



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



CDHA ANNUAL REPORT

2013 2014

2013–2014 ANNUAL REPORT

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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 26,850 dental hygienists, directly representing more than 17,000 individual members. Dental hygienists are primary health care providers who work in a variety of settings, including independent practice, educating and empowering Canadians of all ages to embrace their oral health for better overall health and well-being. They are key partners in health promotion and disease prevention.

Over the past 50 years, CDHA has built on the strength, passion, and dedication of its members to move the profession forward through advocacy work, public education campaigns, and support of research and education. The 2013–2014 annual report highlights the results of those efforts during the past fiscal year.

PRESIDENT'S MESSAGE



Mary Bertone
CDHA President
2013–2014

Members, colleagues, and friends,

Welcome to the beginning of the ends! Earlier this year, in order to ensure that all Canadian Dental Hygienists Association (CDHA) policy, decision making, and operational activities align with the association's mandate, the board of directors established four specific outcomes referred to as "ends." As a result of this strategic planning initiative, all CDHA decisions and activities are now categorized, measured, and evaluated by their ability to move the association towards these ends. This approach will provide more clarity and guidance to decision making, as well as a new level of accountability to membership.

The first end pertains to the public policy environment surrounding dental hygiene, and CDHA has been very busy educating and advocating on many fronts. For example, CDHA has continued its efforts to reduce public policy barriers to registered dental hygienists' practising as primary health care providers by developing key messaging and an Advocacy Toolkit, and undertaking a coordinated lobbying effort on Parliament Hill. CDHA is working to improve oral health services for underserved peoples and communities of northern Canada by lobbying members of Parliament and health ministers for improved access to care, and by providing advocacy toolkits to CDHA members in the North. CDHA has contracts to provide dental hygiene services to remote communities in Nunavut and the Sioux Lookout Zone of northern Ontario. CDHA reached an agreement with Hockey Canada to provide promotional materials on sports mouthguards,

and grassroots promotion continues by members through the use of the Sports Mouthguard Toolkit. Finally, CDHA continues to speak out in favour of community water fluoridation and provide support to communities and jurisdictions that question its effectiveness.

The second end relates to the value provided by CDHA members and the need to ensure that their work is recognized and understood by the general public. Through a broad but cost-effective media campaign, CDHA helps the public understand the connection between oral health and overall health, and how their dental hygienist can help them. This year's targeted media campaign involved diverse approaches, including paid newspaper advertisements and editorial content, feature articles on oral health issues for general media access and use, and educational/promotional videos for targeted play. Over 50 media outlets from across Canada aired segments or ran articles based on CDHA media releases or interviews with CDHA members this past year. *PR News*, an American-based publication, even named CDHA's sports mouthguard awareness campaign as a finalist in its "PR on a Shoestring Budget" category. Perhaps the jewel in CDHA's promotional campaign crown was this year's National Dental Hygienists Week™. CDHA received congratulations from Prime Minister Stephen Harper, Minister of Health Rona Ambrose, and an official declaration of the week was made in the House of Commons.

The third end involves ensuring that members develop the confidence and have the resources to work independently, intra and interprofessionally as an integral part of the health care team. Towards this end, CDHA now offers a comprehensive set of key support services that all members should be aware of and use. This past year, CDHA introduced an Employee and Family Assistance Program which provides free counselling and wellness services to members and their family. CDHA also provides members with access to a financial planning service program, professional liability insurance, and support for employment issues, school programs, and continuing education. In addition, CDHA conducted seminars addressing issues unique to independent practice and supported efforts to ensure continued coverage of dental hygiene services in some insurance compensation plans. CDHA serves as members' collective voice and represents their interests at conferences, meetings, tradeshow, committee and key working group meetings hosted by a wide range of oral health, public health, and business entities.

The fourth and final end pertains to professional knowledge. CDHA endeavours to ensure that members are able to create, contribute to, and use a body of professional knowledge and research. We take pride in providing a platform from which members can connect and learn, and this past year CDHA continued to be busy. CDHA publishes the *Canadian Journal of Dental Hygiene*, a quarterly scientific journal showcasing the latest research and advances in oral health involving dental hygienists, and *Oh Canada!*, a quarterly contemporary magazine for current issues relevant to our profession. CDHA also publishes twice-monthly e-newsletters, hosts numerous topic-driven webinars for members, releases clarifying positions statements, and conducts, supports, and participates in various conferences and workshops. The state of knowledge in our profession is not static; it is dynamic and it is growing. We encourage you to take advantage of these important developmental opportunities.

These ends do not mark the end of the association's achievements this past year, however. In collaboration with members, CDHA developed and published a professional identity statement. In two succinct and visionary sentences, this statement captures the essence of who we are as dental hygienists and what we are here to do. To comply with the recently revised Canadian Not-for-profit Corporations Act, the board of directors approved new association bylaws and, at the 2013 annual general meeting, CDHA membership approved and enacted them. And finally, as CDHA

and its services have grown, so too has the need for facilities to make them happen. CDHA headquarters have recently moved to new offices located just a stone's throw away from Parliament Hill in Ottawa. Welcome home, CDHA!

These numerous member services, events, and professional development and promotion endeavours do not just happen; they are the result of the tireless efforts of many people united in the cause of supporting our membership and furthering the dental hygiene profession. Thank you to the board of directors for your leadership, dedication, and selfless efforts to build a strong association and profession. I appreciate your support, your counsel, and your friendship. Thank you to those who served on CDHA committees for volunteering your time and your talents. Thank you to CDHA's administrative staff, who work behind the scenes to turn our mandates and objectives into reality. To all, please extend this gratitude to your families and friends for their patience, understanding, and support, which make it possible for you to do what you do.

Most importantly, thank you to you, our CDHA membership, for your continued support. It has truly been my privilege to represent you and to serve our association and this wonderful profession of ours.

Yours in service,

Mary Bertone, RDH, BSc(DH)

CDHA President
2013–2014

BOARD OF DIRECTORS

CDHA's board of directors establishes and oversees the association's strategic direction. The board articulates its decisions on strategic direction in the form of specific, measurable outcomes that are referred to as "ends." Board directors act in good faith on behalf of all members to ensure that CDHA achieves what its members want it to achieve in a safe and an ethical manner.

CDHA's board directors are passionate about the dental hygiene profession. Each brings a distinct perspective and strong leadership to the governance of the association. In 2013–2014, our board directors were as follows:



Mary Bertone
President, Manitoba



Mandy Hayre
President Elect,
British Columbia



Sandy Lawlor
Past President, Ontario



Sophia Baltzis
Quebec



Tracy Bowser
Prince Edward Island



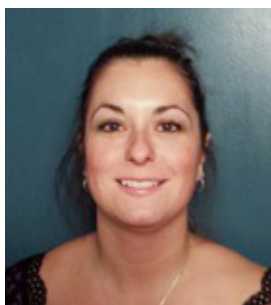
Gerry Cool
Alberta



Tiffany Ludwicki
Newfoundland & Labrador



Joanne Noye
Nova Scotia



Janel Parkinson
Saskatchewan



Donna Scott
Yukon, Nunavut,
Northwest Territories



Wendy Taylor
New Brunswick

CDHA STAFF

Ondina Love

Executive Director

Leonardo Alves

Web Developer

Paula Benbow

Manager of Health Policy

Daniel Bianchi

Graphic Designer

Angie D'Aoust

Director of Marketing & Communications

Igor Grahek

Manager of Information Technologies

Ashley Grandy

Administrative Assistant

Christine Klassen

Manager of Membership Services

Victoria Leck

Manager of Professional Development

Kristina Murray

Executive Assistant

Melissa Riley

Marketing Coordinator

Michael Roy

Manager of Web & Creative Services

Laura Sandvold

Director of Finance & Operations

Shawna Savoie

Sponsorship & Affinity Liaison

Nicole Séguin

Reception & Membership Services Assistant

Megan Sproule-Jones

Editor/Writer

Ann Wright

Director of Dental Hygiene Practice

Kathy Zhao

Financial Assistant

Former staff:

Chitra Arcot, Publishing Editor

Nancy Charib, Manager of Health Policy

OUR NEW HOME

On April 7, 2014, after 20 years in a small three-story office on Centrepointe Drive in Ottawa, CDHA staff moved to a new, larger building on Wellington Street West just minutes from Parliament Hill. The sale of the old building, renovations to the new office space, and the move were completed on time and on budget.



CDHA’s board of directors has established four specific, measurable outcomes called “ends,” towards which all of the association’s decisions and activities are directed.

END #1: PUBLIC POLICY ENVIRONMENT

Public policy barriers are reduced to ensure members can practise as primary health care providers.

In 2013–2014, CDHA continued its efforts to remove the barriers that prevent registered dental hygienists from practising as primary health care providers. In collaboration with its government relations consultant, CDHA developed a set of eight key oral health messages to inform conversations with government and elected officials. These messages emphasize the importance of a cost-effective and fully accessible oral health care system; improvements to oral health as stimulus for the economy; investments in public health human resources; expanding the supply of dental hygienists in remote areas; orofacial injury prevention; the oral health of older adults; and community water fluoridation.

CDHA also organized a highly successful “Lobby Day” on Parliament Hill for CDHA board directors, who met with 15 members of Parliament from across

Canada and from all major parties to raise awareness of the need for investments in oral disease prevention and oral health promotion.

Recognizing that its success in political advocacy depends heavily on grassroots efforts to educate elected officials on the vital role that dental hygienists play in Canada’s health care system, CDHA developed an **Advocacy Toolkit**—including its key oral health messages—for its members. The toolkit’s many resources are designed to keep governments focused on oral health care as a priority for Canadians.

In addition to its ongoing efforts to educate policy and decision makers on the role that dental hygienists play in supporting the health and well-being of all Canadians, CDHA pursued advocacy work in several targeted areas.



8 key oral health messages to government & elected officials

15 members of Parliament met with board directors during the “Lobby Day”

ADVOCACY TOOLKIT
Developed for CDHA members

Focus on the North

Over the past year, CDHA extended its reach into Northern Canada, improving access to oral health care for some of this country's most remote communities through a variety of means.

- CDHA sent letters to all MPs and ministers of health in the North regarding access to care for dental hygiene services.
- CDHA developed an **Advocacy in the North Toolkit**, which was sent to all of its members in the North.
- CDHA called for increased investments in oral disease prevention programs for First Nations and Inuit communities in its pre-budget proposal to the federal minister of finance.
- CDHA signed a contract with the Government of Nunavut to provide dental hygiene services in 19 communities for children between the ages of 0 and 7. The first dental hygienist contractor flew to Clyde River in February; the second flew to Cape Dorset in April.
- CDHA worked with a representative from Inuit Tapiriit Kanatami to translate CDHA educational materials (*Healthy Smiles for Babies*, *Ten Tips for Healthy Teeth*, and the association's colouring/activity sheet for children) into Inuktitut.
- CDHA's agreement for Sioux Lookout Zone was extended until July 31, 2014.

Orofacial Injury Prevention

Building on the success of last year's public awareness campaign to promote the use of sports mouthguards, CDHA made a presentation to Hockey Canada's

Risk Management Committee in November 2013 in Calgary. Following that presentation, Hockey Canada posted a link to CDHA's materials on sports mouthguards on their website under the "Safety Essentials" section.

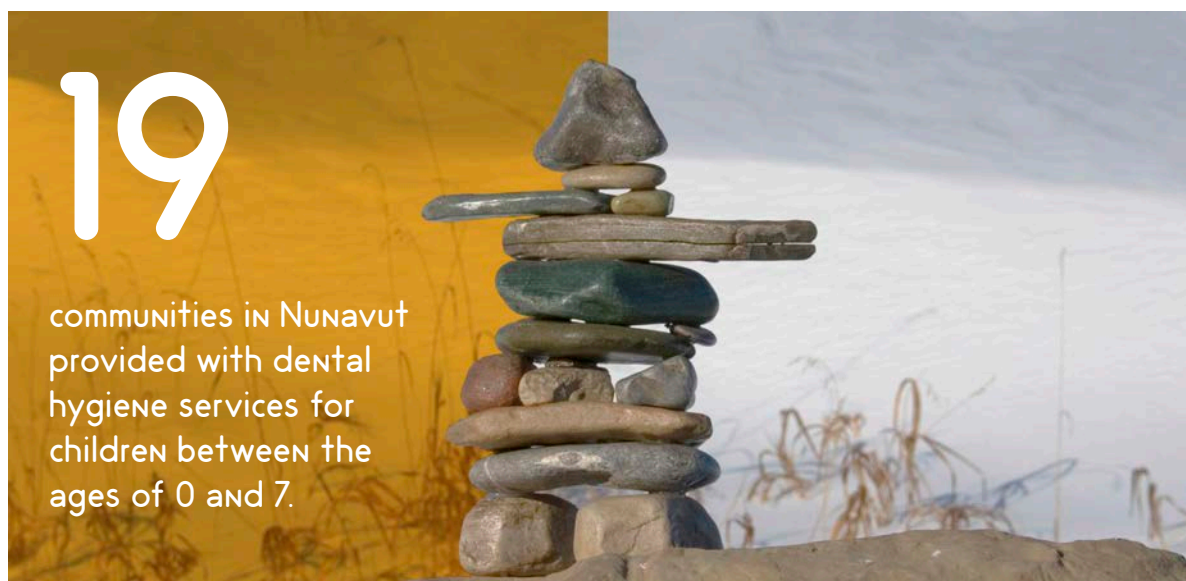
CDHA's president and senior staff also met with the Honourable Bal Gosal (Minister of State for Sport) to discuss the role of dental hygienists in sports injury prevention. Minister Gosal agreed to send a letter to national sport organizations in support of CDHA's sports mouthguard campaign.

CDHA's **Sports Mouthguard Toolkit** is being used by members as well as local public health units and non-profit organizations across Canada.

Water Fluoridation

Despite the consensus among health professionals and agencies worldwide that community water fluoridation (CWF) is a highly beneficial and cost-effective public health intervention, many communities in Canada still oppose the addition of fluoride to drinking water. CDHA continues to publicize the benefits of CWF and write letters of support to communities whose antifuoridation activist groups threaten the implementation of this vital public health initiative.

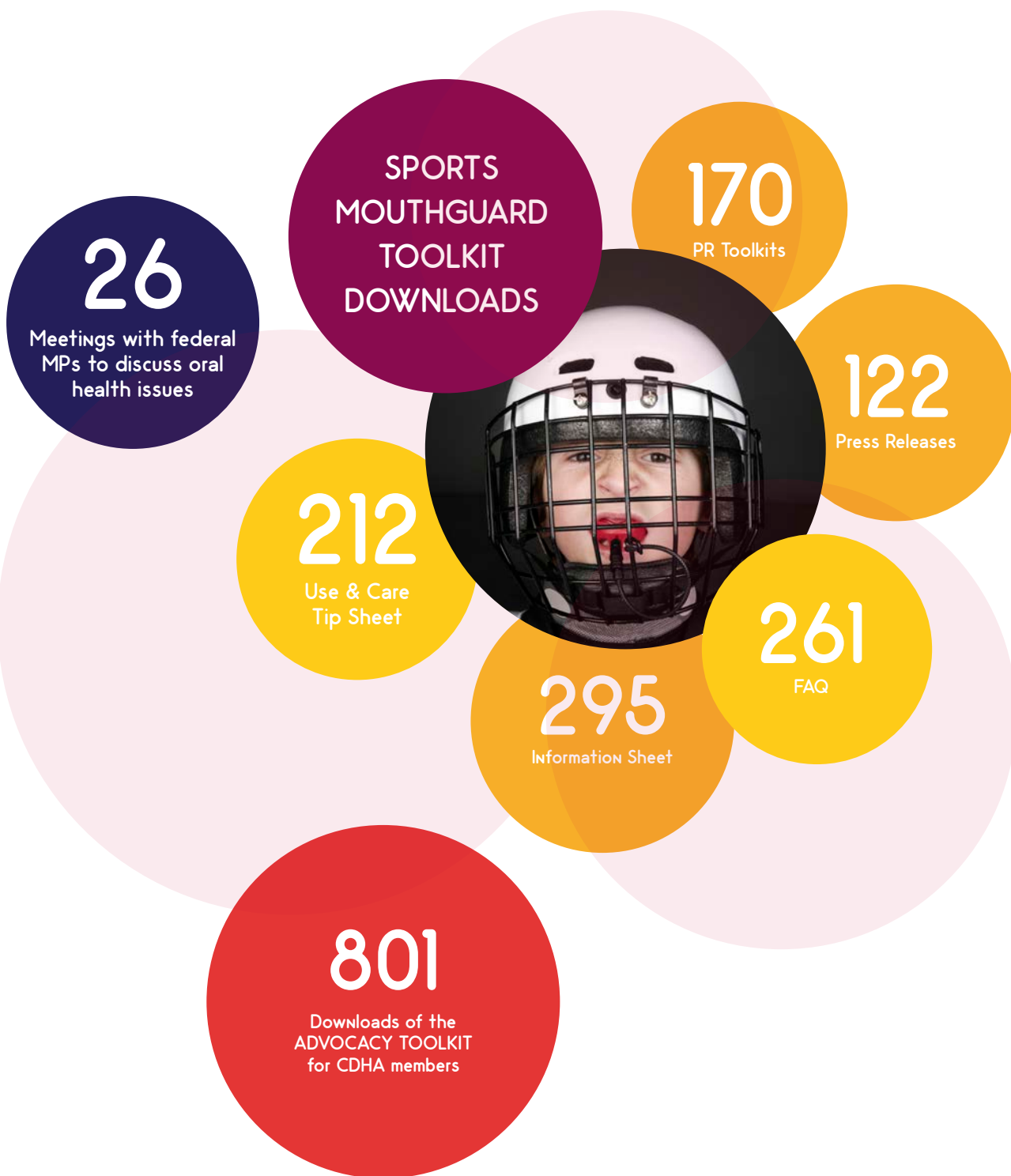
While CDHA accomplishes many advocacy efforts on its own, the association also places a high value on collaborative advocacy. To that end, CDHA remains an active member of the Canadian Coalition for Public Health in the 21st Century (CCPH21) and the Health Action Lobby (HEAL).



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communities in Nunavut provided with dental hygiene services for children between the ages of 0 and 7.

END #1: BY THE NUMBERS



The 2013–2014 targeted media campaign included:

- a front-page advertisement and other editorial content in the **Toronto Star** oral health supplement;
- an opinion editorial and colour advertisement on the role of dental hygienists as primary health care providers in **The Hill Times**;
- the distribution of ten feature articles on oral health issues via News Canada, which generated 173 articles and reached 23,635,000 people, representing a 10% increase in pick-up and a 24% increase in reach over the previous fiscal year;
- the production of a “Dental Hygiene...for Life” video, which played more than 42,000 times on 300 Toronto Transit Commission digital screens in February and March 2014.



23,635,000
people reached by 173
articles via News Canada


NATIONAL DENTAL HYGIENISTS WEEK™ 2014

National Dental Hygienists Week™ (NDHW™) took place from April 6 to 12 and was CDHA’s most successful campaign to date. Activity on Twitter and Facebook, coupled with print advertisements in major metropolitan newspapers in every province and in the Yukon, increased the visibility of the profession in dramatic fashion. CDHA also received congratulatory letters from Prime Minister Stephen Harper and Minister of Health Rona Ambrose. For the first time, a declaration of the week was made in the House of Commons by NDP Deputy Health Critic Dany Morin.



NDHW™ BY THE NUMBERS

NDHW™
RESOURCES



5,100
DOWNLOADS
(17% increase over previous year)

COLOURING
CONTEST



718
ENTRIES

SOCIAL MEDIA
REACH



1,041,877
INDIVIDUALS

PRINT MEDIA
REACH



1,500,000
READERS

AWARDS AND RECOGNITION

DENTAL HYGIENE RECOGNITION PROGRAM

CDHA’s Dental Hygiene Recognition Program celebrates outstanding contributions to the profession in the areas of scholarship, leadership, community involvement, and research. The winners of our 2013 awards, listed below, were formally recognized at an awards ceremony during the association’s national conference in October 2013.

CDHA Achievement Award, sponsored by SUNSTAR G•U•M

Ashley Corsiatto, AB

CDHA Excellence in Teaching Award, sponsored by DENTSPLY

Jennifer Turner, ON

CDHA Global Health Initiative Award, sponsored by SUNSTAR G•U•M

Michelle Ediger, AB

CDHA Leadership Award, sponsored by DENTSPLY

Jeremy Huynh, AB

CDHA Oral Health Promotion Awards, sponsored by Crest Oral-B

- Individual category: Ambreen Khan, BC
- Clinic category: Anthea Chang and Portable Ottawa Dental Service, ON
- Dental Hygiene School category: Vancouver College of Dental Hygiene, BC

CDHA Visionary Award, sponsored by TD Insurance Meloche Monnex

Laura Perri, ON

CJDH Research Award, sponsored by Crest Oral-B

Susanne Sunell, Rae McFarlane, Heather Biggar, BC

CDHA BOARD AWARDS

- Distinguished Service Award: Jackie Blatz
- Lifetime Membership: Salme Lavigne
- Awards of Merit: Bev Woods, Carole Whitmer, Anne Caissie
- Student Essay Award: Meet Thacker

END #2: BY THE NUMBERS



END #3: PROFESSIONAL PRACTICE

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

Dental hygiene continues to rank sixth in size among the registered health professions in Canada. CDHA's member benefits support dental hygienists in all aspects of their professional and personal lives.

CDHA introduced a new Employee and Family Assistance Program for members and their eligible relatives. This free, confidential counselling and wellness service is provided through Homewood Human Solutions™ and offers a broad range of personal, work-related, health, and family counselling services and resources over the telephone or online.

CDHA negotiated a new financial planning service program with Sun Life.

CDHA changed the Advisor of Record for professional liability insurance from Aon to BMS.

CDHA continues to offer telephone and web-based support to members who have questions or concerns about employment and workplace issues, school programs, continuing education, and independent practice.

Independent Practice

Over the past year, CDHA's dental hygiene practice team fielded regular questions from independent dental hygienists regarding fees, codes, procedures, business planning, and marketing. In support of these independent practitioners, CDHA also offered four sessions on independent practice at its national conference in October 2013, presented a seminar on independent practice to graduating students at Algonquin College in Ottawa, and updated its independent practice certificate courses on the website.

E-claims developments

CDHA began working with the Telus Network to implement electronic claims transmissions for Great West Life, Desjardins Financial, Medavie Blue Cross, and Accerta.

CDHA prepared a document, in collaboration with provincial registrars and executive directors, supporting continued coverage of dental hygiene services in Medavie Blue Cross's compensation plans.

Intra and Interprofessional Practice

CDHA is committed to building collaborative relationships with associations and organizations that support oral health professionals across Canada, and participates actively in conferences, meetings, trade shows, committees, and working groups.

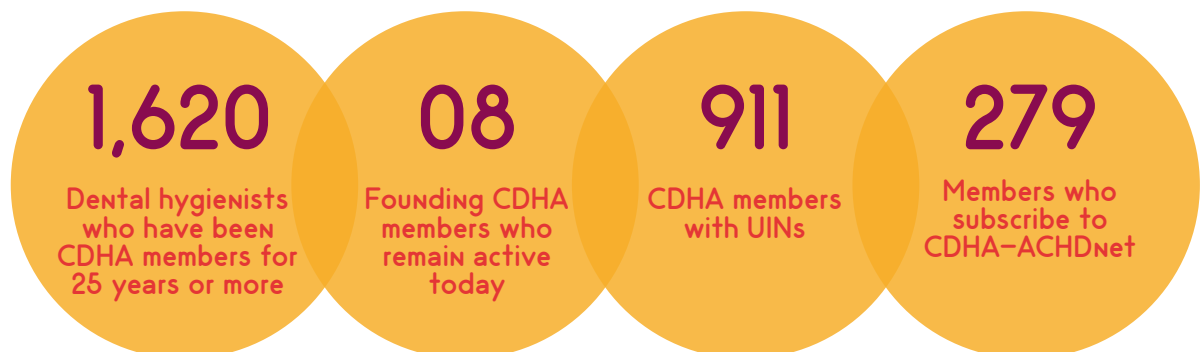
CDHA staffed information booths at the Ontario Dental Association's annual spring meeting in May 2013, at CRDHA's continuing education event also in May 2013, at the MDHA and NLDHA annual general meetings in June 2013, and at the Pacific Dental Conference in March 2014.

CDHA prepared a submission to the College of Dental Hygienists of Ontario on its study of oral care in that province.

Canadian Association of Public Health Dentistry

CDHA and CAPHD leaders continue to discuss potential opportunities for collaboration on advocacy for community water fluoridation; access to care for seniors and northern communities; and sustained funding for dental public health.

END #3: BY THE NUMBERS



Canadian Coalition for Action on Tobacco Products

CDHA is a member of the CCATP and has met with Health Canada to discuss tobacco taxation, warning labels, e-cigarettes, and flavoured products.

Canadian Dental Association

CDHA is now a contributor to the Canadian Dental Association (CDA)'s OASIS online education portal, and has provided a link to the **Your Job Shouldn't be a Pain in the Neck** warm-up and stretching guide from the OASIS site.

CDA's **National Oral Care Action Plan** brought together representatives from a cross-section of national organizations to discuss the oral health status of Canadians in February 2014. Participants, including CDHA, established three priority areas for shared advocacy efforts: community water fluoridation; seniors in long-term care facilities; and children.

Job Market & Employment Survey 2013

CDHA's biennial job market and employment survey was launched in November 2013. Over 5,400 dental hygienists, representing close to 34% of CDHA membership, responded to the survey. The data collected will help dental hygienists when negotiating employment terms and will allow CDHA to tailor its member benefits to the needs of the profession.

Professional Identity

After extensive consultation, online voting, and focus testing, CDHA's professional identity statement was released in April. The official launch was supported by an article and large folded poster insert in the spring 2014 edition of *Oh Canada!*, a web page and banner, Facebook cover photo, pens and floss dispensers featuring the identity statement for distribution at events, and an editorial in the May 2014 issue of the *Canadian Journal of Dental Hygiene*.

CDHA's biennial national conference in October 2013 provided an ideal venue for celebrating the profession.

- A session on professionalism was offered as part of the pre-conference Educators' workshop.
- 89 of the 1,620 CDHA members who have been active for 25 years or more received recognition certificates and anniversary pins during the awards luncheon.
- Eight founding members who continue to be active today were honoured for their 50 years of service with a special presentation. These members are Anne Bosy (Olesko), Pat Johnson (Prior), Carol Kline, Marg Miller (Andris), Marlene Bulas (Miller), Carole Ono, Marnie Forgay, and Margaret Berry MacLean.



END #4: PROFESSIONAL KNOWLEDGE

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!*, 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 universal recognition and understanding of dental hygiene as a primary health care profession.

Publications

This past fiscal year witnessed many exciting changes and improvements to CDHA publications. The *Canadian Journal of Dental Hygiene* launched a book review program, and an ethics policy was drafted and approved by the editorial board. The first-ever print edition of *Oh Canada!* was published in September 2013 in celebration of the association's 50th anniversary. CDHA's biweekly newsletters remain a popular source of information for members. The readership "open rate" for this digital publication is consistently at 60%.

50th Anniversary Conference: Celebrating Our Roots...Our Wings

A total of 588 individuals registered for CDHA's biennial national conference in Toronto in October 2013. Delegates participated in a robust program of scientific, keynote, and breakout sessions, culminating in the 50th anniversary celebration dinner at the CN Tower. In addition, CDHA offered four pre-conference workshops as well as a "Meet the Editors" breakfast.

Continuing Education

Online courses

- CDHA's self-initiation courses for dental hygienists in Nova Scotia and Ontario were reviewed and revised in 2013–2014. New exams, in both English and French, were posted to the website.
- The independent practice course series was updated.
- The elder abuse and oral cancer awareness courses remain popular among members.

Webinar topics in 2013–2014

- CDHA professional liability insurance
- demystifying claims & codes
- effectiveness of fluoride varnishes and sealants for preventing dental caries
- highlights of the job market & employment survey
- introduction to lasers
- oral probiotics in everyday practice
- the role of dental hygiene in implant maintenance
- therapeutic oral rinsing

Dental Hygiene Education Programs

CDHA launched its second Educators' Survey in order to build on the baseline data from 2011. The survey results will further assist the association in understanding and responding to the issues and trends affecting dental hygiene educators across Canada.

Canadian competencies for baccalaureate dental hygiene education

CDHA worked with a consultant and convened a committee of key stakeholders to identify a competency profile for 4-year baccalaureate dental hygiene education in Canada. Because dental hygiene education in Canada is quite diverse, varying in program length and credentials offered, this project was undertaken to promote consistency across 4-year dental hygiene baccalaureate programs and will be completed in Fall 2014.

Online Communities

- During the past year, CDHA's First Nations' community and Public Health community were merged as there were many members and interests in common.
- The Independent Practice community continues to be one of the most active. Discussions encompass billing fees, dental hygiene codes, insurance claim processes and problems, marketing, advertising, and networking.
- The Educators' community remains very active and supportive of each other's efforts to educate dental hygiene professionals.
- CDHA introduced the Advocacy online community in conjunction with the launch of the Advocacy Toolkit, in order to keep members connected on advocacy efforts across the country.
- In order to ensure the integrity of all its online communities, CDHA developed an Online Community Code of Conduct and Policies.

Research

- CDHA's research advisory committee has begun developing evidence-informed research priorities and a research agenda for the association.
- CDHA encouraged its members to participate in a Canadian Memorial Chiropractic College (CMCC) research study on ergonomics in dental hygiene care, which involved field observations in dental offices and laboratory analysis.

END #4.1: MEMBERS ARE AWARE OF AND HAVE ACCESS TO NATIONAL PROFESSIONAL STANDARDS.

Position Statement and Practice Guideline on Interdental Brushing

Pauline Imai's 2012 systematic review article on interdental brushing and flossing led directly to the development of CDHA's position statement and practice guideline on the same topic, both of which were endorsed by the board of directors and posted on CDHA's website in English and French for reading and downloading.

END #4.2: MEMBERS' (ESPECIALLY STUDENT MEMBERS') POTENTIAL FOR PROFESSIONAL LEADERSHIP IS DEVELOPED.

Dental Hygiene Students

CDHA's Student Information Survey revealed that there were 3,718 students enrolled in dental hygiene programs in 2013–2014 (based on responses from 37 schools). CDHA remains committed to engaging these students and relied heavily on its student representatives over the past year.

- Student representatives helped to promote CDHA initiatives, such as the Student Essay Award contest, the Colgate-Palmolive–CDHA \$500 academic admission scholarship program, and the recruitment and renewal of CDHA student members.
- Senior student leaders served as mentors for newly recruited junior representatives.
- Over 100 students registered for the student ownership linkage session at CDHA's national conference.

The 2013 CDHA Leadership Award, sponsored by DENTSPLY, was presented to Jeremy Huynh, a CDHA student representative from UBC.

MEMBERSHIP BY THE NUMBERS

The 2013–2014 membership campaign highlighted CDHA's 50 years as the national voice of dental hygienists. As of April 30, 2014, CDHA had 17,231 members, which represents an increase of 554 over the previous fiscal year.

GEOGRAPHIC DISTRIBUTION OF CDHA MEMBERS, 2013–2014

Province or Territory	Number of members
British Columbia	2,787
Alberta	3,046
Saskatchewan	603
Manitoba	627
Ontario	8,220
Quebec	381
New Brunswick	488
Nova Scotia	710
Prince Edward Island	86
Newfoundland and Labrador	205
Nunavut	3
Northwest Territories	14
Yukon	14
Outside of Canada	47
TOTAL	17,231

END #4: BY THE NUMBERS



PARTNERS' CIRCLE

CDHA's Partners' Circle comprises eight dental industry firms that recognize the important role played by dental hygienists as members of the oral health care team. Through their generous contributions to CDHA publications and programs, these industry partners help to advance the dental hygiene profession in Canada. CDHA is proud to acknowledge and thank the members of its 2013-2014 Partners' Circle.



VOLUNTEER RECOGNITION

CDHA and the board of directors thank all of the individuals 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.

Bachelor of Dental Hygiene Advisory Committee

Cynthia Amyot
 Joanna Asadoorian
 Heather Biggar
 Rebecca Chisholm
 Sharon Compton
 Bonnie Craig
 Michele Darby
 Stephanie Gordon
 Patricia Grant
 Stacy Mackie
 Susan Matheson
 Nancy Neish
 Susanne Sunell, *Consultant*

CJDH Editorial Board

Arlynn Brodie
 Ava Chow
 Laura Dempster
 Indu Dhir
 Leeann Donnelly
 Zul Kanji
 Denise Laronde
 Barbara Long
 Peggy Maillet
 Rae McFarlane
 Katherine Zmetana, *Scientific Editor*

Education Advisory Committee

Sharon Compton
 Bonnie Craig
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 Nancy Neish
 Lynne Viczko
 Larissa Voytek
 Carol-Ann Yakiwchuk

Interdental Devices Committee

Paula Benbow
 Myrna DeAssis-Soares
 Peggy Maillet
 Leou Yn (Mary) Tang
 Deborah Winick-Daniel

Research Advisory Committee

Joanna Asadoorian
 Sharon Compton
 Brenda Currie
 Laura Dempster
 Leeann Donnelly
 Nicole Hannigan
 Lynda McKeown
 Deborah Winick-Daniel
 Katherine Zmetana

Commission on Dental Accreditation of Canada (CDAC)

Richelle Beasley (Representative to CDAC Health Facilities and Dental Residency Committee)
 Terri Hodge (Student representative)
 Laura MacDonald (Commissioner)

Federal Dental Care Advisory Committee (FDCAC)

Lynda McKeown

International Federation of Dental Hygienists (IFDH)

Wanda Fedora
 Mandy Hayre
 Sandy Lawlor

National Dental Hygiene Certification Board (NDHCB)

Carol-Ann Yakiwchuk

CDHA also recognizes and thanks those who participated in the CIBC Run for the Cure (October 2013) and in the Gift from the Heart program (February 2014).

REPORT OF THE INDEPENDENT AUDITORS ON THE SUMMARY FINANCIAL STATEMENTS



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, 2014, 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, 2014.

We expressed an unmodified audit opinion on those financial statements in our report dated July 17, 2014.

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, 2014 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' in a cursive, slanted font. A horizontal line is drawn underneath the signature.

Chartered Professional Accountants, Licensed Public Accountants

July 17, 2014

Ottawa, Canada

CANADIAN DENTAL HYGIENISTS' ASSOCIATION

Summary Statement of Financial Position

April 30, 2014, with comparative information for 2013

	General Fund	Capital Asset Fund	Building Fund	Total 2014	Total 2013
Assets					
Current assets:					
Cash	\$ 1,216,761	\$ —	\$ —	\$ 1,216,761	\$ 680,745
Investments	850,977	—	75,000	925,977	1,144,638
Amounts receivable	155,348	—	—	155,348	92,466
Prepaid expenses	49,744	56,649	—	106,393	80,606
	2,272,830	56,649	75,000	2,404,479	1,998,455
Tangible capital assets	—	2,355,642	—	2,355,642	685,396
	\$ 2,272,830	\$ 2,412,291	\$ 75,000	\$ 4,760,121	\$ 2,683,851
Liabilities and Net Assets					
Current liabilities:					
Accounts payable and accrued liabilities	\$ 240,920	\$ —	\$ —	\$ 240,920	\$ 236,466
Deferred revenue	1,254,966	—	—	1,254,966	1,265,432
Current portion of mortgage payable	—	72,296	—	72,296	—
Current portion of obligation under capital lease	—	—	—	—	36,319
	1,495,886	72,296	—	1,568,182	1,538,217
Mortgage payable	—	1,209,911	—	1,209,911	—
Net assets:					
General fund	776,944	—	—	776,944	400,591
Capital asset fund	—	1,130,084	—	1,130,084	670,043
Building fund	—	—	75,000	75,000	75,000
	776,944	1,130,084	75,000	1,982,028	1,145,634
	\$ 2,272,830	\$ 2,412,291	\$ 75,000	\$ 4,760,121	\$ 2,683,851

See accompanying notes to summary financial statements.

CANADIAN DENTAL HYGIENISTS' ASSOCIATION

Summary Statement of Operations

Year ended April 30, 2014, with comparative information for 2013

	2014	2013
Revenue:		
Memberships	\$ 2,691,476	\$ 2,500,002
Provincial cost sharing	39,227	40,347
Insurance administration	167,352	150,197
Sponsorships	131,558	132,111
Canadian Journal of Dental Hygiene advertising and subscriptions	268,752	313,603
Conferences	223,490	3,125
Continuing education	218,804	185,106
Interest	16,177	13,076
	3,756,836	3,337,567
Expenses:		
Amortization of tangible capital assets	198,224	105,256
Awards, scholarships and grants	30,279	28,450
Bank and credit card charges	85,521	76,726
Commissions	56,634	42,044
Conference and travel	304,743	120,912
Consultants and outsourcing	180,665	165,915
Graphic design	5,249	10,302
Honoraria and per diems	44,518	45,483
Insurance	279,105	274,890
Interest on capital leases	8,419	6,701
Professional fees	46,244	29,371
Salaries and benefits	1,443,467	1,415,696
Subscriptions and memberships	255,321	246,690
Translation	16,378	7,544
Utilities, printing and office overhead	469,834	328,255
Web site	83,306	71,633
	3,507,907	2,975,868
Excess of revenue over expenses before gain on sale of building	248,929	361,699
Gain on sale of building	587,465	-
Excess of revenue over expenses	\$ 836,394	\$ 361,699

See accompanying notes to summary financial statements.

CANADIAN DENTAL HYGIENISTS' ASSOCIATION

Notes to Summary Financial Statements

Year ended April 30, 2014

The Canadian Dental Hygienists' Association (the "Association") is a not-for-profit organization incorporated without share capital under Part II of the *Canada Corporations Act* and is exempt from tax under Paragraph 149(1)(l) the Income Tax Act (Canada). 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 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.

The Canadian Foundation for Dental Hygiene Research and Education (the "Foundation") is a not-for-profit organization incorporated without share capital under Part II of the *Canada Corporations Act* and is a registered charity under the Income Tax Act. Effective December 6, 2013, the Foundation continued their articles of incorporation from the *Canada Corporations Act* to the *Canada Not-for-Profit Corporations Act*. The Foundation is not included in these financial statements. The objectives of the Foundation are to conduct and disseminate research on issues relating to dental hygiene and to undertake public education and the publication of information regarding dental hygiene.

1. Summary financial statements:

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian generally accepted accounting principles, as at and for the year ended April 30, 2014.

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.



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