



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

CDHA 2010-2011 Annual Report



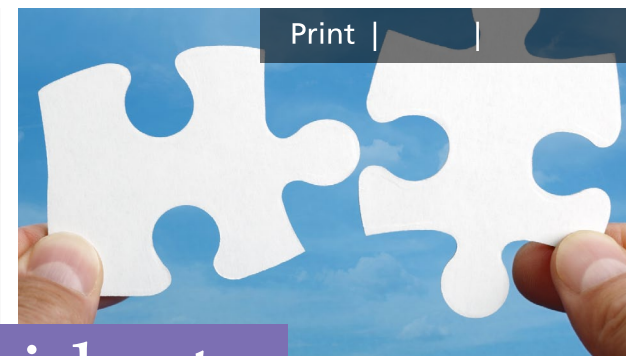
Networking & Connections



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Introduction by Palmer Nelson, President

“...the focus
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connections”



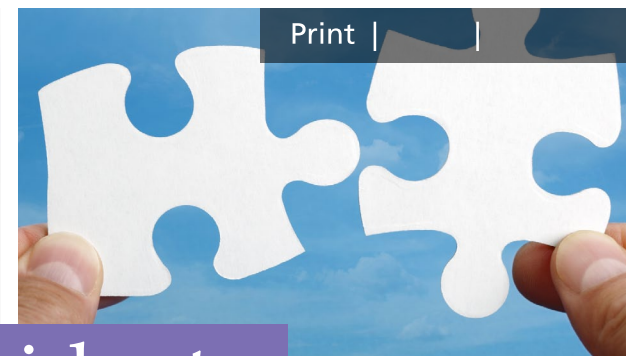
It is my pleasure to highlight the focus of this year as one of networking and connections. The CDHA Board has been busy implementing and building a strong association for all. In doing so, we welcome our new Executive Director, Ondina Love, who took charge early April 2011. I would like to recognize the exceptional stewardship of CDHA under the leadership of Ann Wright as the interim Executive Director, from May 2010 to April 2011. Under Ann's direction the mission of CDHA was fulfilled with fiscal accountability, transparency, and responsibility.

The CDHA Board of Directors sets the goals (or “ends”) for the association through what we call *Ownership Linkage*. We connect with members through many means, and have listened to all your communications this past year. Thank you all for your participation in surveys, forums, Facebook, Twitter, and face to face interaction. Your stakeholder input has been extremely valuable in determining the future for the association and our profession.

CDHA's first travelling Annual General Meeting, provincial presidents' meeting and professional development day was a huge success in Montreal in the fall of 2010. The Board has connected to you, our valued members, through the CDHA *Owners Guide*, [www.cdha.ca/ownersGuide] a reference for all members, available on the CDHA website.

CDHA is committed to professional development and education, advancing the profession, and raising awareness of the profession through networking and providing outstanding resources to all members and the public as well as to professional associations, non profit agencies, and governments.

CDHA is a huge supporter of lifelong learning, through webinars, conferences, and workshops; it plays a key role in enhancing client care, improving job satisfaction, expanding employment opportunities, and increasing success in private dental hygiene businesses.



Introduction by Palmer Nelson, President

CDHA was active on the advocacy front. We submitted a written brief to the House of Commons Standing Committee on Finance. It was my privilege to present this brief on Parliament Hill with CDHA's recommendations pertaining to public health human resources, oral health data collection and First Nations and Inuit oral health.

CDHA was one of six professional associations funded by the federal government under the *New Horizons for Seniors* initiative to educate its members about the important topic of elder abuse and neglect.

CDHA raised awareness of the dental hygiene profession and the importance of oral health to overall health, through a number of different communication activities, including oral health inserts in the *Vancouver Sun* and the *Toronto Star* and through the celebration of Oral Health Month. Oral cancer was one of the highlighted areas of education this year.

CDHA is committed to support and serve students with free membership as well as serving the educators within our profession. An *Educators' Survey* gathered information on demographics, support for educators' careers, and policy issues pertaining to dental hygiene education.

CDHA also worked collaboratively with the Health Action Lobby (HEAL) and the Canadian Coalition for Public Health in the Twenty First Century (CCPH21C) to advocate for improvements to Canada's health systems. CDHA also worked collaboratively with Cochrane Canada to raise awareness about Cochrane systematic reviews.

CDHA hosted a Research Seminar, which was attended by students and faculty from the University of British Columbia, Vancouver Island University, University of Alberta and Saskatchewan Institute of Applied Science and Technology (SIAST). The goal of the Research Seminar was to engage dental hygiene students, researchers, and faculty in a dialogue on advancing dental hygiene research.

CDHA continued to advocate for dental hygiene legislation changes in British Columbia and Quebec pertaining to scope of practice and supervision requirements. CDHA supported self regulation in Prince Edward Island and in Newfoundland and Labrador. In 2010, we congratulated the dental hygienists in Newfoundland and Labrador on their new *Health Professions Act*, which gives them self regulation.

CDHA members were supported through the CDHA Resource Library, fortnightly e-newsletters, and for the last 45 years, we have provided a forum for the publication of dental hygiene research, including international research, in the peer reviewed *Canadian Journal of Dental Hygiene*.

It has been a busy year indeed. Thank you to all members of CDHA. Your support is greatly appreciated and shared across the country, as we all collectively take pride in our profession and fulfill our mission to act as the collective voice of dental hygienists in Canada, working to improve the oral health and general well being of all members of the Canadian public.

It has been a privilege and honour to represent you all as president.

Best wishes,
Palmer Nelson

CDHA President, 2010–2011



CDHA in numbers

CDHA is the national voice for over **21,000** dental hygienists in Canada

2,060,000 readers received our oral health report in the *Toronto Star* and *Vancouver Sun*

2 policy documents distributed to **2393** English and to **308** French students: *Code of Ethics* and *Dental Hygiene Definition and Scope*

42 students and faculty attended the 2nd CDHA Research Seminar

142 First Nations and Inuit clients served by dental hygienists in Alberta's pilot project

331,382 website visits (www.cdha.ca)

3,538 registered users on Facebook with **29,563** pageviews

59,619 copies of *CJDH* issues mailed out to members

324,000 member recipients of **24** eNewsletters mailed out over the year

1,133 members registered for online courses

13 webinars hosted with **4586** members registered

204 members joined the new Educators Community

6 new corporate partnerships formed

500 CDHA members received free Oral Health Promotion Kits during Oral Health Month

17 surveys conducted and **2,739** responses from our members

19 surveys including the *Annual Member Survey*, *Educators Survey*, a *Product Knowledge Survey*, *Tobacco Cessation Survey*

163 dental hygiene graduates received the free CDHA/Hu-Friedy co-branded Nevi1 Scaler graduation gift

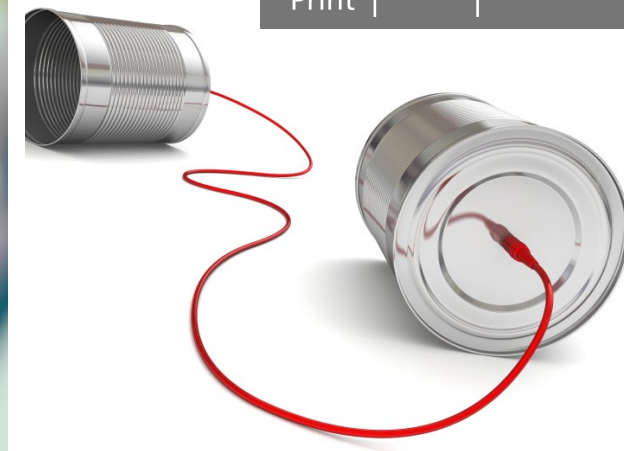
4,656 CDHA members updated their membership profile online

Over **260** members in private practice

584 Unique Identification Numbers, with **46** CDHA-ACHDnet members submitting electronically

Over **750** telephone calls for enquiries on private practice

Over **900** emails with enquiries on business and private practice



Public Recognition



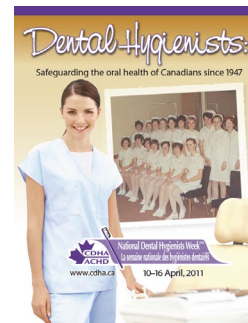
Members' value is recognized by the Canadian public

DENTAL HYGIENE IN THE SPOTLIGHT

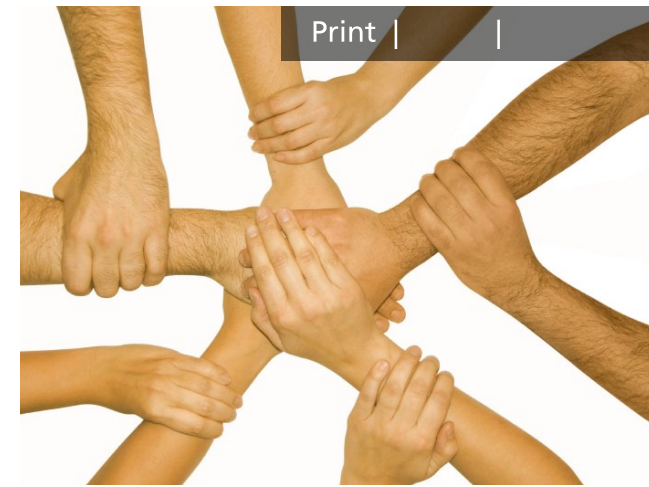
CDHA speaks to the media with authority, reinforcing the dental hygiene brand in areas of trust and value of dental hygiene care. Recognition by the Canadian public contributes to raising the profile of the dental hygiene profession and the importance of oral health to overall health. CDHA's relationship building with the media yielded remarkable results this year. A snapshot of activities is found below:

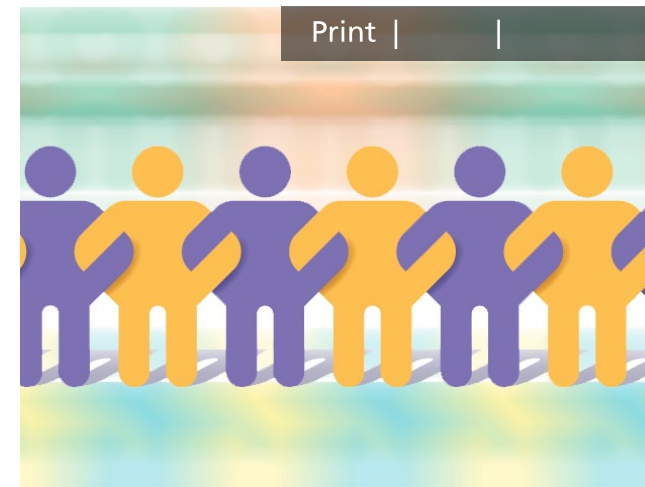
- ➔ In December 2010, CDHA was featured in an Oral Health Report in the *Vancouver Sun*, reaching 460,000 readers. The highlight of this publication was an article entitled *Dental Hygienists: On your side, promoting dental hygienists role in detecting oral cancer*, and an ad advertisement linking oral health with general health. This was a collaborative project with the British Columbia Dental Hygienists Association.
- ➔ In April 2011, CDHA was featured in an Oral Health Report in the *Toronto Star*, reaching 1.6 million readers. This publication featured an advertisement linking oral health and general health and several articles on daily oral hygiene, oral diseases/systemic diseases and oral cancer.

NATIONAL DENTAL HYGIENISTS WEEK™ AND ORAL HEALTH MONTH



CDHA celebrated diverse roles of dental hygienists across Canada during National Dental Hygienists Week™ from 11–17 April 2010, and during Oral Health Month in April. This year provided a wonderful opportunity for dental hygienists to embrace their ever growing relationship with the Canadian public by sharing oral health information and educating the public about the role of the dental hygienist.





National Voice



Members have a strong national voice

SUCCESSFUL ADVOCACY AND GOVERNMENTAL RELATIONS

CDHA demonstrated an extremely successful year on a number of fronts in advocacy and government relations. We called on government decision makers to take action on issues that affect the dental hygiene profession, and the oral health of Canadians. We also positioned the dental hygiene profession at the forefront of discussion on oral health and advocated for the best possible policy environment for dental hygienists and their clients.

In June 2010, CDHA celebrated the success of our advocacy efforts in Newfoundland and Labrador, where a new *Health Professions Act*, gave dental hygienists self regulation. We also provided input into dental hygiene legislation changes, in British Columbia and Quebec, pertaining to scope of practice and supervision requirements. CDHA supported self regulation in Prince Edward Island, where the government has agreed to consult with the dental hygiene profession on umbrella legislation to regulate several health professions.

CDHA successfully lobbied for Canadian Institutes of Health Research (CIHR) fellowship funding for dental hygienists. Dental hygienists are now included in a list of health professionals who are eligible for fellowship funding, which includes a research allowance of \$5,000 per annum, and/or a stipend of between

\$40,000 and \$50,000 per annum. Fellowships provide support for highly qualified candidates at the post doctoral or post health professional degree stages to add to their experience by engaging in health research either in Canada or abroad.

CDHA conducted an analysis of the federal budget and issued a press release critique. To keep members informed about federal policy issues CDHA issued a plain language summary highlighting measures that may have a positive impact on dental hygienists. Our analysis demonstrated that the budget showed a leadership deficit on oral health issues. It missed the mark in supporting a pressing need for oral health promotion and disease prevention for vulnerable, lower income Canadians, seniors, Aboriginal peoples, and children.

SUCCESSFUL GOVERNMENT RELATIONS

CDHA was one of the six organizations awarded funding by the *Federal Elder Abuse Initiative* for raising awareness on the issue of older adult abuse and neglect. CDHA was awarded \$176,000 over a period of two years to develop professional development resources for members; the very professionals who meet and care for the well being of older adults. The bilingual resources developed include an editorial in the *Canadian Journal of Dental Hygiene*, an asynchronous four module online course, two of three live and on demand webinars, a panel presentation at the national conference and a chairside resource.



National Voice

HEALTH ACTION LOBBY (HEAL)

CDHA has been an active member of HEAL since 2001. HEAL is a coalition of fifty-two national health, healthcare and consumer organizations dedicated to protecting and strengthening Canada's health care system. It represents more than half a million providers and consumers of health care. This year CDHA participated in the following HEAL activities:

- ➔ developed a research proposal to assess the work related health and wellbeing of health care professionals;
- ➔ submitted a brief to the House of Commons Standing Committee on Finance; revised HEAL's Guiding Principles and membership criteria;
- ➔ participated as an active member of the Advisory Committee on Health Delivery and Human Resources (ACH-DHR) and conducted a meeting with the Chairperson, Dr. Joshua Tepper;
- ➔ conducted a meeting with Health Canada's Director-General, Policy Coordination and Planning Directorate and Director, Canada Health Act Division;
- ➔ submitted a response to the Standing Committee on Health Report on Health Human Resources;
- ➔ conducted strategic planning; advocated to the Canadian Cancer Strategy for increased attention to health human resources;
- ➔ advocated for ongoing funding for Canada's National Science Library (CISTI) and developed a new HEAL website.

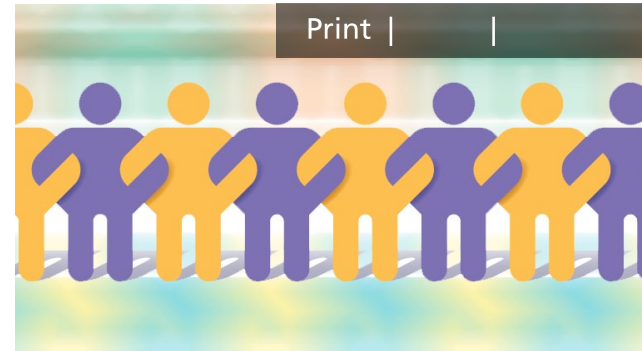
CANADIAN COCHRANE CENTRE (CCC)

CDHA is one of CCC's twenty-three partners working to promote the awareness, understanding and use of Cochrane reviews. CDHA is an essential part of CCC's mission to foster evidence based decision making. The following are some of the ways in which CDHA collaborated with CCC:

- ➔ attended CCC's annual general meeting and provided a report on CDHA activities;
- ➔ hosted a webinar on the Cochrane systematic review on fluoride toothpaste;
- ➔ hosted an inaugural research forum to continue the discussion on fluoride toothpaste, and
- ➔ incorporated information on new systematic reviews on the CDHA website, in CDHA e-newsletters, and in the *Canadian Journal of Dental Hygiene*.

CANADIAN COALITION FOR PUBLIC HEALTH IN THE 21ST CENTURY (CCPH21C)

CCPH21 is a national network of thirty-seven non profit organizations, professional associations, health charities and academic researchers who share the common goal to improve and sustain the health of Canadians. The main goal of the CCPH21 is to advocate for public policy to ensure that adequate public health functions are in place and the necessary information is made available to protect and promote health, and prevent disease and injury. This year, CDHA participated in the following CCPH21C activities: developed a *Fast Facts* on injury prevention for children and youth and a *Fast Facts* on interprofessional collaboration; developed a government relations strategy and a call for proposals for a political mapping exercise; and established strategic priorities.



National Voice

OFFICE OF THE CHIEF DENTAL OFFICER

CDHA collaborates with the Office of the Chief Dental Officer, through regularly scheduled meetings that provide a venue for sharing information about our respective projects and discussing opportunities to collaborate. This year CDHA attended an OCDO Oral Health Workshop: *How health human resources impact on access to oral health services in remote communities*. During this event CDHA contributed to innovative solutions for improving access to care.

COLLABORATIVE FORUM ON HEALTH SCIENCE AND EDUCATION (CFHSE)

CDHA is a member of the CFHSE, which aims to be a national voice for educational organizations and professional bodies, and a national broker for research initiatives regarding health science education issues. In the past year, CDHA's Director of Education participated in meetings, and was appointed treasurer.



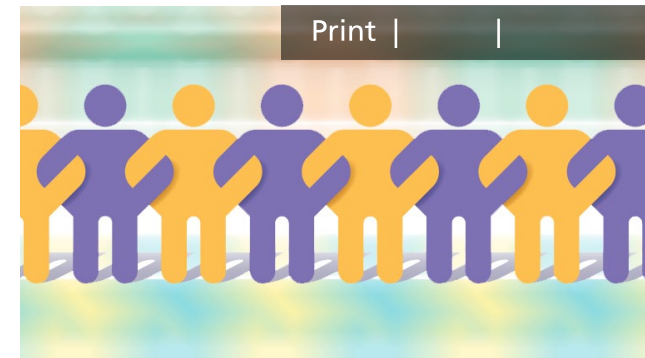
**Members are committed to
national professional standards**

Over the past several years, CDHA has advocated to the Ontario Ministry of Training Colleges and Universities (MTCU) to limit the number of graduates from non accredited private dental hygiene programs in Ontario, and to improve the quality and safety of these programs. We celebrated the success of our advocacy this year when the Ontario MTCU announced that all dental hygiene programs would have to achieve accreditation

by December 2011. In addition, MTCU has maintained their moratorium on the approval of new dental hygiene programs. This year we produced a Q&A on these topics [www.cdha.ca/accreditationQA]. This Q&A describes the complex issues of program quality and numbers of graduates and how a number of organizations, including CDHA, are addressing these issues.

PUBLISHING POLICY DOCUMENTS

CDHA also publishes policy documents [www.cdha.ca/reports] including a research and education agenda, that inform the ongoing policy and advocacy work of the organization. This year began the implementation of a political action strategy for changing entry to practice (ETP). This is an ever-green document that is revised on an ongoing basis. The overarching goal is that all regulatory authorities across Canada will require newly registering dental hygienists to hold a bachelor's degree to obtain licensure to practise. There are ten objectives to meet this goal, including: self regulation, exploring an alliance of dental hygiene organizations, exploring connections among university educators, improved accreditation of dental hygiene educational programs, development of research and data to support the ETP change, facilitation of the implementation, evaluation and revision of ETP competencies, improved access to dental hygiene bachelor degree programs, input to the Advisory Committee on Health Delivery and Human Resources (ACHDHR) ETP application process, conduct stakeholder consultations, and an application for ETP education change.



National Voice



Members practise in a supportive public policy environment

A further highlight of our advocacy efforts this year was the success of the Health Canada, First Nations Inuit Health Branch, Non Insured Health Benefits pilot project that enabled First Nations and Inuit clients to have direct access to dental hygienists, something CDHA has advocated for over the course of the last nine years. Preliminary data from the project indicated that 21 dental hygiene business owners were enrolled in the project, serving 142 clients. CDHA believes that this project will increase access to care and provide dental hygiene business owners with a new source of revenue through access to a new client group. The preliminary success of this project prompted us to advocate for expansion of the project into British Columbia. Next year we will reach out to the remaining provinces.

CDHA submitted a written brief [www.cdha.ca/financeBrief_2010] and oral presentation [connect.cdha.ca/p20649012/] to the House of Commons Standing Committee on Finance, which focused on recommendations pertaining to public health human resources, oral health data collection and First Nations and Inuit oral health.



Professional Identity



Members are unified in their identity as a profession

COLLABORATION

CDHA collaborates with other organizations and individuals to effect a more powerful way to chart a new course for the dental hygiene profession and the oral health system. The success of our advocacy depends in part on our ability to work well with our partners, to unite on common issues, and gather strength in numbers.

Educators' Community

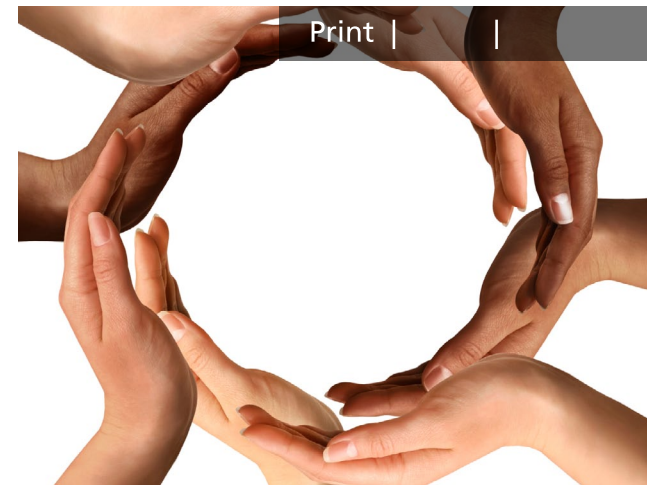
CDHA launched a very popular Educators' Community, which grew from 134 to 204 members. Educator members receive several important benefits including access to the Educators' Listserv, educator workshops, and an educator award. The CDHA Educators Listserv (EL) is a crucial component of scholarly collaboration and the ideal place for dental hygiene educators from across Canada to come together and share ideas and personal experiences about dental hygiene education. The EL is an electronic mailing list that offers an efficient way to disseminate information and hold discussions on the topic of dental hygiene education. The CDHA *Excellence in Teaching* Award recognizes excellence and innovation in teaching, and educational leadership.

Dental Hygiene Alliance

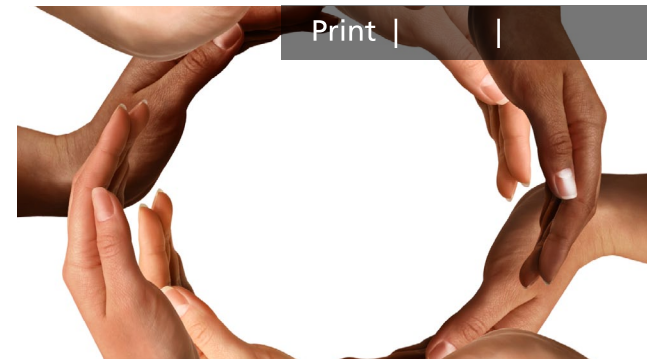
CDHA began a discussion about forming and maintaining connections between dental hygiene organizations to respond to opportunities and to address issues impacting the profession. We conducted a survey on the benefits and implications of pursuing stronger collaboration or forming an alliance of dental hygiene organizations. When the majority (67%) of respondents indicated that it would be essential or very beneficial to pursue a stronger collaboration or some form of an alliance, CDHA was given a strong mandate to begin planning a meeting for 9 June in Halifax, Nova Scotia, to allow a forum for discussing these issues further. We sent invitations to representatives from the Canadian Dental Hygienists Association, the Canadian Foundation for Dental Hygiene Research and Education, the Commission on Dental Accreditation Canada, the Federation of Dental Hygiene Regulatory Authorities and the National Dental Hygiene Certification Board. This group is now discussing a model for collaboration and terms of reference.

CDHA representatives on external boards

CDHA works in concert with the Commission on Dental Accreditation (CDAC), the National Dental Hygiene Certification Board (NDHCB), and the International Federation of Dental Hygiene (IFDH) by selecting representatives to sit on their Board of Directors, and by providing these organizations with an annual report on CDHA activities.



Professional Identity


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CDHA's advisory committees

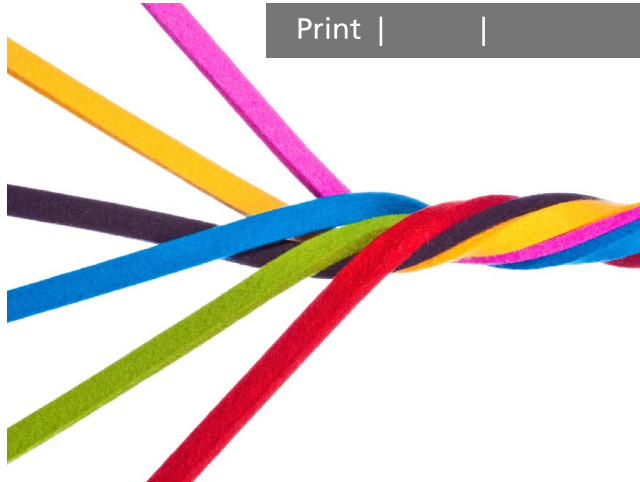
CDHA's two advisory committees provided direction on education and research policy issues. The Committee Chairpersons presented to the CDHA Board of Directors this year.

Education Advisory Committee (EAC)

The mission of the EAC is to support CDHA by providing the expertise and guidance that will cultivate the development of dental hygiene education and foster the profession's evolution. The highlight of this year was that an EAC subcommittee assisted in the development of the CDHA *Educators' Survey*. A subcommittee of the EAC held a meeting to discuss the objectives in the *Political Action Strategy for Changing Entry to Practice*. An EAC member, Linda Jamieson, delivered a CDHA webinar and developed a Q&A document to assist with the implementation of the *Dental Hygiene Competencies and Standards for Canadian Dental Hygienists*.

Research Advisory Committee (RAC)

The RAC mission is to create a vision for research within the dental hygiene profession. The committee also assists in operationalizing CDHA's vision for research, and guiding CDHA's involvement in creating, supporting, disseminating, and translating dental hygiene research. The highlight of RAC activities this year was hosting the 2nd CDHA Research Seminar.



Leadership



Members' potential for leadership is developed

CDHA BOARD OF DIRECTORS – OCTOBER 2010 TO OCTOBER 2011



Palmer Nelson,
President,
Oct. 2010 - Jul. 2011



Jackie Blatz,
Past President



Arlynn Brodie,
President-Elect



Nikki Curlew,
*Newfoundland
& Labrador*



Wanda Fedora,
Nova Scotia



France Bourque,
New Brunswick



Julie Linzel,
*Prince Edward
Island*



Louise Bourassa,
(Interim) Quebec



Sandra Lawlor,
Ontario



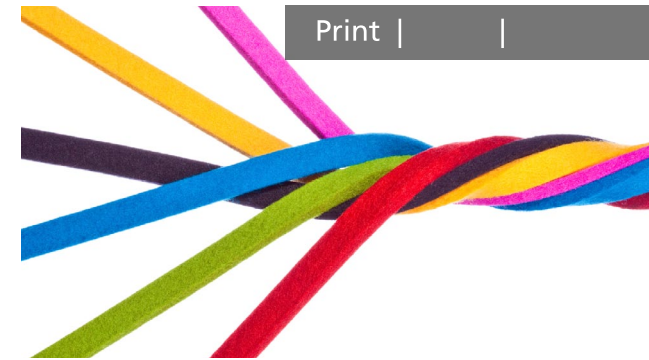
Mary Bertone,
Manitoba



Maureen Bowerman,
Saskatchewan



Mandy Hayre,
*Educator-Director,
British Columbia*



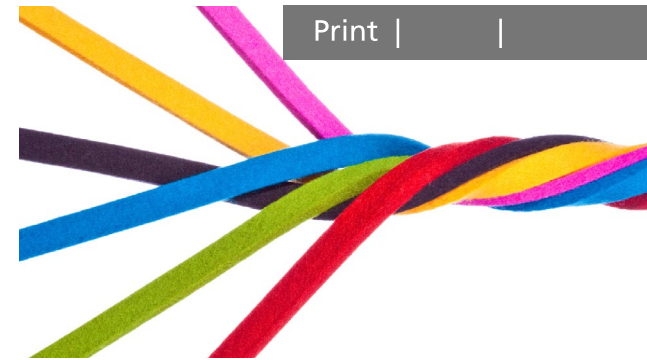
Leadership

CDHA RECOGNITION PROGRAM

Each year, CDHA recognizes and applauds dental hygienists, dental hygiene students, and dental hygiene programs for making a difference in the profession. Awards and prizes in participation with sponsors honour the specific achievements of dental hygienists and students.

This year's recipients include:

- ➔ **Carolyn Maloney and Jennifer Gillis**
CDHA Student Community Connections Award 2011 in participation with P&G
- ➔ **Sherry Priebe**
CDHA Symposium Bursary 2011 in participation with P&G
- ➔ **University of Alberta, AB, University of the Fraser Valley, BC, Vancouver Community College, BC**
CDHA's 2011 Dental Hygiene Programs Recognition Award
- ➔ **Andrea Laltoo**
CDHA Achievement Award 2010 in participation with Sunstar G•U•M
- ➔ **Shannon Collins**
CDHA Dental Hygiene Diploma Student Award 2010 in participation with Crest Oral-B
- ➔ **Leanne Rodine**
CDHA Global Health Initiative Award 2010 in participation with Sunstar G•U•M
- ➔ **Shannon Collins**
CDHA Leadership Award 2010 in participation with P&G
- ➔ **Henrietta Kew**
CDHA Oral Health Promotion Award 2010 in participation with Crest Oral-B: Individual
- ➔ **Dental Access Program, Vernon BC**
CDHA Oral Health Promotion Award 2010 in participation with Crest Oral-B: Clinic Team
- ➔ **College of New Caledonia**
CDHA Oral Health Promotion Award 2010 in participation with Crest Oral-B: Dental Hygiene Program
- ➔ **Zul Kanji**
CDHA Visionary Award 2010 in participation with TD Insurance Meloche Monnex
- ➔ **Dr. Laura J. Dempster**
CDHA Research Award 2011 in participation with P&G
- ➔ **Barbara Long**
CDHA Distinguished Service Award 2010-11



Leadership

CDHA recognizes the commitment and dedication of the members who have volunteered their time for various CDHA activities. These activities help advance the dental hygiene profession and improve oral health.

CDHA REPRESENTATIVES ON EXTERNAL ORGANIZATIONS:

- ➔ **Laura MacDonald**
(Commission on Dental Accreditation);
- ➔ **Evie Jessin** and **Dianne Gallagher**
(National Dental Hygiene Certification Board);
- ➔ **Alison MacDougall**, junior representative and **Wanda Fedora**, senior representative with International Federation of Dental Hygiene.

EDUCATION ADVISORY COMMITTEE (EAC) MEMBERS

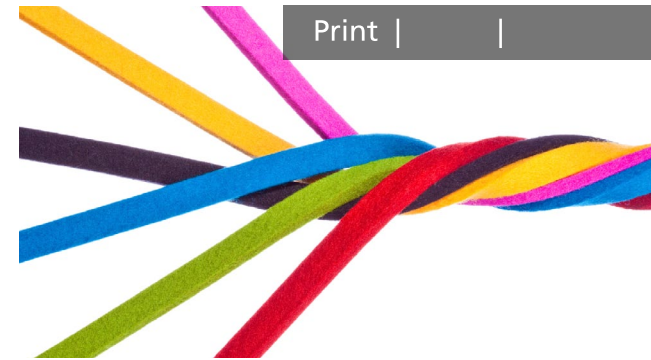
- ➔ **Sharon Compton**, DipDH, BSc, MA(Ed), PhD, Chairperson
- ➔ **Joanna Asadoorian**, AAS(DH), BScD(DH), MSc
- ➔ **Heather Blondin**, BSDH, RDH
- ➔ **Bonnie Craig**, DipDH, MEd, RDH
- ➔ **Christine Fambely**, DipDH, MEd
- ➔ **Dianne Gallagher**, DipDH, BGS, Med
- ➔ **Linda Jamieson**, RDH, BA, MHS
- ➔ **Laura MacDonald**, DipDH, BScD(DH), MEd
- ➔ **Nancy R. Neish**, BA, DipDH, MEd
- ➔ **Larissa Voytek**, HBSc, BA, DipDH, RDH

RESEARCH ADVISORY COMMITTEE (RAC) MEMBERS

- ➔ **Shafik Dharamsi**, PhD, Chairperson
- ➔ **Sharon Compton**, DipDH, BSc, MA(Ed), PhD
- ➔ **Brenda Currie**, DipDH, RDH, BDSc DH), MSc
- ➔ **Laura Dempster**, DipDH, BScD, MSc, PhD
- ➔ **Marilyn Goulding**, BSc, MO
- ➔ **Salme Lavigne**, RDH, DipDH, BA, MS(DH)
- ➔ **Susanne Sunell**, DipDH, MA, EdD
- ➔ **Katherine Zmetana**, DipDH, DipDT, MA, EdD

DENTAL HYGIENISTS WHO REPRESENTED CDHA IN THE MEDIA

- ➔ **Joanna Asadoorian**, **Denise Laronde**, **Palmer Nelson**, **Susan Rudin**, **Jackie Blatz**, **Julie Linzel**, **Maureen Bowerman**, **Mary Bertone**



Leadership

CJDH EDITORIAL BOARD

CDHA is appreciative of the work of the members of the *CJDH* editorial board in guiding the journal on its targeted goal of achieving PubMed status, mentoring many authors, and in setting policies for the journal in their volunteer capacity.

- ➔ **Katherine Zmetana**, DipDH, EdD: Scientific Editor and Chair
- ➔ **Peggy J. Maillet**, MEd
- ➔ **Barbara Long**, SDT, RDH, CACE, BGS
- ➔ **Laura Dempster**, BScD, MSc, PhD
- ➔ **Sandra Cobban**, RDH, MDE
- ➔ **Leeann Donnelly**, DipDH, BDSc(DH), MSc
- ➔ **Indu Dhir**, RDH, MS
- ➔ **Susanne Sunell**, EdD, RDH



Knowledge



Members utilize and contribute to a growing body of professional knowledge

CDHA leads the evolution of the profession through professional standards, position papers and position statements, and policy documents. We spotlight our especially notable achievements that arm our members with the tools they need to succeed, build a strong united profession, and support a healthy public. These documents also provide evidence and direction for our policy and government relations work.

ENTRY-TO-PRACTICE COMPETENCIES AND STANDARDS FOR CANADIAN DENTAL HYGIENISTS (ETPCS)

This document was a collaborative project involving the Canadian Dental Hygienists Association (CDHA), Federation of Dental Hygiene Regulatory Authorities (FDHRA), Commission on Dental Accreditation of Canada (CDAC), National Dental Hygiene Certification Board (NDHCB), and dental hygiene educators. Since all provincial dental hygiene regulatory authorities agreed in principle to adopt and implement the new ETPCS, CDHA facilitated the implementation of the ETPCS by publishing Q&A pertaining to this document and by hosting a webinar. There is one Q&A for Educators and Administrators [www.cdha.ca/educatorsAdmin] and a second Q&A for practising dental hygienists and students. [www.cdha.ca/practicingDHstudents] The ETPCS is a significant accomplishment for the profession, as it confirms the profes-

sion's belief in one consistent educational foundation for dental hygiene programs across Canada. Educators, regulators, and organizations such as CDAC, and NDHCB will use this document to inform their decision making, program development, and evaluation methods.

PROFESSIONAL DEVELOPMENT INITIATIVES

CDHA plays a key role in the professional development of Canadian dental hygienists, and presently offers e-learning courses, webinars and discussion forums. In response to the needs of dental hygienists from coast to coast, CDHA collaborates with a number of highly respected educators and course facilitators to deliver effective, convenient, interactive, and informative educational resources.

CDHA offered 14 e-learning courses on: elder abuse and neglect for dental hygienists, oral cancer awareness: 4 live saving minutes, self initiation (in Ontario and Nova Scotia), jurisprudence (in Nova Scotia), vision of a dental hygiene practice, negotiation, interpersonal skills, work and personal life balance, healthy workplace, professional role, work and personal life balance, tobacco cessation, and difficult conversations.

CDHA's second year in offering live and on demand webinars has been received with greater membership interest in accessing professional development in an accessible interactive online medium. The webinar topics offered included abuse of older adults, oral cancer, path to private practice,

Knowledge

entry-to-practice competencies and standards, and student membership. CDHA has also hosted sponsored webinars: dentin hypersensitivity by Colgate, critical illness insurance by SunLife, Canadian Health Measures Survey 2007-2009 by Health Canada, fluoride toothpastes in children and adolescents by Canadian Cochrane Collaboration, and RRSP sponsored by Great West Life.

CONNECTING WITH PROVINCIAL ASSOCIATIONS AND MEMBERS, MONTREAL, 14-16 OCTOBER 2010

An *Ownership Linkage Plan* was adopted in order to raise members' awareness that they are the proud owners of CDHA, and that they participate in the development of their profession. Furthermore, CDHA is accountable to its members as owners of their profession. To assist the Board with evaluation of its progress in achieving some of the goals of the Board's *Ownership Linkage Plan*, an annual opportunity will be given for all CDHA members to provide input for the development of the Board's strategic direction.



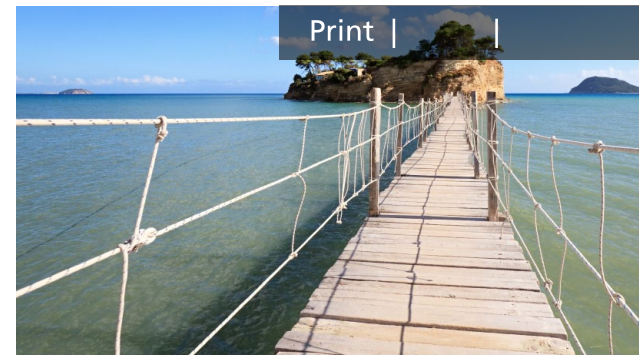
A Morning in Montreal

The Professional development event, *A Morning in Montreal*, on 16 October 2010 was a very successful event which saw presentations from Dr. Peter Cooney, the Chief Dental Officer, Lisette Dufour, and a bilingual panel comprising Cynthia Blanchette, Jessica Thomas, and Nancy Lamirande.



Presidents' Meeting in Montreal, October 2010

The Board of Directors and the executive members of the provincial associations had an excellent opportunity to meet in October. One of CDHA's goals is to speak with a national voice. The Board has been reviewing constituent agreements with provincial counterparts. In 2010, Ontario was the only province without a constituent agreement with CDHA.



Knowledge



Annual General Meeting

Montreal, the afternoon of Saturday, 16 October 2010. This was the first AGM held outside of the CDHA's office. The AGM was held in conjunction with the workshop, A Morning in Montreal. The Board has taken the initiative to keep to this meeting format, along with a continuing professional development component, and bring the opportunity for face to face connections to more of CDHA's owners by moving across Canada each year. This provides CDHA members from all parts of Canada an opportunity to participate and be heard. CDHA's *Annual Report* for 2009-2010 was presented at the AGM; it showcases all that CDHA is doing for its members and owners!

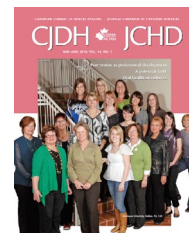
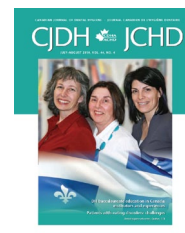
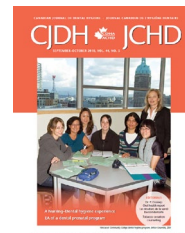
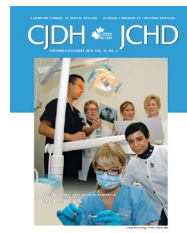
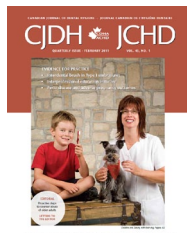
CANADIAN JOURNAL OF DENTAL HYGIENE

The editorial board met twice in the fiscal year (October 2010 and in March 2011). At the October meeting, a landmark decision was made to move the journal to a quarterly issue, with a focus on publishing more peer reviewed articles in each issue. This decision has seen a 50% increase in scientific content beginning with the first quarterly publication in 2011. This decision and progress puts the journal on track for applying in 2012 to be among the elite group of peer reviewed publications with the world's largest database of medical and biomedical journals in the National Library of Medicine's *PubMed*.

The editorial board added a new category of manuscripts for the journal; Short Communication. The journal's *Guidelines for Authors* was updated in March 2011 to reflect details of this new category.

Member's actively participate in competitions to appear on the front covers of the journal. Each year's competition is theme based, and covered dental hygiene educators in 2010 and advocacy by grassroots dental hygienists in 2011.

The editorial board awarded *CDHA Research Award 2011* (in participation with P&G) to Dr. Laura J. Dempster for her co-authored research paper, *Dental fear and avoidance scale: validation and application*. The paper was published in the August issue of 2011, volume 45.3.



Knowledge

SOCIAL MEDIA



Facebook

A majority of dental hygienists are using Facebook, with proof from our current “likes”. These users are both members and non members alike, the numbers represented here indicate that interest in the profession is on the rise...

3,538 registered users on Facebook

29,563 pageviews

Dental hygienists on Facebook are active with over 4,700 posts and comments from users over the past year. The most talked about, or “liked” post was on 31 July with the story, *“New technology which makes medical linens and clothing, face masks and paper towels permanently germ free.”*

Twitter



Our Twitter feed continues to expand to new Twitter followers. We currently have 576 followers



CDHA WEBSITE – WWW.CDHA.CA



331,382 total visits

Page popularity - what interests members and users

- ➔ Career search – 154,636 pageviews
- ➔ My courses & webinars – 74,368 pageviews

Mobile web usage

5,618 - an increase of over 330% from the past year.

A few of the major additions to the website over the past year have been:

- ➔ easy online registration for GoodLife fitness membership;
- ➔ upgrade your CDHA membership account online;
- ➔ enhancements in our online courseware and webinar technology;
- ➔ easy poll and vote creation tool; and
- ➔ fully featured online product directory with a user rating system.

Our online presence does not stop with our website. Our social networks continue to thrive with Facebook leading the pack. Our Facebook users are well over 3500 strong and very active with over 4000 comments and posts over the past year. Twitter followers have increased significantly as well, exploding over the 400 mark. We have also seen increases in our blogs, and more engagement through our CDHA community.

Knowledge

LIBRARY AND INFORMATION SERVICES

The CDHA Information Coordinator responds to an average of eighty requests for service each month from the public and CDHA members. This demand has remained constant over the past year, however the proportion of e-mail versus voice mail has changed significantly, with e-mail contacts comprising close to 70% of all such requests. With members living across six time zones, the use of e-mail undeniably facilitates this professional connection. While information demands cover a broad range of professional and career issues, the most common need during the past year has been for employment related resources, including requests for professional development opportunities. This fact undoubtedly reflects the reality of the difficult labour market in most jurisdictions across Canada. Literature searches have been requested by both students and practising dental hygienists on topics as diverse as community water fluoridation, oral cancer statistics, assessing caries risk and associated health costs of tobacco use, to mention just a few. Quite often the necessary resources, for example CDHA position papers, are available on the CDHA homepage. The use of social networking sites such as Twitter has been useful in highlighting other relevant web based resources for our members.



The Library has obtained a number of new text editions this year and uses the fortnightly e-newsletter, and *CJDH* Letters to the Editor to inform CDHA members of their content and availability. There are also frequent requests for copies of journal articles, in particular from older volumes of *Probe* and *CJDH*, as the journal archives digitally go back only to 2005. The availability of a reliable information source and personal support continues to be endorsed by the membership as an important CDHA member benefit.


[Print](#) | [Home](#)



Workplace Wellbeing



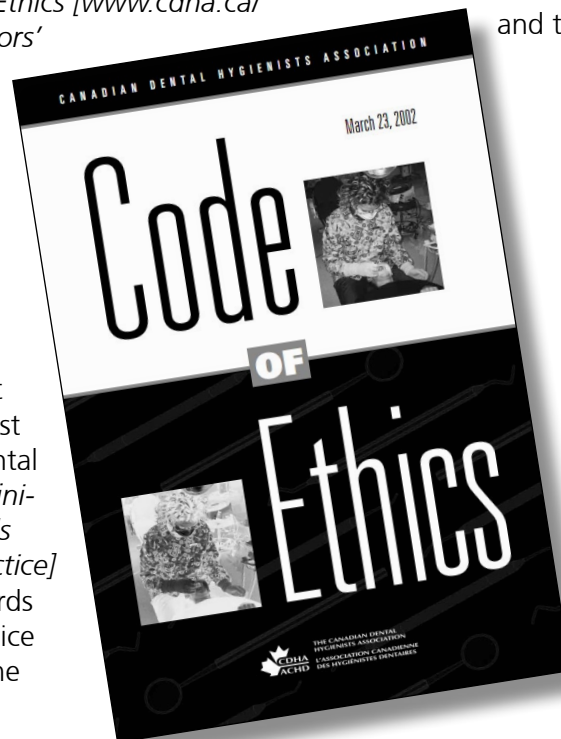
Members have resources for safeguarding their well being in the workplace

CODE OF ETHICS AND PRACTICE STANDARDS

CDHA leads the profession by promoting high national standards for the dental hygiene profession. This year the CDHA developed an *Educators' Code of Ethics* [www.cdha.ca/EduCodeEthics] The CDHA *Educators' Code of Ethics* guides educators

in their day-to-day work and to make professional decisions. It is grounded in six ethical principles, and provides a framework of shared values. CDHA's *Code of Ethics* [www.cdha.ca/CodeOfEthics] sets down the values and standards of the profession of dental hygiene, and stipulates that all dental hygienists in Canada must provide competent and ethical dental hygiene care. *Dental Hygiene: Definition, Scope, and Practice Standards* [www.cdha.ca/definitionScopePractice] was developed to raise the standards of care in the dental hygiene practice setting and, in doing so, protect the

public. CDHA distributed the *Code of Ethics and the Dental Hygiene: Definition, Scope and Practice Standards* to 2393 English students and to 308 French students.





Workplace Wellbeing

CORPORATE PARTNERSHIPS

CDHA is extremely proud of and thankful for its dental industry partners whose commitment and continued collaboration help spread the vision of dental hygiene in Canada. CDHA's corporate partnerships facilitate internal initiatives that support dental hygienists in their everyday practice.

To honour these important and relevant partnerships, CDHA has created the *CDHA Partners' Circle*, comprising dental industry firms dedicated to the advancement of the dental hygiene profession. Members of the *CDHA Partners' Circle* for 2010-2011 are:

P&G Oral Health

P&G (Crest Oral-B)

As an Elite member of the *CDHA Partners' Circle*, P&G holds the highest partner level available. A longstanding supporter of CDHA initiatives, P&G believes in recognizing and supporting the achievements of the dental hygiene profession by sponsoring CDHA's dental hygiene recognition award program that showcases the achievements of dental hygienists, dental hygiene students, dental hygiene programs, and research.

P&G provides information on its numerous oral health product lines and oral health innovations through the CDHA online *Professional Oral Health Product Directory*, our membership eNewsletters and our exclusive Product Showcases. In celebration of *Oral Health Month*, P&G donated 500 Oral Health Promotion Kits to CDHA members to promote oral health education to Canadians. P&G was also the exclusive sponsor of the *CDHA Morning in Montreal* professional development workshop held in conjunction with CDHA's Annual General Meeting in October 2010.

SUNSTAR

SUNSTAR (G•U•M®)

SUNSTAR is a valued Gold member of the *CDHA Partners' Circle*. Through its continued support of the Dental Hygiene Recognition Program, SUNSTAR demonstrated its dedication to research by dental hygiene students, dental hygienists, and their achievements. SUNSTAR participated in an effort to keep CDHA members up to date on new oral health innovation through exclusive Product Showcase listings, and advertises in CDHA's professional publication, the *Canadian Journal of Dental Hygiene*.

Six dental hygiene schools across Canada participated in the *On the Scene* student eNewsletter contest sponsored by SUNSTAR. The contest provided students with the opportunity to showcase their schools and activities. Vancouver College of Dental Hygiene E2F2 – class of 2011 was the winner of the \$2,500 monetary prize. SUNSTAR, a strong supporter of oral health research, has generously contributed an educational grant for the development of an interdental devices systematic review paper currently under peer review.



Workplace Wellbeing



COLGATE

COLGATE is the newest member of the CDHA *Partners' Circle*. As a Silver member, COLGATE understands and appreciates the important role dental hygienists play in the overall oral health team. In the spring of 2011, COLGATE sponsored a highly successful webinar exclusively for CDHA members.



JOHNSON & JOHNSON (Listerine®)

Johnson & Johnson, makers of Listerine® is a respected Silver member of the CDHA *Partners' Circle*. Johnson & Johnson participated in efforts to keep CDHA members informed on new oral health innovation through sponsored webinars, exclusive product showcase, and adverts in the *Canadian Journal of Dental Hygiene*.

For the second consecutive year, Johnson & Johnson, in partnership with CDHA, launched its Dental Hygienist Hero™ (DHH) recognition program in Canada. The DHH campaign generated nominations from CDHA members across the country. The 2010 *Dental Hygienist Hero™* was selected in August 2010, and Pammy Kaur Pawar received a \$1,500 monetary award for her achievement.



DENTSPLY

DENTSPLY held a Silver member status with the CDHA *Partners' Circle* and was involved in a number of initiatives that supported CDHA's vision. DENTSPLY demonstrated its commitment to promoting and cultivating fresh oral health innovations through its participation in our first industry sponsored *Ask the Expert Forum*. As a follow up to DENTSPLY popular webinar, CDHA hosted this online forum to continue the conversation on DENTSPLY's non injectable anaesthetic, ORAQIX®. DENTSPLY continued to employ the CDHA *Professional Oral Health Product Directory* to inform members of its latest oral health products.

Workplace Wellbeing

AFFINITY PARTNERSHIPS

CDHA is constantly striving to enhance the value of membership. Through our affinity programs, we are pleased to offer great member benefits and special discounts through our participating partners.



TD Insurance Meloche Monnex

TD Insurance Meloche Monnex provides CDHA and its members with various discounted insurance programs, protecting the needs and assets of CDHA members, and supports dental hygiene initiatives. For the fifth consecutive year, TD Insurance Meloche Monnex has contributed to the Dental Hygiene Recognition Program, recognizing the vision of a dental hygienist researcher.



BMO

The BMO CDHA MasterCard affinity program supports initiatives that improve the oral health of Canadians.



Sun Life Financial

The affinity partnership program with Sun Life Financial continues to offer CDHA members group discount rates on Long Term Disability, Life and Accidental Death and Dismemberment, Critical Illness and Extended Health Care Insurance.



Rogers™

New for 2011 ... Rogers™ has joined the CDHA affinity partnerships team offering special discounts for CDHA members on voice and data cell and smart phone packages.



GoodLife FITNESS

For the fourth consecutive year, the CDHA / GoodLife partnership provides CDHA members with 50% discount on fitness memberships across Canada.



DVD Quarterly

The new online streaming video format for *DVD Quarterly of Dental Hygiene* was launched spring 2011 and provides CDHA members with yet another way to access affordable, quality professional development courses.





Business Success



Members have resources to support their business success

CDHA resources for dental hygienists who own their practice continue to be a high priority for CDHA. Demand for assistance through emails and telephone messages grow each year. CDHA recognizes the need for resources, courses and one-on-one advice and counselling. To accomplish this end, CDHA provides business support for dental hygienists at all stages of their career: students working on a project, dental hygienists in the initial planning stages and for those who need business advice or are experiencing a difficult situation.

WORKSHOPS AND SEMINARS

The CDHA presented at the New Brunswick Dental Hygienists Association annual meeting about the differences between employment and self employment, and gave an introductory session on private practice. The talk on private practice was also presented to three other dental hygiene groups during the year. CDHA also presented on the pros and cons of private practice to the students of two dental hygiene schools.

PATH TO PRIVATE PRACTICE

In January, CDHA presented the first one hour webinar on private practice, *Path to Private Practice*, currently offered in its on demand format. The webinar provides members, who are

considering their own practice, with the opportunity to evaluate pros and cons of owning their own practice.

CDHA-ACHDNET

Dental hygienists must have the capability to submit dental hygiene claims to the insurers easily and quickly. Electronic transmission of claims forms is key to the success of independent practice in today's fast paced marketplace. To respond to this demand, CDHA's proprietary electronic claims system was piloted in Alberta and in Ontario over the last two years. CDHA-ACHDnet is an internet based system that enables dental hygienists to submit dental insurance claims through the internet. Three insurance companies—Alberta Dental Services Plan, Alberta Quikcard and Green Shield—accept electronic dental hygiene claims. To date over forty dental hygienists in Canada are using the CDHA-ACHDnet.

NATIONAL SERVICE CODES WORKING GROUP

CDHA has formed a working group comprising dental hygienists, who own their practice, and representatives from the regulatory bodies to advise the CDHA on issues specifically pertaining to private practice. The first order of business is a thorough review of the CDHA *National Service Codes*. While the codes are revised routinely, with the introduction of new treatments and techniques, CDHA recognizes that national service codes must be current and properly described.



Auditor's Report

AUDITOR'S REPORT

July 6, 2011

Board of Directors
Canadian Dental Hygienists' Association
96 CentrepoinTE Drive
OTTAWA, Ontario
K2G 6B1

Dear Directors of the Board:

The objective of an audit is to obtain reasonable assurance whether the financial statements are free of material misstatement; the audit is not designed for the purpose of identifying matters that may be of interest to the Board in discharging its responsibilities. Accordingly, an audit would not usually identify all such matters.

During the course of our audit of the Canadian Dental Hygienists' Association for the year ended April 30, 2011, we did not identify any of the following matters; misstatements, other than trivial errors; fraud; misstatements that may cause future financial statements to be materially misstated; illegal or possibly illegal acts, or significant weaknesses in internal control.

EXECUTIVE LIMITATIONS

As requested by the Executive Director we are pleased to report on the Executive Limitations policy as follows:

The Executive Director cannot change her own compensation and benefits. The Finance Officer was instructed by the Executive Director that all changes to her salary and benefits must be in written format from the Board of Directors. The auditor's discussion with the Finance Officer verified that she would not make any changes to the Executive Director's salary or benefits unless written authority from the Board was received.

This communication is prepared solely for the information of the Board and is not intended for any other purposes. We accept no responsibility to a third party who uses this communication.

Board of Directors
Canadian Dental Hygienists' Association

Should you have any questions or wish to discuss these matters in greater detail, please do not hesitate to contact our office.

Yours truly,

McCAY DUFF LLP

Per: R. Shantz, CA
RS:NM
C--Ondina Love



Auditor's Report

CANADIAN DENTAL HYGIENISTS' ASSOCIATION/L'ASSOCIATION CANADIENNE DES HYGIENISTES DENTAIRES STATEMENT OF OPERATIONS FOR THE YEAR ENDED APRIL 30, 2011

	2011	2010
REVENUE		
Membership	2,089,594	1,896,783
Insurance Administration	166,023	146,447
Sponsorships	255,559	178,366
CDH advertising and subscriptions	296,193	372,685
Conferences	2,780	26,225
Continuing Education	171,688	128,886
Interest	7,773	6,545
TOTAL REVENUE	2,989,610	2,755,937

	2011	2010
EXPENDITURE		
Office expenditures & administration	631,637	614,000
Awards, scholarships and grants	21,815	23,700
Consultants and outsourcing	377,197	646,256
Conference, travel and honoraria	200,351	275,074
Insurance	306,076	309,621
Salaries and benefits	1,096,809	1,355,444
TOTAL EXPENDITURE	2,633,885	3,224,095
NET REVENUE (EXPENDITURE) FOR THE YEAR	355,725	(468,158)

This information is intended as a consolidated overview of the audited financial statements. The Canadian Association Dental Hygienists' audited financial statements are available online at www.cdha.ca. Members may also request a copy by contacting the national office at 1-800-267-5235 ext. 133, or by e-mailing lsandvold@cdha.ca. The reports will be presented at the CDHA's Annual General Meeting on Saturday, 1 October 2011, at 12:00 noon at the Fairmont Winnipeg in Winnipeg, Manitoba.

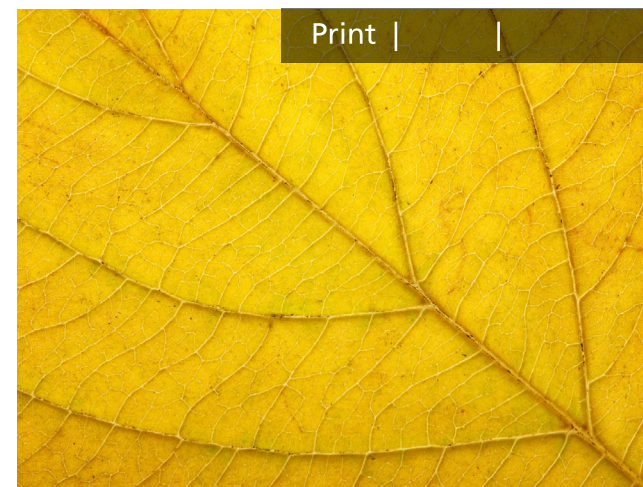


Auditor's Report

CANADIAN DENTAL HYGIENISTS' ASSOCIATION/L'ASSOCIATION CANADIENNE DES HYGIENISTES DENTAIRES STATEMENT OF FINANCIAL POSITION FOR THE YEAR ENDED APRIL 30, 2011

	2011	2010
ASSETS		
Cash	156,517	105,003
Investments	719,082	551,659
Accounts receivable	206,082	156,133
Prepaid expenses	123,158	195,248
Capital Assets	832,270	916,524
TOTAL ASSETS	2,037,109	1,924,567

	2011	2010
LIABILITIES		
Accounts payable and accrued liabilities	207,214	485,834
Deferred revenue	1,115,809	947,704
Capital Lease	306,331	438,999
TOTAL LIABILITIES	1,629,354	1,872,537
NET ASSETS BALANCE - END OF YEAR	407,755	52,030
TOTAL LIABILITIES AND NET ASSETS	2,037,109	1,924,567



CDHA Human Resources

CDHA is staffed by a competent and trained group of professionals who continually work towards the “ends” or goals of the CDHA.



(Acting) Executive Director/Business Development Manager: Ann E. Wright (April 2010 to April 2011)



Executive Director: Ondina Love (from April 2011)



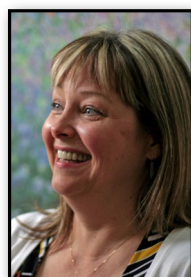
Director of Education: Laura Myers



Health Policy Communications Specialist: Judy Lux



Publishing Editor: Chitra Arcot



Acquisitions Editor;; Events Manager Linda Roth



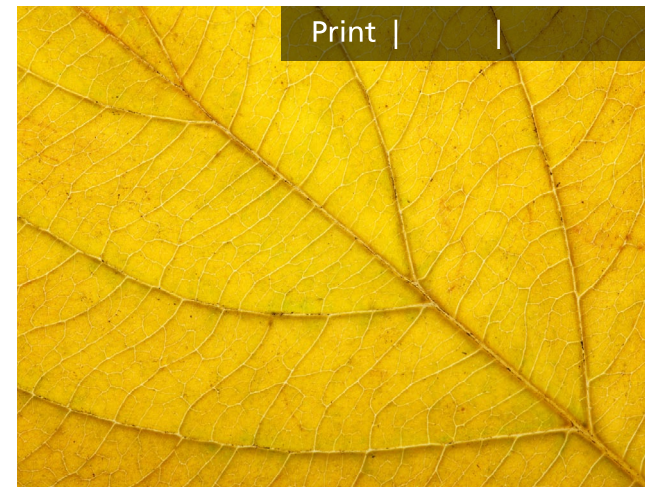
Manager, Partnerships & e-Projects: Shawna Savoie



Manager, Membership Services: Christine Klassen

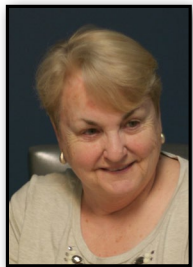


Finance Officer: Laura Sandvold



CDHA Human Resources

CDHA is staffed by a competent and trained group of professionals who continually work towards the “ends” or goals of the CDHA.



Information
Coordinator:
Brenda Leggett



Manager, IT/Web:
Michael Roy



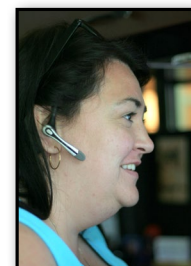
*Senior Program
Developer:*
Igor Grahek



*Media Interactive
Developer:*
Michel Lacroix



Accounting Clerk:
Kathy Zhao



Membership Services:
Chantal Aubin



Receptionist:
Nicole Seguin



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

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Networking & Connections