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CDHA in **NUMBERS**

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

**140,603** visitors to the new website launched, up to April 2010

**3** new policy documents published on an education agenda; research priorities, and entry-to-practice competencies

**4** advocacy letters sent to the federal and provincial governments

**2** briefs submitted to the federal government Standing Committee on Finance and the Status of Women on policies promoting the success of dental hygiene businesses and improving the health of Canadians

**ONE** labour survey – *National Dental Hygiene Job Market and Employment Survey*

**ONE** Health Canada contract awarded for First Nations and Inuit Health

**101** health organizations partnered with CDHA through coalition work through the *Health Action Lobby* and the *Canadian Coalition for Public Health in the Twenty First Century*

**5** grants received for CDHA initiatives including: Canadian Cochrane Centre and Canadian Institutes of Health Research (CIHR) grant for a research forum; CIHR grant for a research meeting; HRSDC grant for student employment, Canadian Heritage grant for the *CIDH*

**15** professional development e-courses offered on CDHA website

**8** new live and on-demand professional development e-learning webinars and discussion forums hosted

**11** recognition awards given to CDHA members and dental hygiene organizations

**ONE** Lifetime Achievement Award

**3** private practice workshops with **209** attendees

**6** workshops for dental hygienists and dental hygiene students across Quebec

**11** surveys and **5,000** responses from our members

Over **500** active *Unique Identifier Numbers* issued

Over **30** private and **4** public dental insurance providers now pay registered dental hygienists directly

**2** insurance carriers accept dental hygiene claims electronically

**22** independent dental hygiene business plans reviewed

**875** telephone and e-mail requests for information about setting up a dental hygiene practice

**31** dental hygienists participated in pilot testing for CDHA-ACHDnet
Annu Al  Repo Rt 2009–2010

ONE Canadian dental hygienist (Pauline Imai) recruited as inaugural dental hygiene member of the Cochrane Collaboration research team

ONE Dental Hygienist Hero nominated

OVER a dozen affinity partnerships offering special discounts for CDHA members

More than a DOZEN corporate partnerships formed

More than 50 listings in CDHA’s new online Professional Oral Health Product Directory

8 exclusive product showcases

400 CDHA members received free Oral Health Kits during Oral Health Month

Over 350 dental hygiene graduates received a free CDHA/Hu-Friedy co-branded Nevi1 Scaler

2 policy documents distributed to 1839 English students and 412 French students: Code of Ethics and Dental Hygiene Definition and Scope

ONE new Membership database, iMIS, operational in the Fall of 2009

6 news releases to 261 media sources

12 biweekly e-newsletters and 12 biweekly e-mail broadcasts to online community of members

33 prominent mentions of CDHA in the media

ONE research award for an outstanding poster presentation and ONE research travel grant to attend the North American Dental Hygiene Research Conference

ONE North American Dental Hygiene Research Conference collaboration with American partners

ONE research seminar hosted
A note from the **PRESIDENT**

This year's *Annual Report* demonstrates the important and rigorous work of the CDHA.

CDHA unveiled its much anticipated new website in November 2009. The dynamic website allows CDHA to provide greater and better membership services, and is monitored from CDHA’s headquarters in Ottawa. Earlier in 2010, CDHA launched a social networking area of the website that allows members to communicate with each other via blogs, forums, wikis: members can form their own groups for communication of specific interests.

CDHA hosted new webinars to enhance members’ access to continuing education. This popular membership service has great potential, and is a well received service to our members. CDHA continues to support and serve students of dental hygiene, and student membership to the CDHA is free of cost.

We released two important documents, the *Labour and Employment Survey* for dental hygienists, and the *National Competencies and Standards for Entry to Practice* for adoption by dental hygiene educational institutions.

We continue to advocate for dental hygienists at all levels of government. This year we presented to the House of Commons Standing Committee on the Status of Women. CDHA also was instrumental in the pilot program in Alberta for reimbursement of dental hygiene practitioners who provide services to clients under the Non Insured Health Benefits program (NIHB). CDHA celebrated victories as more provinces in Canada gained self regulation of our profession, and when another university in Canada offered a baccalaureate degree program in dental hygiene education.

I believe this year has been a year of growth, change, and new beginnings for the CDHA. It is undeniable that dental hygienists make a positive and substantial difference to the overall health of clients. I know that while reading this annual report you will feel proud of your profession, and share this sense of accomplishment with your fellow members.

Best wishes,

Jacki Blatz
President, CDHA
October 2009 to October 2010
CDHA BOARD of DIRECTORS

Jacki Blatz, President; Alberta
Wanda Fedora, Past President; Nova Scotia
Palmer Nelson, President Elect; Newfoundland and Labrador
Bonnie Blank, Educator Representative
Anna Maria Cuzzolini, Quebec

Arlynn Brodie, British Columbia
France Bourque, New Brunswick
Julie Linzel, Prince Edward Island
Mary Bertone, Manitoba
Maureen Bowerman, Saskatchewan
Sandra Lawlor, Ontario
CDHA leads the evolution of the profession through position papers, policy documents, professional standards, research and education agendas, and surveys of the profession. These documents arm our members with the tools they need to succeed, build a strong united profession and support a healthy public. We proudly published four new documents.

1. *Dental hygiene at a crossroads: Knowledge creation and capacity building in the 21st century*
   CDHA unveiled a new report that called on the dental hygiene profession to develop a strong research culture, and broaden its research base as a means to make a significant contribution to the overall well being of Canadians. The report examines the existing research capacity of the dental hygiene profession and outlines opportunities for future knowledge creation and capacity building, which will result in the evidence base for high quality, effective and efficient dental hygiene services. The role of oral health research is placed within the framework of the wider context of health trends in Canada that impact on the profession.

2. *Pathways to Support the Oral Health of Canadians: The CDHA Dental Hygiene Education Agenda*
   CDHA's new Education Agenda called for increased access to bachelor degree programs, complemented by master, doctoral, and postdoctoral studies that allow dental hygienists to expand their growing body of knowledge. It explores variables that influence the dental hygiene profession and impact the educational needs of dental hygienists as they strive to promote the oral health of Canadians.

   This survey provided CDHA members with valuable information for negotiations on salary and benefits as well as for career planning. Topics covered by the survey include education, employment conditions, occupational health issues, future career interests, among others. The trends monitored in this survey will feed into CDHA’s policy work, particularly on the topic of health human resources.

**Survey highlights**
- The average hourly wage reported across all positions held as employees was $36.47 per hour, which is lower than the average $39.00 per hour wage reported in the 2006 study. The lowest wages reported were $27.08 for Quebec jobs, being approximately half the rate of pay in Alberta. The high participation of Quebec dental hygienists, compared to previous years, caused the lower overall reported average hourly wage in this study.
- While 66% of respondents indicated that they had only one workplace, there were 13% who reported having two jobs, and the remaining 21% held a variety of jobs.
- While there were 20% of dental hygienists who responded that they were seeking more hours of work, 75% of respondents are satisfied with their number of work hours. However, in the 2006 study, 6% of respondents
were seeking more hours, and 86% were satisfied with the number of work hours.

- A large number of dental hygienists representing 44% indicated they have searched for new employment in dental hygiene in the past two years. In the 2006 survey, 31% of respondents had searched for employment in the two years previous to the survey.

4. Entry-To-Practice Competencies and Standards for Canadian Dental Hygienists (ETPCS)
This document was a collaborative project involving the major stakeholders responsible for the profession:
- 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.

All provincial dental hygiene regulatory authorities have agreed in principle to adopt and implement the new ETPCS. This document is a significant accomplishment for the profession, as it confirms the profession’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. Next year, CDHA will focus on the implementation of this document, with a Q&A brief that will be posted on the website and will form the basis of a webinar.

Position papers since 2001
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 ten 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.

Dental Hygiene: Definition, Scope, and Practice Standards was developed to raise the standards of care in the dental hygiene practice setting and, in doing so, protect the public. CDHA distributed these documents to 1839 English students and 412 French students.
Successful GOVERNMENTAL relations

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

One outstanding highlight was that CDHA’s lobbying efforts over the course of the last seven years finally paid off, and dental hygiene business owners will profit. Health Canada, First Nations Inuit Health Branch, Non-insured Health Benefits (NIHB) started a pilot project in Alberta to pay dental hygienists directly for their services. Health Canada has also invited other regions to consider joining this pilot project. Government policy changes require persistent, protracted effort, but yield significant benefit for dental hygienists.

Over the last seven years, CDHA made oral presentations and written submissions to the House of Commons Standing Committees on Health and Finance, and numerous presentations directly to bureaucrats at Health Canada. Our stakeholders, such as the College of Registered Dental Hygienists of Alberta, the Assembly of First nations, and Inuit Tapirit Kanatami, were crucial allies in the process. In addition, numerous CDHA members across Canada and their provincial associations wrote advocacy letters on this topic.

This year, we presented a brief on this topic entitled Improving Cost Effectiveness and Program Efficiencies in First Nations and Inuit Health Branch, Non Insured Health Benefits to the House of Commons Standing Committee on Finance. The brief focused on enabling dental hygienists in private business to provide services to NIHB clients on a fee-for-service basis. When the Finance Committee included our recommendations in their report to the House of Commons, we followed up with advocacy letters to the Minister of Health and the Auditor General calling on them to take action on the recommendation. We celebrated the success of this lobbying when the Alberta pilot project was announced. We anticipate that this pilot project will improve access to care, and improve the oral health of First Nations and Inuit peoples.

The other highlights in government advocacy were in New Brunswick and Nova Scotia where dental hygienists achieved self regulation and the ability to establish businesses. CDHA supported the dental hygienists in these provinces in their efforts to bring about these changes. This new legislation allows qualified dental hygienists to provide dental hygiene care in various practice settings such as facilities, hospitals, community health centres, and other settings without the need for a dentist’s involvement. This new legislation will ensure greater access to quality dental hygiene care, especially for marginalized and underserved populations.
CDHA also lobbied for the *Newfoundland and Labrador Umbrella Legislation* to allow several professionals, including dental hygienists, achieve self regulation. CDHA also represented dental hygiene interests to the House of Commons Standing Committee on the Status of Women. The brief entitled, *Supporting Gender Equality in Oral Health Businesses*, focused on recommendations to increase the success of dental hygiene businesses.

CDHA conducted an analysis of the federal budget and issued a press release critique. To keep members informed about federal policy issues we issued a plain language summary highlighting measures that may have a positive impact on dental hygienists. This year we found the budget showed a leadership deficit on oral health issues. The budget 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.

CDHA advocated for the dental hygiene profession and oral health by writing a letter to the Honourable Leona Aglukkaq, Minister of Health. We recommended that dental hygiene Aboriginal students be incorporated in plans for educating dental therapists, since there could be significant cost savings to a joint program.
PROFESSIONAL development initiatives

Dental hygiene practice workshops
In an initiative to bring CDHA events directly to the provinces, in 2009–2010, CDHA cohosted three one-day workshops for dental hygienists who were exploring the opportunity to open their own practice. The workshops were a successful partnership between CDHA and provincial associations in Saskatchewan and British Columbia, and in Ontario with the Ottawa Dental Hygienists Society. Each event included presentations that included the following subjects: business planning, regulatory issues, and insurance requirements. In each workshop, a panel of dental hygienists who own their own practice in that province, shared their individual experiences as a business owner and opened the floor for discussion. The CDHA was particularly pleased to have industry exhibitors participate in the events. These workshops provided excellent networking opportunities for participants.

Workshops in Quebec
CDHA cohosted a series of six workshops throughout Quebec designed to highlight the advocacy role of the national and provincial associations and the benefits of CDHA-RDHQ membership, following the signing of the affinity agreement between the two parties in 2009. The workshop sessions included topics on improving working conditions for dental hygienists in Quebec, the role of dental hygienists in prosthodontics, and the knowledge transfer of dentifrice research in selecting the dentifrice best suited for each clients individualized oral self care program.

Dental hygiene student presentations
CDHA visited forty dental hygiene programs in Ontario and seven in Quebec with 1-hour presentations designed to inspire a sense of professional identity, and to highlight the resources and opportunities that CDHA provides to foster professional growth and to encourage a connection with the association.

Professional development e-learning
CDHA supports continuing education, and plays a key role in the professional development of Canadian dental hygienists. CDHA offered e-learning courses and launched its first webinar and discussion forum produced and delivered from CDHA offices. In response to the needs and learning preferences of dental hygienists from coast to coast, CDHA collaborated with a number of educators and course facilitators, linking their expertise to deliver effective, convenient, interactive, and informative educational resources of high quality.

CDHA offered 15 e-learning courses. New courses in 2010 included: Self initiation (in Nova Scotia), Jurisprudence (in Nova Scotia), and a Healthy workplace. December 2009 marked the launch of the CDHA live webinars with the first of three live and on-demand sessions on the Cochrane Webinar Series; Getting On Board with Evidence-based Practice! Following this, CDHA successfully hosted several sponsored webinars. Topics included financial planning, needle-free anaesthesia, and chemotherapeutic periodontal therapy. All of the webinars were fully enrolled prompting CDHA to launch an “on demand” follow-up enabling members to take the courses at their own convenience.
Collaborating on Health Science education issues

CDHA is a member of the Collaborative Forum on Health Science and Education (CFHSE), a national voice for educational organizations and professional bodies as well as a national broker for research initiatives in health science education. In the past year, CDHA’s Director of Education participated in face to face meetings and teleconferences that included an update on the Simulation Research Project, and a discussion of entry-to-practice (ETP) issues with representatives from the national ETP Committee.
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. The highlight of our collaboration this year was the recruitment of a Canadian dental hygienist, Pauline Imai, to participate with a team of international Cochrane Collaboration researchers to conduct a systematic review on interdental devices. This is the first time in Cochrane’s 17-year history of systematic review development that a dental hygienist participated in the review process. It opens the door for future collaboration between dental hygienists and the Cochrane Collaboration which will bring the dental hygiene perspective into the research team.

**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 worked together with CCC this year:

- attended CCC’s annual general meeting through a designated representative;
- provided a report on CDHA activities;
- hosted a series of webinars on Cochrane systematic reviews; and
- incorporated information on new systematic reviews on the CDHA web site, in CDHA e-newsletters, and in the *Canadian Journal of Dental Hygiene*.

**Health Action Lobby (HEAL)**
CDHA has been an active member of HEAL since 2001. HEAL is a coalition of national health, health care 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 directly participated in the following HEAL activities: revised the guiding principles, membership criteria and key messages; participated in a meeting with Health Canada regarding health human resources; participated in ongoing Advisory Committee on Health Delivery and Human Resources (ACHDHR) meetings; met with Human Resources and Services Development Canada (HRSDC) regarding the Agreement on Internal Trade (AIT); made a presentation to the House of Commons Standing Committee on Finance.
Canadian Coalition for Public Health in the 21st Century (CCPH21C)
CCPH21C 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 CCPH21C 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 directly participated in the following CCPH21C activities: developed Fast Fact Sheets on oral health, interprofessional collaboration and the CCPH21C; developed strategic priorities based on research capturing three priority public health issues: guaranteed funding, public health human resources, and public health leadership; and met with the Chief Public Health Officer, Dr. David Butler-Jones, to exchange information about priorities for the public health system.

Canadian Coalition for Action on Tobacco (CCAT)
CDHA is a member of CCAT, an umbrella group of several national and provincial health agencies working together to reduce the consequences of tobacco use in Canada and around the world. The highlight of this year’s advocacy work was the new federal Act, on October 2008, to crack down on marketing to youth by removing flavoured tobacco products from the market.

Stakeholder consultations
To increase the impact of our advocacy efforts, CDHA participated as a stakeholder in several external consultations. Canadian Institutes of Health Research (CIHR) CDHA participated in a consultation on partnerships and knowledge translation at the CIHR. A significant outcome of the partner consultation was the identification of five priority areas for enhancing research partnerships: (i) awareness (ii) funding (iii) strategic research elements (iv) sustainability (v) processes/tools to support partnerships. We also provided input on the CIHR Partnership Tool.

Health Canada (HC)
As a HC stakeholder, CDHA participated in an evaluation of the Federal Tobacco Control Strategy (FTCS), which was conducted by the Office of Policy and Strategic Planning at HC. We provided input on the continued relevance or need for tobacco control in Canada; the role of the Government of Canada in tobacco control; impacts of the FTCS; and future directions for the Government of Canada in tobacco control.

Advisory Committee on Health Delivery and Human Resources (ACHDHR)
CDHA participated in a workshop and stakeholder consultation on health human resources forecasting models. This event was an opportunity to lobby for federal government support for human resources data collection for the dental hygiene profession.
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 a representative to sit on the Board of Directors, and by providing these organizations with a yearly report on CDHA activities.

CDHA’s advisory committees
CDHA’s two advisory committees provided direction on education and research policy issues. One in-person committee meeting for each committee was supplemented with phone meetings.

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 the development of a political action strategy for changing entry-to-practice credentials. CDHA adopted a position statement on changing entry-to-practice; however, activity of this front had been slow, due to a temporary moratorium by the federal/provincial/territorial government on any ETP changes. This suspension has been lifted, and the policy climate is more conducive to moving this agenda forward. The EAC also developed an implementation action plan for the Entry-to-practice competencies and standards for Canadian dental hygienists, provided input for the draft CDHA Education Agenda, developed the ETPCS:Q&A on the new competencies and standards, and began preliminary work to develop an Educators’ survey and an Educator’s Award of Excellence. An EAC member sits on the CDHA Research Advisory committee to facilitate information flow between these two groups, as there are overlapping issues between these two groups.

Research Advisory Committee (RAC)
The RAC mission 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. The highlight of RAC activities this year was the inaugural Research Seminar at the University of British Columbia — a group of dental hygienists met to discuss dental hygiene research and building capacity for research. The success of this event has led to a commitment to host a similar event each year. The RAC provided input for the draft Dental hygiene at a crossroads: Knowledge creation and capacity building in the 21st century and also the Pathways to Support the Oral Health of Canadians: The CDHA Dental Hygiene Education Agenda. The RAC is presently developing a survey for CDHA members on research and a dental hygiene master’s degree. This information will allow CDHA to better develop strategies to build research capacity.
The highlight this year of CDHA’s recognition programs was the introduction of several new research awards. These awards were developed because CDHA felt it was vital to build research capacity, to acknowledge the important work of dental hygiene researchers, and to raise awareness regarding the role of dental hygiene research in oral health.

**Life Membership**
CDHA Life Membership is awarded to an active member, in good standing, of the Canadian Dental Hygienists Association who has made an outstanding contribution to both dental hygiene and the association at the national level. The CDHA Board of Directors congratulates Susan Matheson as the recipient in 2010.

**Denise Laronde**
Denise was the recipient of CDHA’s *Leading Poster Presentation Award* in June 2009, and recipient of CDHA’s *Graduate Student Travel Bursary* to attend the North American Dental Hygiene Research Conference in Bethesda, USA in June 2009.

**Pauline Imai**
CDHA’s Symposium Bursary 2010, in participation with P&G, gave the recipient an opportunity to attend the Canadian Cochrane Network and Centre Symposium in Ottawa, Ontario, on 19–20 May 2010. Pauline received $2,000 to cover expenses.

**Sandra J. Cobban**
CDHA’s Ambassador Travel Bursary 2010, in participation with P&G, was awarded to support a Canadian researcher who was submitting an abstract for an oral presentation, or a poster presentation, or a workshop at the *International Symposium on Dental Hygiene* (ISDH) in Glasgow, Scotland, from 1–3 July 2010. Sandra received $3,000 to cover expenses for participating in the ISDH.

**Zul Kanji**
CDHA’s Outstanding Research Award 2010, in participation with P&G, was offered to acknowledge the important role of dental hygiene research in building the knowledge base and guiding the practice of the dental hygiene profession, and in improving the oral health of Canadians. The author of the winning entry received a $2,000 prize. In addition, the winning entry was published in volume 44.5 (July–August) of the *Canadian Journal of Dental Hygiene*. 
Dental hygiene recognition programs

Each year, CDHA recognizes and applauds dental hygienists, dental hygiene students and dental hygiene programs making a difference in the profession. Prizes in 2009 honoured the specific achievements of dental hygienists and students.

Recipients in 2009 included:

- **Kera McClement**: CDHA Achievement prize in participation with Sunstar G•U•M
- **Alison MacDougall**: CDHA Dental Hygiene Baccalaureate Student prize in participation with Crest Oral-B
- **Nicole Moore**: CDHA Dental Hygiene Diploma Student prize in participation with Crest Oral-B
- **Andrea Slater**: CDHA Global Health Initiative prize in participation with Sunstar G•U•M
- **Emilie Lafarge**: CDHA Leadership prize in participation with Dentsply
- **Tanis Maxwell**: CDHA Student Leadership prize in participation with P&G
- **Harbour City Dental Hygiene Team**: CDHA Oral Health Promotion prize in participation with Crest Oral-B
- **University of the Fraser Valley Dental Hygiene program**: CDHA Oral Health Promotion prize in participation with Crest Oral-B
- **Monica Maletz**: CDHA Oral Health Promotion prize in participation with Crest Oral-B

- **Janice Murray**: CDHA Visionary prize in participation with TD Insurance Meloche Monnex
- **APLUS Institute, Toronto, ON**: Dental Hygiene Program Recognition Award
- **Camosun College, Victoria, BC**: Dental Hygiene Program Recognition Award
- **College of New Caledonia, Prince George, BC**: Dental Hygiene Program Recognition Award
- **University of Alberta, Edmonton, AB**: Dental Hygiene Program Recognition Award
- **University of the Fraser Valley, Chilliwack, BC**: Dental Hygiene Program Recognition Award
- **Vancouver Community College, Vancouver, BC**: Dental Hygiene Program Recognition Award
- **Vancouver Island University, Nanaimo, BC**: Dental Hygiene Program Recognition Award
CDHA provides critical business support for dental hygienists interested in private practice. Whether members are at the initial planning stages, writing a business plan, experiencing an adverse situation, or just wishing to share their successes, CDHA’s provided onsite assistance. While responding to an ever increasing number of e-mails and telephone messages from members and industry partners, the demand for this support doubled in the last year.

**Private Practice column**

The Business Development Manager authored a column in each issue of the Canadian Journal of Dental Hygiene to provide ongoing knowledge transfer. The choice of topics synchronized with the demand from dental hygienists, and included:

- Mobile dental hygiene practice
- Working with Veteran’s Affairs
- Office planning and design
- How are we doing, and where do we go from here?
- Your message is your business
- A comparison with the chiropractic business model

**Health Canada contract for dental hygiene services**

Health Canada, for the first time, directly contracted with dental hygienists, and awarded CDHA a contract to provide dental hygiene services to First Nations people living in seventeen remote communities in northwest Ontario. This is a 2-year project with the opportunity for an additional 2-year renewal. CDHA continues to work with Health Canada on this initiative, and looks forward to similar contracts offered across the country.

**Unique Identifier Numbers (UIN)**

Unique Identifiers Numbers (UIN) enable dental hygienists to make dental hygiene insurance claims in their own name. This entails CDHA maintaining and supporting a current database of dental hygiene providers. Dental insurance companies rely on the currency and validity of these data to verify dental hygiene claims and to issue payment either to the dental hygienist provider or to the client. With the growing interest in private practice dental hygiene CDHA made a decision to reconfigure its proprietary UIN system mid 2009. This reconfiguration not only safeguards the privacy of members’ information but meets electronic health data standards. Thus, UINs were re-issued in numerical format, specifically designed to omit provincial or licence identifiers. These changes also ensured that a member’s UIN is unique to an individual, no matter where that dental hygienist lives or practises. To date over 500 dental hygienists have registered for the new identifier number.
CDHA-ACHDnet
In the summer of 2009, CDHA launched the first pilot test of CDHA–ACHDnet with six private practice dental hygienists in Alberta. CDHA collaborated with Alberta Quikcard and Continovation (ITrans) Claim Service in the first test of this system. In the spring of 2010, CDHA again tested the network with Green Shield; this time, recruiting over 26 dental hygiene practice volunteers in Ontario. CDHA has pursued more insurers to accept electronic dental hygiene claims. CDHA is hopeful of rolling out CDHA–ACHDnet to all interested members in 2010.

Town hall meetings
In an effort to meet with more dental hygienists on a face-to-face basis, CDHA staff held two informal meetings with approximately 35 private practice dental hygienists. One meeting was held in Alberta, and the second in British Columbia. During both meetings, members had the opportunity to share ideas and concerns with CDHA staff directly. CDHA looks forward to many more such meetings across the country.
**North American Dental Hygiene Research Conference (NADHRC)**
CDHA, in collaboration with the National Center for Dental Hygiene Research, sponsored the NADHRC on 15–17 June 2009 in Bethesda, MD, USA. The conference was declared an enormous success by the 150 dental hygienists who attended from five countries. The purpose of the conference was to bring members of the dental hygiene community together to increase knowledge and skills for submitting grant proposals; to explore strategies to improve data acquisition and analysis; to increase and diversify the number of dental hygienists involved in oral health research; to examine 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, as a keynote speaker. Other conference speakers of note included Directors from the National Institute of Dental and Craniofacial Research (NIDCR), and the National Cancer Institute, dental hygienists in alternative practice settings, industry leaders, and practice based researchers. The conference proceedings were published in volume 43.5 and 43.6 of CDHA’s journal, the *Canadian Journal of Dental Hygiene*.

**CDHA’s Research Forum**
CDHA delivered a research forum in January 2010, which brought together thirty dental hygiene instructors and students involved in research. The objectives of this milestone event were to:
- Create opportunities for RAC to meet students and encourage student and faculty engagement.
- Inform RAC/CDHA on how to support students in advancing their credentials and conducting research.
- Obtain input on the future direction of dental hygiene research, what role it will play in the future of the profession, and how to engage and support students in conducting research.
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.

**Oral health in the spotlight**
CDHA’s *Media Watch* brings members the latest oral health headlines, weekly from newspapers, magazines, television, and radio stations across Canada. Links to some of the online articles give dental hygienists the full story to keep them informed.

**Dental hygienists in the spotlight**
This year dental hygienists were mentioned in the media 653 times. There was an explosion in the number of private dental hygiene businesses that featured in the media, including awards for private practitioners as “Entrepreneur of the Year”. The media described new dental hygiene businesses, some of which were involved in mobile service delivery to such locations as senior’s residences and private homes. There was also mention of these businesses’ involvement in interprofessional collaboration and the support from dental insurance plans which now provide coverage for this new service delivery model. From small town weekly newspapers in Timmins and Smiths Falls to big city daily newspapers in Ottawa and Hamilton for instance, media featured the important role of the dental hygienist.

The media also focused on dental hygienists’ active involvement in volunteer community outreach. The following list provides a flavour of the types of activities that were mentioned:
- CDHA’s *Dental Hygiene Hero* award — services for low income individuals at the University College of the North, Manitoba
- *Smiles for Life* – dental hygiene services to low income pregnant women in Nanaimo, British Columbia
- Cambridge Dental Hygiene Inc. — free services at a women’s shelter in Ontario
- Dental hygienists in Timmins, Ontario — a free dental hygiene public information session
- *Gift from the Heart* — free dental hygiene services on Valentine’s Day in Ontario

**CDHA in the spotlight**
CDHA’s relationship building with the media yielded remarkable results this year with inaugural special information supplements in the *Globe and Mail* and the *National Post*. In addition, CDHA was quoted in 33 news items, which was five times more frequently than in the previous year.
National Dental Hygienists Week™
CDHA celebrated diverse roles of dental hygienists across Canada during National Dental Hygienists Week™ from 11–17 April 2010. The Week 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.

Canadian media outlets
The following gives a snapshot of these activities:

- In September 2009, the Globe and Mail featured a special information supplement by CDHA on dental hygienists and oral health. It included information on the link between oral health and overall health, new service delivery options such as dental hygiene businesses and mobile practices. The Globe and Mail reaches the most educated, affluent, and influential newspaper readership in Canada — significantly greater than any other national newspaper in Canada. This CDHA supplement appeared online at www.globeandmail.com for 7 days and was archived for 90 days.

- In March 2010, the National Post featured a special information supplement on oral health. CDHA contributed three articles to this feature entitled:
  
  A growing role in health care for dental hygienists, 
  Your dental hygienist can help you fight gingivitis, and 
  Make an appointment to see your dental hygienist today

  This supplement also included information on a step by step guide to keep your mouth healthy; the scientific link between oral health and general health; mouthguards; and oral cancer. This issue also provided a high profile location for several dental hygiene business owners to advertise their practices.

- An article featured CDHA’s brochure: What your dental hygienist knows could save your life. This brochure educates the public about the connection between periodontal disease and systemic health issues.

- CDHA President, Jacki Blatz, was interviewed by Best Health online magazine. Jacki is directly quoted in two articles - 7 ways to make oral hygiene easier at the office and The safe way to store your toothbrush. Jacki also contributed to other stories on oral health for this magazine.

Website
CDHA achieved a greater online presence this year with the launch on an entirely new website in the fall of 2009. The new website includes simpler navigation, better access to resources, as well as member access to social media tools such as blogs, forums and webinars. The new website had 140,603 visits.
The journal was proud of its editorial accomplishments in CDHA’s fiscal year of May 2009 to April 2010. The journal partnered with the American Dental Hygienists Association (ADHA) on jointly publishing the conference proceedings of the North American Dental Hygiene Research Conference on 15–17 June in Bethesda, Maryland, USA, in two issues, that of July–August 2009 and September–October 2009, volume 43.4 and 43.5 respectively. Both these issues dedicated more pages than other issues (averaging 40–48 pages) to capture current research, and its progress.

The editorial board met telephonically twice — in October 2009 and in March 2010. The editorial board has broadened the scope of CJDH’s interest to include manuscripts on Professionalism; Health promotion; Education; Clinical practice; Community practice; Oral health sciences, and Theory. The editorial board generously provided additional volunteer services; those with no conflict of interest sat on an evaluation panel for selecting the new Outstanding Research award. This prize of $2,000 was awarded to Zul Kanji of UBC, British Columbia, for his submission, Dental hygiene baccalaureate degree education in Canada: Motivating influences and experiences.

Scientific articles that the CJDH published this year are:
- Short articles – 37
- Full length articles – 8
- Editorials – 5
- Letters to editor – 3

These articles are peer reviewed, indexed, and cited in biomedical online databases CINAHL, ProQuest, and EBSCO host. In addition, CJDH published 37 poster presentations and 15 Cochrane Reviews.

Currently the printed journal is mailed to all subscribers. Through the Readership Survey, we discovered that readers continue to voice a strong preference for the print format of CJDH; 53.4% never read the online version. The journal proudly uses paper stock regulated and approved by the Forest Stewardship Council, and carries the FSC logo on its masthead.

Readers selected the CJDH their #1 choice through the Readership Survey of November 2009–February 2010. 97.4% of respondents ranked the journal their top pick over any other oral health journal in North America.

Our readership expressed very strong and positive interest in seeing articles on practice standards (93.3%), continuing professional development opportunities (70.7%), and information on legal risks (58.1%). The journal moved its archival online issues to open access in November 2009.
The journal’s application to the Support for Editorial Content, a component of the Canada Magazine Fund, was successful. And in March of 2010, the journal received the highest amount it has ever been awarded for this grant — $24,586.00. The journal carries the government logo on its masthead to acknowledge their support. The editorial office has stepped up its strategies to encourage French submissions to the journal.

A change of seat: A “Thank you”, and ...

In the Spring of 2010, the journal saw a transition in its stewardship. Dr. Susanne Sunell, EdD, RDH, has steered the journal since September 2004 as its Scientific Editor when the journal revised its identity from Probe to the Canadian Journal of Dental Hygiene. Susanne monitored the scientific rigor of the journal while mentoring many an author. She wore many hats then, as she continues to do now, and the journal, the editorial board, and CDHA are indebted to her stellar service.

... a welcome

Stepping into the Scientific Editor’s position is Dr. Katherine Zmetana, DipDH, DipDT, EdD. Katherine has explored the dimensions of dental hygiene and dental therapy, and brings strong academic, research, and public health skills. Her expertise includes twenty years of instructional and administrative leadership in post secondary education and training. She has extensive background in program planning, curriculum development and evaluation. Katherine graciously volunteered to shadow Susanne the past few months, to imbibe the feel of the journal, its many valiant struggles, and share in its successes.

The CJDH provides a forum for the dissemination of dental hygiene research to enrich the body of knowledge within the profession. Further, the intent is to increase interest in, and awareness of, research within the dental hygiene community.
The CDHA Library maintains a core collection of dental hygiene related professional journals and textbooks. Members can request article copies for personal and educational use at a minimal fee. New editions of texts received were highlighted in the CJDH; and members may obtain a copy for a three-week loan period. This is a very useful way for dental hygienists to preview new texts prior to making a purchase decision. Finally, the CDHA has the search tools to locate articles not available from free online sources.

In spite of the rapidly developing social networking community, personal contact with the association when support is needed remained consistently high. Both student members and practising dental hygienists contacted the Information Coordinator via e-mail and telephone or voice mail requesting assistance with practice and career issues. Such issues covered a wide variety of topics from scope of practice concerns to fluorides to new products and technology. In response to these requests, links to reliable information sources that support evidence based practice were provided.

Student members commonly asked for information and guidance for school research projects. This service established the groundwork for future dental hygiene professionals to join our dental hygiene community. An added benefit was that each of these contacts provided an opportunity to interact positively with dental hygienists to promote the value of membership in our national association.

Throughout 2009, the Library column was a regular feature in the CJDH, and provided current information and resources on issues ranging from e-mail netiquette to interdisciplinary health care, knowledge transfer, and the role of dental hygienists in detecting elder abuse and neglect.
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.

*Dental hygiene at a crossroads: Knowledge creation and capacity building in the 21st century*
Research planning committee (Dr. Joanne Clovis, and Dr. Susanne Sunell), and workshop participants (Dr. Cindy Amyot, Dr. Joanne Clovis, Sandy Cobban, Bonnie Craig, Brenda Currie, Dr. Laura Dempster, Leeanne Donnelly, Marilyn Goulding, Dr. Louanne Keenan, Barbara Long, Dr. Kerstin Ohrn, and Dr. Susanne Sunell)

*Pathways to Support the Oral Health of Canadians: The CDHA Dental Hygiene Education Agenda*
Education planning committee members (Dr. Sharon Compton, Dianne Landry, and Dr. Susanne Sunell), workshop participants (Bonnie Blank, Louise Bourassa, Ginny Cathcart, Dr. Sharon Compton, Bonnie Craig, Brenda Currie, Diane Gallagher, Patricia D. Grant, Kellie Hildebrandt, Linda Jamieson, Fran Richardson, Alexandra Sheppard, Brenda Udhal, Patricia Manacki)

*CDHA representatives on external organizations*
Laura MacDonald (Commission on Dental Accreditation); Evie Jessin and Dianne Gallagher (National Dental Hygiene Certification Board); and Alison MacDougall (junior representative with International Federation of Dental Hygiene) 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, MEd
Bonnie Blank, BSc, MA
Heather Blondin, BSDH, RDH
Bonnie Craig, DipDH, MEd, RDH
Christine Fambely, DH, MEd
Dianne Gallagher, DipDH, BGS, Med
Linda Jamieson, RDH, BA, MHS
Nancy R. Neish, BA, DipDH, MEd
Larissa Voytek, HBSc, BA, DipDH, RDH
Katherine Zmetana, DipDH, DipDT, MA, EdD

*Research Advisory Committee (RAC) members*
Shafik Dharamsi, PhD, Chairperson
Joanne Clovis, DipDH, BEd, MSc, PhD
Sharon Compton, DipDH, BSc, MA(Ed), PhD
Brenda Currie, DipDH, RDH, BDSc DH), MSc
Laura Dempster, DipDH, BScD, MSc, PhD
Marilyn Goulding, BSc, MO
Cindy Isaak-Ploegman, DipDH, BA, MEd
Salme Lavigne, RDH, DipDH, BA, MS(DH)
Susanne Sunell, DipDH, MA, EdD
Katherine Zmetana, DipDH, DipDT, MA, EdD
CJDH Editorial Board
Susanne Sunell, Scientific Editor, EdD, RDH
Katherine Zmetana, DipDH, DipDT, MA, EdD
Leanne R. Donnelly, Dip DH, BDSc(DH), MSc
Barbara Long, SDT, RDH, CACE, BGS
Sandra J. Cobban, RDH, MDE
Indu Dhir, BSc, MSc(DH)
Laura J. Dempster, BScD, MSc, PhD
Peggy J. Maillet, DipDH, BA, MEd
To honour these important and relevant partnerships, CDHA created the CDHA Partners’ Circle. Members of the CDHA Partners’ Circle in 2009–2010 were:

**P&G (Crest Oral-B)**
As an Elite member, 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 awards program that showcases the achievements of dental hygienists, dental hygiene students, dental hygiene programs and research.

In order to keep dental hygienists up to date on oral health innovations, P&G provides information on its numerous oral health product lines through CDHA’s new online Professional Oral Health Product Directory and with exclusive Product Showcases. In celebration of Oral Health Month, P&G once again donated 400 oral health promotion kits to CDHA members to promote oral health education to Canadians.

**SUNSTAR**
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 the research of dental hygiene students, dental hygienists, and their achievements. SUNSTAR participated through exclusive Product Showcase listings, and advertisements in CDHA’s professional publication, the *Canadian Journal of Dental Hygiene*.

Sunstar’s On the Scene student eNewsletter contest was launched this Spring; it is designed to provide dental hygiene students with the opportunity to showcase their schools and activities. SUNSTAR has generously contributed an educational grant for the development of an interdental position paper.
JOHNSON & JOHNSON (Listerine®)

Johnson & Johnson, makers of Listerine®, is a respected Silver member and CDHA’s exclusive Gingivitis Week partner. This year again, the gingivitis awareness campaign provided oral health education to the Canadian public throughout June.

Johnson & Johnson sponsored a webinar on oral health innovation, an exclusive Product Showcase, and adverts in the Canadian Journal of Dental Hygiene.

Together we launched the first ever Dental Hygienist Hero™ recognition program in Canada. This was a highly successful campaign with nominations from CDHA members across the country. The first Canadian Dental Hygienist Hero™, Heather Cooper, was selected in August 2009.

DENTSPLY

DENTSPLY holds a Silver member status, and is involved in many initiatives that support CDHA’s vision. Once again, DENTSPLY supported the achievements of dental hygiene leaders through the CDHA Dental Hygiene Recognition Program. Our first industry sponsored webinar was instrumental through DENTSPLY. It also employs our Professional Oral Health Product Directory to inform members of Dentsply’s latest oral health products.

TD INSURANCE MELOCHE MONNEX

TD Insurance Meloche Monnex provides CDHA and its members with various discounted insurance programs protecting the assets of CDHA members. It supports dental hygiene initiatives. For the fourth consecutive year, TD Insurance Meloche Monnex has contributed to the Dental Hygiene Recognition Program, recognizing the vision of a dental hygienist researcher. TD Insurance Meloche Monnex generously sponsored our CDHA/RHDQ Quebec Tour.
AUDITORS’ report

To the members Canadian Dental Hygienists Association/L’Association Canadienne des Hygienistes Dentaires

We have audited the statement of financial position of the Canadian Dental Hygienists Association/L’Association Canadienne des Hygienistes Dentaires as at 30 April 2010 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 2010 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.

REVENUE
- Membership ........................................ 69%
- Sponsorships .............................. 6%
- Continuing education ..................... 5%
- CJDH advertising and subscriptions . 14%
- Insurance administration ................. 4%
- Conferences ................................... 1%
- Provincial cost sharing .................... 1%

EXPENSES
- Business success .......................... 13%
- National voice ............................... 13%
- Professional identity ...................... 13%
- Leadership .................................. 14%
- Knowledge .................................. 14%
- Workplace wellbeing ..................... 13%
- Public recognition ......................... 12%
- Governance .................................. 8%

McCay, Duff & Company LLP
Licensed Public Accountants
Ottawa, Ontario, 21 June 2010