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CDHA’s annual report provides a chance to look back and count our accomplishments, all the while being reminded of the people and events that created them. This is also a time for me to reflect on the experiences I enjoyed and the members I’ve met.

Being a dental hygienist is a life long journey. Our learning never ends.

**Be the dental hygienist you know you are.**

This has been my mantra throughout the past year. If we all followed this creed, it would bring fulfillment to our professional lives and innumerable benefits to our clients.

The national Board of Directors also strives to be the Board it knows it can be. Through the development of skills that honed the abilities to look to the future and set a vision for dental hygiene, the directors operate as an efficient and productive board. The directors have worked hard on your behalf. They have dedicated themselves to studying influences that will shape the future of the association, and they carefully monitor the pathway CDHA is taking to reach its goals.

We are also fortunate to have a remarkable and passionate Executive Director, Dr. Susan Ziebarth, who leads a dedicated staff. We had the honour of congratulating Dr. Ziebarth on receiving her doctorate this past year, and on being the recipient of the Dissertation of the Year Award from the University of Phoenix. Her expertise and commitment are invaluable assets to our association, and her passion for our profession is outstanding.

We have an association that is answering the call to improved access to technology. New professional development courses are being offered along with access to web based services. Yet we also saw a President tour initiated this year to respond to the need for direct contact between our members and the CDHA board.

**It is not only in embracing what is new that we succeed, but in knowing what to hold on to, as well.**

We can orchestrate the future to be what we know it can be. As we look back and see the evolution that has taken place not just in the past 12 months, but over the whole of our careers, we know that the hard work and dedication of the colleagues who have preceded us left a legacy of success we can build on.

**WANDA FEDORA**
For 45 years, the Canadian Dental Hygienists Association (CDHA) has acted as the collective voice of dental hygiene in Canada. CDHA is committed to advancing the profession, supporting its members and contributing to the oral health and general well-being of the public. The 2008–2009 numbers provided below demonstrate the breadth and depth of CDHA activities.

14,500 members represented across Canada

1 member health benefit plan

1 member liability insurance plan

1 member gold standard professional liability plan

547,028 website visits

31 e-mail broadcasts shared news and information with CDHA members

6 issues of the Canadian Journal of Dental Hygiene published, in its 43rd year of publication

12 press releases distributed to 261 media sources

5 prominent mentions of CDHA in the media

1,332 mentions of “dental hygiene” in the media

584 mentions of “oral health” in the media

16 Continuing Education courses currently offered online through CDHA
2 policy documents under development: Education Agenda and Research document

2 policy documents distributed: Code of Ethics and Dental Hygiene Definition and Scope

101 health organizations partnered with CDHA through coalition work

10 position papers published

1 finance brief submitted to the federal government

50 items added to the Canadian Oral Health Promotion Resource Database

1 new online continuing education program developed and launched

1 workshop created for dental hygienists in private practice

3 research awards granted to dental hygienists

9 prizes given to CDHA members and dental hygiene organizations

27 private and 3 public dental insurance providers now pay dental hygienists directly

11 independent practice business plans reviewed

22 group discount opportunities for CDHA members

4 grants received for CDHA initiatives

6 corporate partners invested in CDHA’s success

1 affiliation agreement signed with Réso-HD-Québec

2 CHDA Student Summits hosted

2 CDHA Educators’ Workshops hosted

1 CDHA Leadership Event hosted
CDHA leads the evolution of the profession through our position papers, policy documents, professional standards, and research and education documents. CDHA also ensures that the voice of dental hygiene is heard at national health coalitions and organizations.

**Draft Education Document — Pathways to Support the Oral Health of Canadians: The CDHA Dental Hygiene Education Agenda**

This year saw the continued development of the *Pathways to Support the Oral Health of Canadians: The CDHA Dental Hygiene Education Agenda* draft. The group collaborating on this project included the author, Susanne Sunell, the volunteer planning committee members (Sharon Compton, Dianne Landry, and Susanne Sunell), workshop participants (Bonnie Blank, Louise Bourassa, Ginny Cathcart, Sharon Compton, Bonnie Craig, Brenda Currie, Diane Gallagher, Patricia D. Grant, Kellie Hildebrandt, Linda Jamieson, Fran Richardson, Alexandra Sheppard, Brenda Udahl, Patricia Manacki), and other stakeholders.

After the initial generation of the draft, a survey was conducted to gather feedback on the document. A summary of survey results indicated that responses were received from 150 CDHA members, 35 educators, 8 provincial and national dental hygiene organizations, and 2 external health organizations. The input was generally very positive, indicating that this document is necessary in order to move the profession forward.

**Draft Research Document — Dental Hygiene at a Crossroads: Knowledge Creation and Capacity Building in the 21st Century**

This year also saw the continued development of the draft research document, *Dental Hygiene at a Crossroads: Knowledge Creation and Capacity Building in the 21st Century*. This document casts new light on the role that oral health research has played, can play, and must play in contributing to the overall health and well being of Canadians. The group collaborating on this project included the author, Judi Varga-Toth, the volunteer research planning committee (Dr. Joanne Clovis, and Dr. Susanne Sunell), key informants (Erica Di Ruggiero, Dr. John Gilbert, Dr. Ed Putnins, Salme Lavigne), workshop participants (Dr. Cindy Amyot, Dr. Joanne Clovis, Sandy Cobb, Bonnie Craig, Brenda Currie, Dr. Laura Dempster, Leann Donnelly, Marilyn Goulding, Dr. Louanne Keenan, Barbara Long, Dr. Kerstin Ohrn, and Dr. Susanne Sunell), and other stakeholders.

After the initial generation of the draft, a survey was conducted to gather feedback on the document. The consultation included CDHA members, dental hygiene organizations (national and international), general health organizations, and government departments. We received an overwhelming positive response, with 96% of respondents agreeing with the direction put forth in the document. Respondents identified threats, fears and suggestions associated with moving forward with improving opportunities for dental hygienists to participate in research.
Draft Document — National Dental Hygiene Competencies for Entry-to-Practice

CDHA worked together with a consortium that included the Dental Hygiene Educators Canada, National Dental Hygiene Certification Board, Commission on Dental Accreditation of Canada, and the Federation of Dental Hygiene Regulatory Authorities. Dental hygienists from across Canada also contributed to the project through their survey responses and workshop/focus group participation.

The National Competencies document describes the essential knowledge, skills and attitudes important for the practice of a profession; in this particular document, these competencies describe the foundation necessary for entry into the dental hygiene profession in Canada. They support the dental hygiene process of care by more clearly articulating the abilities inherent in the assessment, diagnosis, planning, implementation and evaluation of dental hygiene services. These competencies were developed to provide one national standard for Canadian dental hygiene education, accreditation, examination and regulation.

Independent Practice Survey

CDHA conducted a survey on independent dental hygiene practices. The results of this survey helped us increase business success, establish a baseline of activities, and determine public impact. This information is critical for our advocacy efforts for government policy changes. This year, the survey results indicating increased access to care were forwarded to the Office of the Chief Dental Officer, to media outlets, and to stakeholders.

Collaboration to promote oral health and the dental hygiene profession

CDHA participates in several national health coalitions, and dental hygiene organizations including: the Canadian Coalition for Action on Tobacco (CCAT); the Commission on Dental Accreditation of Canada (CDAC); the Chronic Disease Prevention Alliance of Canada (CDPAC); the Coalition for Public Health in the 21st Century; the Health Action Lobby (HEAL) and the National Dental Hygiene Certification Board. CDHA provided input into external policy documents by participating in the following focus group discussion and survey:

- The Reaching for the Top report presented by Dr. K. Kellie Leitch, the Minister of Health’s Advisor on Healthy Children and Youth.
- The Lung Association’s report entitled Making Quit Happen: Canada’s Challenges to Smoking Cessation.

Position Papers

CDHA position statements and recommendations are supported by research that is analyzed in CDHA position papers and practice guidelines and based on CDHA’s policy goals. Presently, CDHA provides 10 position papers on the following topics: infection control practice guidelines, the link between oral disease and systemic disease, tooth brushing, oral rinsing, flossing, mouth guards, tobacco cessation, the association between periodontal disease and general health, access to oral health services and fluoride.

Code of Ethics and Practice Standards

CDHA’s Code of Ethics 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. The Dental Hygiene: Definition, Scope, and Practice Standards were developed to raise the standards of care in the dental hygiene practice setting and, in doing so, protect the public.

Both documents are available on the CDHA website. In addition, CDHA publishes and distributes these documents to dental hygiene students.
CDHA’s advocacy efforts call on decision makers to take action on issues that affect the dental hygiene profession and the oral health of Canadians. CDHA advocates for improvements in oral health through oral disease prevention, and health promotion model.

▲ Letter Campaign

Through our letter writing campaign, CDHA advocated for the dental hygiene profession and oral health. The letter recipients and topics of letters are as follows:

• Leona Aglukkak, Minister of Health
  CDHA congratulated Minister Aglukkak on her new appointment, and recommended providing direct payment to dental hygienists through the First Nations Inuit Health Branch, Non-Insured Health Benefits program, and implementing legislation, policies and programs to improve the oral health of children, seniors, the working poor and persons with disabilities.

• New Brunswick Minister of Health and Members of the Legislative Assembly
  CDHA lobbied for self regulation for New Brunswick dental hygienists, based upon public safety, quality improvements to dental hygiene services, and fair treatment of New Brunswick dental hygienists.

• Leona Aglukkak, Minister of Health
  CDHA called for direct payment for dental hygienists in the Non-Insured Health Benefits (NIHB) program. Hon. Aglukkaq responded with a promising letter, indicating the NIHB will explore ways to include new service delivery models in the program.

▲ House of Commons Standing Committee on Finance

CDHA submitted a finance brief, entitled *Improving Cost-Effectiveness and Program Efficiencies in First Nations and Inuit Health Branch, Non-Insured Health Benefits Program*, to the House of Commons Standing Committee on Finance. CDHA called on the federal government to create new federal program spending policies and procedures within First Nations and Inuit Health Branch, Non-Insured Health Benefits, to enable dental hygienists in private business to provide services to NIHB clients on a fee-for-service basis.

▲ Health Canada Proposal

CDHA has a longstanding history of advocating for government policy changes that would improve the oral health of First Nations and Inuit peoples in Canada and increase access to dental hygiene service providers. In April 2009, CDHA submitted a proposal to Health Canada for its *Sioux Lookout Zone Dental Hygienist Services Program for First Nations and Inuit Health* project. We received an overwhelming response of over 250 dental hygienists in Ontario who were interested in working on this project. Our proposal, which strongly aligned with the needs of First Nations communities, outlined a strategy for recruiting, hiring, and providing cultural education for dental hygienists to work in First Nations communities.
DENTAL HYGIENISTS AND ORAL HEALTH IN THE SPOTLIGHT

Through a variety of public relations and media endeavours, CDHA promotes oral health and ensures that members’ value is recognized by the Canadian public.

▲ Raising the Profile of the Profession

CDHA raised awareness of the dental hygiene profession and the importance of oral health to overall health through a number of different communications activities. We celebrated Oral Health Month, Gingivitis Week, and National Non-Smoking Week. During the Gift from the Heart campaign, 75 dental hygienists in 23 dental hygiene clinics provided free dental hygiene services to community members who could not afford oral health care.

▲ Website

CDHA is continually improving communications through its website. During the 2008–2009 year, 50 new resources were posted on the Canadian Oral Health Promotion Database (COHPR). The public website has also continued to grow. Website traffic increased from just over 400,000 website visits during the 2007–2008 year, to 547,028 during the 2008–2009 year.

CDHA also began work on the development of an entirely new website which will launch in the fall of 2009. The new website will include simpler navigation, better access to resources, as well as member access to social media tools such as blogs, forums and webinars.

▲ CDHA in the Media

This year, CDHA was prominently quoted in five Canadian media outlet articles.

Improving one smile at a time; independent dental hygienists offer options for preventative oral care

“The Canadian Dental Hygienists Association Web site cites research linking gum and bone disease to conditions such as heart disease and stroke; pneumonia and other respiratory diseases; diabetes; and premature and low-birth-weight deliveries.”

Date: Feb 1, 2009
Source: Employee Benefits Canada

Progress continues; more changes coming in the war against tobacco

“Tobacco use can be lethal, but often overlooked are the non-lethal hazards of smoking. According to the Canadian Dental Hygienists Association, smokers are also at risk for periodontal diseases, such as gum and bone infections, loss of natural teeth; bad breath and tooth discoloration. Cigarette smokers are also six times more likely to die from mouth-related cancers than non-smokers.”

Date: Jan 23, 2009
Source: Grande Prairie Daily Herald-Tribune
Gum disease is both preventable and treatable
“The Canadian Dental Hygienists Association and Johnson and Johnson Oral Health are sharing a five-year compilation of available research on gingivitis, including cross-country quantitative polls, clinicals and surveys with dental professionals.”

Date: Aug 12, 2008
Source: Penticton Herald

Dental hygienists mobilize to combat gingivitis
“As part of the Canadian Dental Hygienists Association’s and Johnson & Johnson annual gingivitis awareness education campaign, dental hygienists from British Columbia to Prince Edward Island spread the word in their local communities about gingivitis and the importance of a proper oral health routine.”

Date: Jul 22, 2008
Source: Kelowna Capital News

Gingivitis linked to heart disease
“The message is clear - just five minutes, twice a day, brushing, flossing and rinsing with an antiseptic essential oil mouth rinse is the necessary daily oral health routine. But despite the fact more than two-thirds of Canadians are aware of the importance of this three-step procedure, more than half still don’t follow the Canadian Dental Hygienists Association’s advice.”

Date: Jun 27, 2008
Source: Nanaimo News Bulletin

Dental Hygiene in the Media
This year, Canadian media sources mentioned “dental hygiene” in 1,332 articles. Some topics included self initiation legislation; profiles of independent practice owners; brushing, flossing and rinsing tips; and the importance of maintaining good oral health
The following graph shows a breakdown of articles by month. Coverage peaked in April, 2009, with 201 articles covering dental hygiene issues.
Advocacy for Direct Payment

CDHA has been adding dental hygienists to the service provider rosters of public and private dental insurance plans. The initiative to approach insurance plans grew out of the desire of improved access to care, improved business practices, and increased competition in dental services. A total of twenty-seven private and 3 public dental insurance plans now provide direct payment to dental hygienists.

Independent Practice Survey

CDHA conducted a survey of dental hygienists who own their own businesses. The survey shows that these business owners are making an important contribution to improving access and increasing choices for the public. Some of the survey results follow:

- Dental hygienists are creating more choices and better access. They are providing services in long term and residential care facilities, clients’ homes, storefront locations, multidisciplinary health clinics, and corporate office settings.
- The majority of independent dental hygiene practices bring mobile services to remote communities and housebound clients.
- Approximately 40 per cent of dental hygienists report a significant increase in their senior client population.
- The majority of dental hygienists provide oral health education group sessions for the public as well as to other health professionals.
- Dental hygienists collaborate with other health professionals. Today, dental hygienists work with a wide range of health professionals including physicians, nurses, denturists, dieticians, occupational therapists, speech language therapists, and massage therapists.
- Increased accessibility is associated with mobile units that take services out of the office and to locations where the clients need them.

CDHA-ACHDnet

Through an informal partnership with ITrans Claims Service Continovation Inc., CDHA has created an electronic database and system that allows dental hygiene practices to submit claims to insurance providers through electronic processing via the internet. By using electronic submission, dental hygienists receive instant feedback on the receipt and validity of each claim, and the client or office is paid within 5 days. Dental hygienists can also follow up on each claim and verify when it was sent, the type of transaction, which carrier it went to, who the client was, error codes, and whether it was adjudicated correctly.

Currently, almost all insurance companies require dental hygienists to mail in forms and wait for manual processing, which would, at best, take two weeks. This represents a barrier to efficient business practice. The negative impact on the business could be greatly reduced through the introduction of CDHA-ACHDnet.

Journal Column

Beginning with the July–August 2008 issue of the Canadian Journal of Dental Hygiene, CDHA’s Independent Practice Advisor has contributed an Independent Practice column. This year, topics have included:

- Insurance coverage and claims issues
- Dental insurance fraud
- Keys to success
- The importance of market research
- Planning premise space

Ongoing Member Support

CDHA’s Independent Practice Advisor answers an average of 8–12 e-mails and the same number of phone calls from members each day. Issues range from insurance claims to in depth advice regarding setting up a new practice. She provides comments on business plans, advises on equipment purchases, premise leases, contracts with employees, securing financing and marketing initiatives.
**Navigating the Imagination: A Leadership Invitation**

More than 50 leaders in the dental hygiene profession from across Canada met from 26 to 28 May in Banff, Alberta, for the first ever CDHA “Navigating the Imagination” Leadership Invitational.

Participants attended workshops to help them identify their leadership values. They learned about ways to strengthen their skills and performance as leaders — in their own practice and within the broader professional community. Delegates networked, shared ideas with colleagues also interested in leadership. And they took part in creative, “visioning” discussions about future directions for the dental hygiene profession.

**Independent Practice Workshop**

In June 2008, CDHA hosted its third Independent Practice Workshop at the Toronto Congress Centre. The event featured networking opportunities for participants, a panel of independent practice dental hygienists and risk and insurance information.
Literature: Understanding Evidence Based Research and How it Can Improve Your Practice workshop

On October 25, 2008, CDHA marked its inaugural workshop as an associate member of the Canadian Cochrane Network and Centre. The workshop was held in conjunction with Niagara College at their Niagara-on-the-Lake campus in Ontario. Marilyn Goulding facilitated, and the sixty participants enjoyed guest speaker Vicki Pennick, RN, BScN, MHSc –Senior Clinical Research Project Manager, Institute for Work & Health. This fully attended event raised enough funds to make a $378.25 donation to the Canadian Foundation for Dental Hygiene Research and Education.

Student Summits and Educators’ Workshops

CDHA hosted two student summits this year.

CDHA’s Student Summit in New Westminster, British Columbia, held on 1 November 2008 was a resounding success. Over sixty students representing six dental hygiene schools from Alberta and British Columbia gathered together to discover a full range of rewarding non traditional dental hygiene professional career options and make important career connections.

On 8 November 2008, CDHA held a second successful Student Summit in Toronto, Ontario. Dental hygiene students representing schools from the eastern provinces, Alberta, and Ontario gathered together to connect, be inspired by the leaders of the profession, test drive the latest oral health care products, and discover how CDHA is their key partner for their professional development.

Educators’ Workshops

CDHA hosted two educators’ workshops this year.

A CDHA Educators’ Workshop was held on 1 November 2008 in New Westminster, British Columbia. Speakers were Susanne Sunell, Sharon Compton, Salme Lavigne, and Bonnie Craig. Topics included: building a solid foundation for dental hygiene education in Canada, shaping the future direction of dental hygiene education, building capacity through the National Dental Hygiene Competencies, and exploring the implementation of the National Dental Hygiene Competencies.

A second Educators’ Workshop was held on 7 and 8 November 2008 in Toronto, Ontario. Lisa Taylor and Linda Jamieson were the main speakers. Topics included: building a solid foundation for dental hygiene education in Canada, opportunities and challenges in Ontario, moving the national agenda forward, and preparing for changes to dental hygiene education.

Planning for the North American Dental Hygiene Research Conference

CDHA, in collaboration with the National Center for Dental Hygiene Research, will sponsor the North American Dental Hygiene Research Conference to be held 15–17 June 2009 in Bethesda, MD.

The purpose of the conference is to bring members of the dental hygiene community together to increase knowledge and skills for submitting grant proposals addressing national research priorities; to explore strategies to improve data acquisition and analysis; to increase and diversify the number of people involved in oral health research; to examine present models of health care delivery within target groups and settings; and to build a collaboration by establishing a network of dental hygiene researchers and sharing research investigations.

CDHA recruited Dr. Jane Aubin, Scientific Director of the CIHR Institute of Musculoskeletal Health and Arthritis, to be the keynote speaker. Other conference speakers will be National Institute of Health directors from the National Institute of Dental and Craniofacial Research (NIDCR), National Cancer Institute and Women’s Health, registered dental hygienists in alternative practice settings, industry leaders, and dental and practice based researchers.

National Dental Hygienists Week

CDHA celebrated diverse roles of dental hygienists across Canada during National Dental Hygienists Week™ (NDHW™), from 19–25 April 2009. The Week provided a wonderful opportunity for dental hygienists to embrace their ever-growing relationship with the Canadian public by sharing oral health information.

Gingivitis Month

In June 2008, dental hygienists across Canada banded together to create all kinds of educational activities. From bus adverts in Winnipeg, Manitoba, to family day at a YMCA in Kelowna, British Columbia, to community awareness seminars for at-risk groups in Charlottetown, Prince Edward Island, and Brantford, Ontario, our hygienists are spreading the word about brush, floss and rinse. The Listerine Challenge took dental hygiene to the streets in a fun mobile that made stops in Toronto, Ottawa, Montreal, and Quebec City.
A Healthy Workplace

As part of CDHA’s commitment to professional development, one new online course was launched to meet the professional needs of members. The A Healthy Workplace course provides a valuable tool for developing or reinforcing occupational health and safety standards so that work environments continuously improve for dental hygienists. However, a healthy workplace is not only free of hazards, but also provides an environment that is stimulating and satisfying for those who work there. There is a growing appreciation for the multiple determinants of employees, health, including psychosocial and organizational (e.g. workload, leadership style, job satisfaction, communication), community and societal factors, as well as personal lifestyle choices. A healthy workplace acknowledges all of these elements in the development of policies and programs for the well-being of its employees.

Professional Development Courses

CDHA believes that continuing education plays a key role in the professional development of Canadian dental hygienists, and presently offers sixteen online courses. 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 offers online courses on: self initiation, difficult conversations, negotiation, interpersonal skills, work and personal life balance, the professional role, tobacco cessation and clinical tobacco intervention. CDHA also offers courses dealing with independent practice and related issues, such as financial business plans, your vision of a dental hygiene practice, marketing and communication plans, the dental hygienist as manager and bringing your dream to reality.

Webinar Development

In preparation for the new website to be launched in the fall of 2009, CDHA has begun working on developing a series of webinars to be delivered to members, researchers, and educators. Preparations have included meetings with representatives from the Cochrane Collaboration and the Canadian Chiropractic Association.

Collaborating on Health Science Education Issues

CDHA is a member of the Collaborative Forum on Health Science and Education (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 October 2008, CDHA’s Director of Education participated in a meeting that included an update on the Simulation Research Project, and a discussion of entry-to-practice issues with representatives from the National ETP Committee. CDHA also participated in CFHSE meetings held in March, April and May 2009.
Brochure: Oral Health and Brushing, Flossing and Rinsing — Periodontal disease may be linked to some life-threatening illnesses. You can take steps to reduce your risk.

CDHA developed a new public education brochure. Many Canadians suffer from gingivitis caused by the build up of dental plaque due to ineffective oral self care. Increasing scientific evidence links periodontal disease to such life threatening illnesses as heart disease and stroke, and diabetes. This brochure promotes the key role of dental hygienists in developing an oral health program to meet individual client’s needs and preferences.


CDHA developed a brochure to inform the public about the ways that innovative service delivery models create more choice and better access. The brochure describes the benefits of dental hygiene collaboration with other health professionals, such as physicians and physiotherapists, and outlines what the public can expect when they visit a dental hygiene practice.

Brochures for Dental Hygienists and Their Clients

In addition to the two brochures created this year, CDHA provides four other brochures in both official languages:

- Oral Health and Your Dental Hygienist—What Your Dental Hygienist Knows Could Save Your Life
- Oral Health and Lung Disease—Scientific Studies Show a Clear Link between Periodontal Disease and Lung Disease in the Elderly
- Oral Health and Diabetes—There is Substantial Evidence Linking Diabetes and Periodontal Disease
- Oral Health and Cardiovascular Disease—Your Chances of Cardiovascular Disease May Increase if You Have Periodontal Disease
CDHA recognizes the commitment and dedication of the individuals who have volunteered their time to sit on the Education Advisory Committee and the Research Advisory Committee. These committees aid in the development and implementation of CDHA’s agendas to advance the dental hygiene profession and improve oral health.

▲ 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.

COMMITTEE MEMBERS:
Chairperson Sharon Compton, DipDH, BSc, MA (Ed), PhD
Dianne Gallagher, DipDH, BGS, MEd
Bonnie Craig, DipDH, MEd, RDH
Nancy R. Neish, BA, DipDH, MEd
Joanna Asadoorian, AAS(DH), BScD(DH), MSc
Linda Jamieson, RDH, BA, MHS
Heather Blondin, BSDH, RDH
Larissa Voytek, HBSc, BA, DipDH, RDH
Christine Fambely, DH, MEd
Katherine Zmetana, DipDH, DipDT, BA, MA, EdD

▲ Research Advisory Committee (RAC)

The mission of the RAC is to create a vision for research within the dental hygiene profession. The committee also assists CDHA to operationalize CDHA’s vision for research and guide CDHA’s involvement in creating, supporting, disseminating, and translating dental hygiene research.

COMMITTEE MEMBERS:
Chairperson Shafik Dharamsi, PhD
Salme Lavigne, RDH, DipDH, BA, MS (DH)
Susanne Sunell, BA, DipDH, MA, EdD
Joanne Clovis, DipDH, BEd, MSc, PhD
Marilyn Goulding, BSc, MOS
Brenda Currie, DipDH, RDH, BDSc (DH), MSc

▲ Editorial Board

The Editorial Board ensures that the Canadian Journal of Dental Hygiene maintains its reputation as a source of high quality information for members.

BOARD MEMBERS:
Sandra Cobban
Laura Dempster
Indu Dhir
Leeann Donnelly
Barbara Long
Peggy Maillet
Sussanne Sunell
Dental Hygiene Recognition Program

Each year, CDHA recognizes and applauds dental hygienists, dental hygiene students and dental hygiene programs making a difference in the profession. Prizes honour the specific achievements of dental hygienists and students. This year’s recipients include:

Tara Bladon:
CDHA achievement prize 2008 in participation with Sunstar G·U·M

Jodi Sperber:
CDHA dental hygiene baccalaureate student prize 2008 in participation with Crest Oral-B

Tracy Law:
CDHA dental hygiene diploma student prize 2008 in participation with Crest Oral-B

Leanne Rodine:
CDHA global health initiative prize 2008 in participation with Sunstar G·U·M

Karen Trentalance:
CDHA leadership prize 2008 in participation with Dentsply

Darlene Tam and the Mobile Outreach Team:
CDHA oral health promotion prize 2008 in participation with Crest Oral-B

Camosun College Dental Hygiene Program:
CDHA oral health promotion prize 2008 in participation with Crest Oral-B

Jasmin Gomez:
CDHA oral health promotion prize 2008 in participation with Crest Oral-B

Juliet Dang:
CDHA visionary prize 2008 in participation with TD Insurance Meloche Monnex

Camosun College, Victoria, BC: Dental Hygiene Programs Recognition Award

Canadore College, North Bay, ON: Dental Hygiene Programs Recognition Award

College of New Caledonia, Prince George, BC: Dental Hygiene Programs Recognition Award

University of Alberta, Edmonton, AB: Dental Hygiene Programs Recognition Award
CDHA appreciates the sponsors whose ongoing support helps spread the vision of dental hygiene in Canada. CDHA’s corporate partnerships facilitate the sharing of information with the public and the growing internal initiatives that support dental hygienists in their everyday practice. Below is a listing of key corporate partners who furthered the vision and goals of CDHA.

CREST ORAL-B
Crest Oral-B is a CDHA Diamond Level Partner, and a longstanding supporter of CDHA initiatives, and the Leader of Distinction Sponsor of “Navigating the Imagination, Leadership Invitational” held in Banff, Alberta. Crest Oral-B believes in recognizing and supporting the achievements of professionals and students, and has funded three prizes offered in the Dental Hygiene Recognition Program. In order to keep dental hygienists up to date on oral health innovations, Crest Oral-B provides information on its new products through Product Directory and Showcase listings. Crest Oral-B distributed oral health promotion kits to 400 CDHA members during Oral Health month.

SUNSTAR
SUNSTAR is a CDHA Gold Level Partner. Through its support of the Dental Hygiene Recognition Program, SUNSTAR demonstrated its dedication to the research of dental hygiene students, dental hygienists, and their achievements. SUNSTAR also generously supported the “Navigating the Imagination, Leadership Invitational” held in Banff, Alberta. SUNSTAR participated in an effort to keep CDHA members up to date on new oral health innovation through Product Directory and Showcase listings, and advertisements in the Canadian Journal of Dental Hygiene.

JOHNSON & JOHNSON - Listerine
Johnson & Johnson, the maker of Listerine, is a CDHA Gold Level Partner, and CDHA’s exclusive Gingivitis Week partner. This year’s fourth annual Gingivitis awareness campaign was a perfect opportunity for CDHA and Listerine to provide oral health education to the Canadian public. The successful campaign took place throughout the month of June. During this month, Listerine sponsored CDHA members across Canada, who put together mall displays, educational seminars and signage for local buses in their community. Johnson & Johnson participated in an effort to keep CDHA members informed on new oral health innovation through advertisements in the Canadian Journal of Dental Hygiene.
DENTSPLY

DENTSPLY is a CDHA Silver Level Partner involved in many initiatives that support CDHA’s vision. DENTSPLY supported the achievements of dental hygiene leaders through the CDHA Dental Hygiene Recognition Program. This year, DENTSPLY demonstrated its commitment to promoting and cultivating fresh oral health innovations through its participation in CDHA’s fall Student Summits held in Toronto and Westminster.

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. This year, TD Insurance Meloche Monnex contributed to the Dental Hygiene Recognition Program, recognizing the vision of a dental hygienist researcher. TD Insurance Meloche Monnex demonstrated their commitment to the development of our profession by providing four CDHA student members with funding to attend Navigating the Imagination, Leadership Invitational held in Banff, Alberta.
We have audited the statement of financial position of the Canadian Dental Hygienists’ Association/L’Association Canadienne des Hygienistes Dentaires as at 30 April 2009 and the statements of operations and cash flows for the year then ended. These financial statements are the responsibility of the Association’s management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Association as at 30 April 2009 and the results of its operations and cash flows for the year then ended in accordance with Canadian generally accepted accounting principles. As required by the Canada Corporations Act, we report that, in our opinion, these principles have been applied on a basis consistent with that of the preceding year.

McCay, Duff & Company LLP
Licensed Public Accountants
Ottawa, Ontario
9 July 2009

REVENUE
Membership ........................................ 66%
CJDH advertising and subscriptions ........... 14%
Sponsorships .................................... 9%
Insurance Administration ...................... 5%
Conferences .................................... 3%
Continuing Education ......................... 3%

EXPENSES
National Voice .................................... 19%
Unique Profession ............................... 18%
Educational Opportunities .................... 18%
Resources for Business Success ............. 13%
Demonstrated Value ............................ 13%
Resources for Workplace ..................... 12%
Governance .................................... 7%
CDHA STAFF

Executive Director: Dr. Susan A. Ziebarth

Receptionist: Chantal Aubin

Financial Coordinator: Lythecia M. Desloges

Membership Services: Sabrina Jodoin

Information Coordinator: Brenda Leggett

Health Policy Communications Specialist: Judy Lux

Director of Education: Laura Myers

Executive Assistant: Frances Patterson

Director of Strategic Partnerships: Johanna Roach

Webmaster: Michael Roy

Accounting Specialist: Laura Sandvold

Strategic Partnerships Coordinator: Shawna Savoie

Director of TechnoSocial Integration: Ronald Shafer

Management Information Systems Technician: Dave Sullivan

Independent Practice Advisor: Ann E. Wright
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