygienists' Association

The accompanying summary financial statements of Canadian Dental Hygienists' Association, which comprise the summary statement of financial position as at April 30, 2017, the summary statement of operations, and related notes, are derived from the audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations of Canadian Dental Hygienists' Association as at and for the year ended April 30, 2017.

We expressed an unmodified audit opinion on those financial statements in our report dated July 26, 2017.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations applied in the preparation of the audited financial statements of Canadian Dental Hygienists' Association. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Canadian Dental Hygienists' Association.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements on the basis described in note 1.

Auditors' Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Canadian Dental Hygienists' Association as at and for the year ended April 30, 2017 are a fair summary of those financial statements, in accordance with the basis described in note 1.

A handwritten signature in black ink that reads 'KPMG LLP' with a horizontal line underneath.

Chartered Professional Accountants, Licensed Public Accountants

July 26, 2017

Ottawa, Canada

REPORT OF THE INDEPENDENT AUDITORS ON THE SUMMARY FINANCIAL STATEMENTS

CANADIAN DENTAL HYGIENISTS' ASSOCIATION

Summary Statement of Financial Position

April 30, 2017, with comparative information for 2016

	General Fund	Capital Asset Fund	Building Fund	Total 2017	Total 2016
Assets					
Current assets:					
Cash	\$ 1,912,507	\$ –	\$ –	\$ 1,912,507	\$ 1,875,567
Investments	784,669	–	34,060	818,729	309,817
Amounts receivable	281,364	–	–	281,364	187,053
Prepaid expenses	30,999	62,289	–	93,288	112,390
	3,009,539	62,289	34,060	3,105,888	2,484,827
Tangible capital assets	–	1,920,889	–	1,920,889	2,050,996
	\$ 3,009,539	\$ 1,983,178	\$ 34,060	\$ 5,026,777	\$ 4,535,823
Liabilities and Net Assets					
Current liabilities:					
Accounts payable and accrued liabilities	\$ 261,549	\$ –	\$ –	\$ 261,549	\$ 260,541
Deferred revenue	1,843,970	–	–	1,843,970	1,416,061
Current portion of mortgage payable	–	75,983	–	75,983	73,307
	2,105,519	75,983	–	2,181,502	1,749,909
Mortgage payable	–	587,909	–	587,909	663,761
Net assets:					
General fund	904,020	–	–	904,020	711,876
Capital asset fund	–	1,319,286	–	1,319,286	1,376,217
Building fund	–	–	34,060	34,060	34,060
	904,020	1,319,286	34,060	2,257,366	2,122,153
	\$ 3,009,539	\$ 1,983,178	\$ 34,060	\$ 5,026,777	\$ 4,535,823

See accompanying notes to summary financial statements.

REPORT OF THE INDEPENDENT AUDITORS ON THE SUMMARY FINANCIAL STATEMENTS

CANADIAN DENTAL HYGIENISTS' ASSOCIATION

Summary Statement of Operations

Year ended April 30, 2017, with comparative information for 2016

	2017	2016
Revenue:		
Memberships	\$ 3,114,680	\$ 2,924,866
Conferences	61,375	275,809
Insurance administration	193,485	190,926
Advertising and subscriptions	187,046	187,081
Sponsorships and grants	174,000	134,465
Professional development	112,963	118,545
Provincial cost sharing	37,945	39,253
Lease income	–	25,200
Interest	19,379	17,807
	3,900,873	3,913,952
Expenses:		
Salaries and benefits	1,833,332	1,675,084
Utilities, printing and office overhead	325,109	365,254
Travel	199,527	318,692
Consultants and outsourcing	262,473	301,973
Insurance	325,228	301,686
Subscriptions and memberships	205,419	199,562
Amortization of tangible capital assets	166,123	158,972
Bank and credit card charges	73,369	84,188
Web site	82,457	82,964
Advertising	112,161	82,179
Commissions	35,376	53,534
Honoraria and per diems	52,017	50,162
Awards, scholarships and grants	21,248	36,745
Conference	20,298	36,305
Professional fees	17,207	30,790
Interest on capital purchases	24,919	27,535
Translation	9,397	20,423
	3,765,660	3,826,048
Excess of revenue over expenses	\$ 135,213	\$ 87,904

See accompanying notes to summary financial statements.

REPORT OF THE INDEPENDENT AUDITORS ON THE SUMMARY FINANCIAL STATEMENTS

CANADIAN DENTAL HYGIENISTS' ASSOCIATION

Notes to Summary Financial Statements

Year ended April 30, 2017

The Canadian Dental Hygienists' Association (the "Association" "CDHA") was originally incorporated without share capital under Part II of the *Canada Corporations Act*. Effective December 6, 2013, the Association continued their articles of incorporation from the *Canada Corporations Act* to the *Canada Not-for-Profit Corporations Act*. The Association is a not-for-profit organization and is exempt from income tax under Paragraph 149(1)(l) the Income Tax Act (Canada).

The Association is a national organization operating programs for the benefit of the dental hygiene profession and the public. The Association serves dental hygienists in supporting their efforts to provide high-quality accessible care to Canadians. As the collective voice of dental hygiene in Canada, the Association contributes to the health of the public by leading the development of national positions and encouraging standards related to dental hygiene practice, education, research and regulation.

1. Summary financial statements:

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations, as at and for the year ended April 30, 2017.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent, in all material respects, with or represent a fair summary of the audited financial statements.

These summarized financial statements have been prepared by management using the following criteria:

- (a) whether information in the summary financial statements is in agreement with the related information in the complete audited financial statements; and
- (b) whether, in all material respects, the summary financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

Management determined that the statement of cash flows does not provide additional useful information and as such has not included it as part of the summary financial statements.

The complete audited financial statements of the Canadian Dental Hygienists' Association are available upon request by contacting the Canadian Dental Hygienists' Association.



THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION

L'ASSOCIATION CANADIENNE
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