



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

Annual Report 2007-2008

A photograph of a smiling dental hygienist in a clinical setting. She is wearing a light pink scrub top and pants. In the background, a dental chair is visible. The image is partially obscured by a green decorative graphic at the bottom.

Expanding the Dental Hygiene Horizons

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Message from the President

A little bit of effort translates visions into meaningful realities.

The creation of an annual report provides the opportunity to reflect on past successes and accomplishments, challenges and yes, even those unmet goals. For me, it is a chance to envision the coming year at Canadian Dental Hygienists Association (CDHA), and as a practising dental hygienist, it is the perfect time to plan for new professional opportunities, set new learning goals, and think of new ways to make a difference to the oral health of Canadians.

As the national voice and vision of dental hygiene in Canada, CDHA has worked diligently over the past few years to remove barriers to preventive oral care. Recent legislative changes in Alberta and Ontario have created new opportunities for dental hygienists to reach beyond the walls of private practice to offer their services in a variety of settings. In Manitoba, the Transitional Council of the College of Dental Hygienists of Manitoba is finalizing its work toward enabling regulations, and has

held its first registration of dental hygienists. These are just a few examples of foundational changes now underway that will essentially shift the paradigm of oral care delivery in Canada.

These changes have resulted in CDHA's creation of numerous education resources to help address new professional opportunities available to our members, the dental hygienists of Canada. Truly, with each success, the CDHA sees its vision for the future become a reality.

The CDHA urges all dental hygienists to share their vision of improved oral health for Canadians and increased access to the services of dental hygienists by actively participating in your professional association. There is no doubt that you can make change happen by contributing to the voice of the profession, and while doing so enjoy the many great benefits of getting involved. With so many clinicians working as independent dental hygienists in private practice, regular meetings can offer that important sense of belonging,

camaraderie, and mentorship, while offering planned opportunities to reach out to the community. For those of you who have established mobile or stationary independent practices, connecting with colleagues can provide you a wealth of information and support, and in turn offer you the opportunity to share your expertise as you mentor others.

A little bit of effort translates visions into meaningful realities.

Use your networking and negotiating skills to enhance what's in your practice and create new ways to promote oral health for your clients such as in-office oral health counselling for small groups – pregnant women, new parents, older adults, clients with diabetes, adults caring for elderly family members, and adults caring for family members.

Reach out. Include outreach into your practice environment. Instead of having the public come to you, reach out to others with your dental team, fellow dental hygienists, or on your own...hold a brush-in at a local daycare, provide free screenings at a long term care facility, offer an oral health care session for health care aides, or even set up an oral health display at your local mall.

Let's reflect on our accomplishments of the past year, and look forward to creating new opportunities together.



Carol-Ann Yakiwchuk

CAROL-ANN YAKIWCHUK

CDHA Board of Directors



Carol Yakiwchuk,
President;
Manitoba



Bonnie Blank,
Past President;
Dental Hygiene Educators Canada



Wanda Fedora,
President Elect;
Nova Scotia



Arlynn Brodie;
British Columbia



Jacki Blatz;
Alberta



Maureen Bowerman;
Saskatchewan



Evie Jesin;
Ontario



Anna Maria Cuzzolini;
Québec



Diane Thériault;
New Brunswick



Julie Linzel;
Prince Edward Island



Palmer Nelson;
Newfoundland and Labrador

CDHA in numbers

For 45 years, the Canadian Dental Hygienists Association (CDHA) has acted as the collective voice of dental hygiene in Canada, and is committed to advancing the profession, supporting its members and contributing to the oral health and general well-being of the public. The annual numbers in 2007–2008 below demonstrate the breadth and depth of CDHA activities.

- 18,500 dental hygienists represented across Canada
- 166 health organizations partnered with CDHA through coalition work
- 24 e-mail broadcasts shared news and information with CDHA members
- 6 issues of the Canadian Journal of Dental Hygiene published, in its 42nd year of publication
 - 1 brief submitted to the federal government
- 10 Continuing Education courses currently offered online through CDHA
 - 4 new on-line continuing education programs developed and launched.
 - 1 workshop created for dental hygienists in private practice
 - 1 Infection Control Guidelines Document published
- 23 awards granted to CDHA members and dental hygiene organizations
 - Over 400,000 website visits
- 384 items added to the Canadian Oral Health Promotion Resource Database
 - 3 Insurance programs available to CDHA members
 - 14 group discounts opportunities for CDHA members
 - 15 corporate organizations sponsored CDHA
 - Obtained *status* as a private educational institution
 - Host country for the global IFDH symposium

Dental hygiene *research*

CDHA conducts research on critical issues relating to oral health care, which serves as the foundation for position statements. CDHA is committed to improving and inspiring research in the field of dental hygiene. This year, CDHA created a document concerning Infection Control Practice Guidelines. The member consultation was instrumental in developing the position paper on infection control practice guidelines. CDHA also drafted an education agenda and research document to guide the growth of the dental hygiene profession.

■ CDHA Infection Control Practice Guidelines in Dental Hygiene

Based on a review of current research, CDHA recommends dental hygienists apply the Centers for Disease Control and Prevention's (CDC) *Guidelines for Infection Control in Dental Health-Care Settings* (2003) in addition to the standards developed by their province's regulatory body. Dental hygienists should also follow more stringent guidelines identified in recent literature and in such other guidelines for infection control as the CDC's *Guidelines for the management of occupational exposure to Human Immunodeficiency virus (HIV)*-2005. CDHA also suggests dental hygienist best practices include: choose a line cleaner (disinfectant solution) that can kill bacteria in the water and bacteria in the biofilm matrix; sending DUWL samples to the laboratory immediately upon collection when using laboratory water testing, by express mail, with a cooling element; and the continued collaboration with manufacturers to determine cost effective means for testing and maintaining appropriate water standards.

Since guidelines for infection control do not describe all dental hygiene settings or situations that occur in practice, clinical judgement regarding the most appropriate protection for a specific procedure should be based upon the dental hygienists knowledge of the principles of infection control. CDHA encourages all dental hygienists to monitor changes to infection control practices in literature, engaging in continuing professional development, reading newly published research, and applying evidence based measures.

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

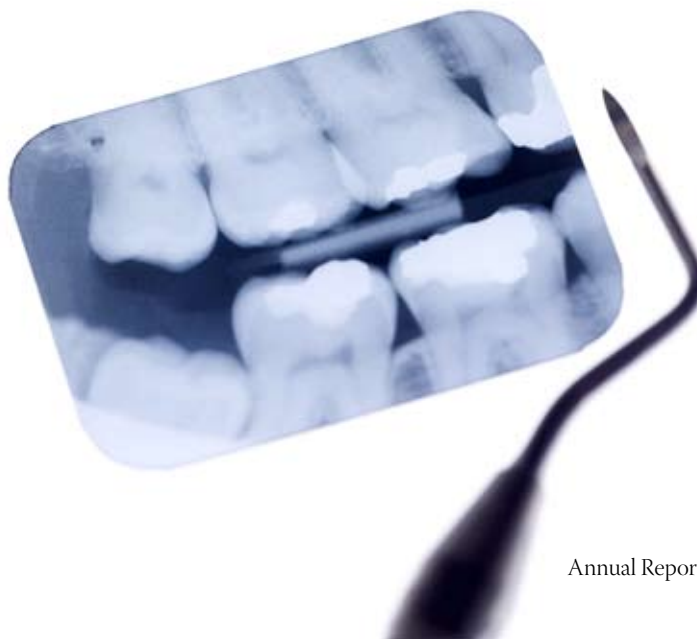
In April 2008, CDHA gathered a group of dental hygienists in Ottawa for two days to discuss issues surrounding the oral health

of Canadians and the educational needs of dental hygienists to support good oral health. The purpose of the meeting was to articulate the educational needs of the dental hygiene profession to enable it to contribute to the oral health of the Canadian population. The group consisted of people with diverse backgrounds including experience with post-secondary, college and university education; regulation, national certification; accreditation and professional associations. The group discussed the influences impacting health and education, values expressed through current policies, current research activities and the realities of practice.

This meeting was followed by the generation of a vision for the profession in supporting the health of Canadians, which was combined with the educational needs of dental hygienists to create the *Pathways to Support the Oral Health of Canadians: The CDHA Dental Hygiene Education Agenda* draft. CDHA members, dental hygiene educators, dental hygiene organizations, and other health organizations will be asked to provide feedback on the draft through a survey.

■ Draft Research Document - Dental Hygiene at a Cross Roads: Knowledge Creation and Capacity Building in the 21st Century

CDHA developed a draft research document, *Dental Hygiene at a Cross Roads: Knowledge Creation and Capacity Building in the 21st Century*, in April 2008, which casts some 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 document was based on information obtained through a researcher workshop for a group of people with diverse backgrounds including biomedical, population health, psychosocial, and dental hygiene clinical researchers. This document addresses how dental hygiene research contributes to the health of Canadians, and what is required to enhance research. CDHA will make revisions based on the feedback received from a consultation with members and researchers, as well as other dental hygiene organizations and outside organizations.



Government policy from an *oral health* perspective

This year CDHA made three presentations to the federal government concerning oral health issues and policy. CDHA is concerned with improving the state of oral health care in Canada from a prevention perspective.

■ House of Commons Standing Committee on Finance

CDHA developed the *Oral Health Care: A Necessary Public Good Now and into the Future* brief, which emphasized the importance of a health care system that puts prevention first. The brief focused on the stories of three individuals who represented disadvantaged segments of the population.

CDHA made the following recommendations to the committee:

- Work together with the provinces/territories to provide leadership, policies and funding (36% of total oral health spending, or \$3,579 million) for national oral health promotion and disease prevention programs for low-income Canadians, including those receiving social assistance and those working; children; persons with disabilities; and seniors; and
- Grant full program status to the Childrens' Oral Health Initiative within the First Nations and Inuit Health Branch.

■ First Nations Inuit Health Branch, Non-Insured Health Benefits (NIHB) Program

CDHA presented a draft business case to the First Nations Inuit Health Branch, Non-Insured Health Benefits (NIHB) Program outlining the benefits of adding dental hygienists to the NIHB provider roster.

The benefits included the following:

- Remove barriers to access to care
- Promote cost effective service delivery models
- Increase oral health services.

■ Ongoing Efforts from the Competition Bureau of Canada

The Competition Bureau of Canada released the report *Self-Regulated Professions: Balancing Competition and Regulation*. The report addresses the scopes of self-regulated practices and heeds caution about changing education requirements. The study found that rules that limit advertising, set prices for services and restrict who can offer professional services may go further than necessary to protect the public interest, and restrict competition.

As a follow-up to the self-regulated report, the Competition Bureau of Canada launched a national study into the self-regulated dentistry profession. The study will examine the methods and regulating practices within dentistry and analyze their potential economic impact to ensure the maximum benefits of competition to consumers.

The Competition Bureau of Canada also wrote to various ministers of health advocating dental hygiene legislation and independent practice for dental hygienists.

■ National Progress –Professional Self-regulation and Private Practice

CDHA has worked together with dental hygiene associations and provincial ministries of health to advance the dental hygiene legislation, modernizing current private practice restrictions. In this past year, both Ontario and Nova Scotia saw amendments to provincial legislation which granted dental hygienists the right to self-initiate.

The Ontario Government granted dental hygienists the faculty to practise without a dentist present, in September 2007. This allowed dental hygienists to create private practices and provide care to under serviced areas. The College of Dental Hygienists of Ontario remains in place to regulate dental hygienists and ensure that the public receives quality, safe dental hygiene services.

In December 2007, new legislation from the Dental Hygiene Act made dental hygiene become a self-regulating profession in Nova Scotia. This allowed dental hygienists to establish a college to oversee regulation issues, private practices, and provide services to individuals in long-term care facilities, rural and remote areas.

Manitoba dental hygienists are self-regulated, and the province is advancing toward professional self-regulation policy. The Dental Hygienists Act, proclaimed in April 2008, sets out provisions for the creation of the College of Dental Hygienists of Manitoba. The act also discusses the expansion of dental hygienists' services, qualified dental hygienists will be able to provide services without a dentist's involvement in government health facilities, including personal-care homes, and hospitals; community oral health programs.



Putting *dental hygienists* and *oral health* in the spotlight

■ Letter Campaign

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

- Competition Bureau of Canada, advocating direct payment to dental hygienists serving First Nations Inuit Health Branch, Non-Insured Health Benefits clients
- National Post, prevention focus from dental hygienists could largely address the oral health issues of aboriginal children and prevent the pain, suffering and cost associated with the First Nations Inuit Health Branch, Non-Insured Health Benefits (NIHB) program, dental program's orthodontic services.
- Department of Human Resources and Skills Development, Human Resources Development Canada's Labour Program -encouraging the extension of a proposed ban to protect all workers from harmful second hand smoke
- Alberta Premier, importance of the new changes to tobacco control legislation

■ Advocacy for Direct Payment

CDHA has been advocating the addition of 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 business practices, and increased competition in dental services. A total of fourteen private dental insurance plans provide direct payment to dental hygienists. New additions to the dental plans that reimburse dental hygienists directly for services include the following:

- Alberta Blue Cross
- Pacific Blue Cross
- Great West Life
- Veterans Affairs Canada and Canadian Forces
- Sysco Dental Benefits
- Equitable Life of Canada
- Ontario Ironworkers

■ Website

CDHA is continually improving communications through the use of its website. During the 2007–2008 year, 384 new resources were made available on the website through the Canadian Oral Health Promotion Database (COHPR). The public side of the website continues to grow, and provides information in French.

Events and conferences

■ National Dental Hygienists Week

CDHA celebrated diverse roles of dental hygienists across Canada during National Dental Hygienists Week™ (NDHW™), from 13–20 April 2008. CDHA took the opportunity to reflect on its accomplishments in the past year, which included the legislation allowing dental hygienists in Ontario and Nova Scotia to practise without the supervision or authorization of a dentist. The Week was also a time for dental hygienists to embrace their ever-growing relationship with the Canadian public, by sharing oral health information.

■ World No Tobacco Day

CDHA reinforced its strong stance against contraband tobacco on 31 May 2007, World No Tobacco Day. This day was an opportunity to position dental hygienists as a resource for Canadians who want to quit smoking, and need guidance from a healthcare professional.

■ CDHA Listerine Gingivitis Week - 4–10 June 2007

CDHA, in partnership with Listerine Mouthwash, launched the fourth annual CDHA

Listerine Gingivitis Week event. Encouraging CDHA members across Canada to celebrate the Week by hosting gingivitis awareness and education activities in their local communities and/or practice, the week was a huge success in promoting good oral health care habits.

■ Week Without Violence

During this year's YMCA Week Without Violence, CDHA collaborated with the YMCA across Canada. Six presentations on oral hygiene were delivered to families whose lives have been touched by violence, and invaluable information provided about dental hygiene clinics that can help those in need. Crest Oral B graciously provided toothbrushes to be distributed at the presentations.

■ International Federation of Dental Hygienists 17th International Symposium on Dental Hygiene

From 19–21 July 2007, CDHA was the proud host of the International Federation of Dental Hygienists' 17th International Symposium on Dental Hygiene. The event took place at the

Westin Harbour Castle, Toronto, Ontario, and was the first international dental hygiene symposium held in Canada in over 25 years. Drawing delegates from around the world, dental hygiene professionals converged upon Toronto to celebrate "The Many Cultures of Dental Hygiene".

The symposium featured many panel discussions on topics including: tobacco use, prevention and cessation; positioning dental hygiene in health care; population oral health; and collaborative research.

The symposium featured culture themed events for each aspect of the conference. The Sunstar awards ceremony featured Japanese food and entertainment. The Canada Symphony of Seasons Dinner featured Canadian folk music and distinctly Canadian cuisine representative of the country's four seasons. The final event, Around the World in 80 Days, sponsored by Crest Oral-B, featured fine cuisine, jazz music, and a special Martini.



Partnerships: *power in numbers*

■ Focus on the Health of Canadians

CDHA supports good oral health within the Canadian health community. CDHA also participates in several national health coalitions and advisory councils, including: the Pan-Canadian Coordinating Committee on Entry to Practice Credentials; 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 Literacy and Health Program. CDHA continues to be a member of the Canadian Coalition for Action Against Tobacco, supporting World No Tobacco Day by encouraging the adoption of a strong position against contraband tobacco.

■ Focus Groups and Surveys

CDHA participated in a variety of focus group discussions and surveys over the course of the 2007–2008 year. These included:

- Contributed to the design of an EKOS evaluation survey on behalf of Health Canada's Federal Tobacco Control Strategy.
- Presented children and youth oral health issues at a roundtable discussion hosted by the new Federal Advisor on Healthy Children and Youth, Dr. Kellie Leitch. The meeting focused on healthy lifestyle, specific diseases and safety issues.
- Provided comment on the College of Dental Hygienists of Ontario's draft Standards of Practice for Self-Initiation.



Continuing education

■ New Continuing Education Courses Offered

In November 2007, The Minister of Human Resources and Social Development Canada approved CDHA's request for certification as a private educational institution, which made CDHA members and non-members, who avail themselves of CDHA professional development resources and events, eligible for income tax deductions on the course fee.

As part of CDHA's commitment to continuing education, four new programs were launched to meet the professional needs of members.

■ Self-Initiation for Dental Hygienists

The Standard of Practice for Self-Initiation of dental hygiene care applies to all College of Dental Hygienists of Ontario (CDHO) registrants who plan to self-initiate the controlled acts of "scaling teeth and root planing, including curetting surrounding tissue". The course focuses on the dental hygiene process of care which forms the framework within which dental hygiene therapy is conducted, clients with special needs, jurisprudence and record keeping and health and safety to ensure standards of practice for self-initiation among dental hygienists. The development of this course was made possible through a financial contribution from the CDHO.

■ Certificate Program: Independent Practice for Dental Hygienists

This series of five courses certificate program explores the entrepreneurial process with a focus on dental hygienists looking to open their own practice. The course covers vision, mission, financial planning, marketing and communications strategies, and managerial roles — helping dental hygienists turn their dream into reality.

■ Treatment vs. Prevention: New Insights on Common Oral Conditions

This course explores how the dental hygiene professional can apply new oral health theories and research into practice to build a stronger and more beneficial relationship with clients. It examines the causes, prevention and treatment methods of periodontal diseases, and focuses on prevention strategies as a core competency into the dental hygiene practice to improve clients' oral health while at the same time enhancing practice management.

■ Difficult Conversations

The Online Difficult Conversations Course is designed to help dental hygienists have the hard but necessary conversations that we all have to face. This course examines how to deliver difficult messages clearly and powerfully, how to confront someone without provoking them, how to persuade difficult people, how to begin a difficult conversation, how to discuss issues that take you by surprise, and how to manage strong emotions.



Auditor's report

To the members Canadian Dental Hygienists Association/L'Association canadienne des hygienistes dentaires

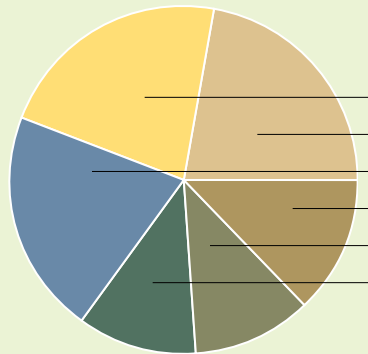
We have audited the statement of financial position of the Canadian Dental Hygienists' Association/L'Association Canadienne des Hygienistes Dentaires as at 30 April 2008 and the statements of operations and cash flows for the year then ended. These financial statements are the responsibility of the Association's 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 April 30, 2008 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 except as disclosed in note 3 to the financial statements.

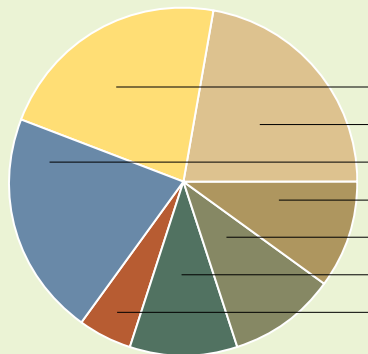
McCay, Duff & Co. LLP

McCay, Duff & Company LLP
 Licensed Public Accountants
 Ottawa, Ontario
 18 June 2008



REVENUE

National Voice.....	22%
Educational Opportunities	22%
Unique Profession.....	21%
Resources for Business Success.....	13%
Resources for Workplace	11%
Demonstrated Value	11%



EXPENSES

National Voice.....	22%
Unique Profession.....	22%
Educational Opportunities	21%
Resources for Business Success.....	10%
Resources for Workplace	10%
Demonstrated Value	10%
Governance.....	5%

Recognition *awards*

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

■ ***Crest Oral-B/CDHA Dental Hygiene Baccalaureate Student Prize***

Polly Po-Ning Huag of Vancouver, BC, received this honour and the accompanying \$1,500 prize awarded. Polly is recognized for her volunteer activities, including acting as a teacher's assistant with an ESL program, which evolved into table clinic presentations about oral health for adults and their children, which she now presents to numerous community organizations.

■ ***Crest Oral-B/CDHA Dental Hygiene Diploma Student***

Lori Yoon student of the University College of the Fraser Valley, BC, was awarded \$1,000. Lori has contributed to the advancement of dental hygiene as an organizer of the "A Contribution to Oral Health" project at the Telus World of Science, which aimed to educate the public on different aspects of dental hygiene.

■ ***Crest Oral-B Oral Health Promotion Awards***

These awards are presented to (1) a dental hygiene school, (2) a clinic team, and (3) an individual for the creative promotion of dental hygiene. The prize money is shared equally between the winner and the winner's local dental hygiene chapter. (1) This year's recipient school was Camosun College Dental Hygiene program, Victoria, BC, whose graduating class set up a booth during the Halloween season to promote their school and clinic, as well as engage children in educational games about oral health. The prize awarded is \$2,000. (2) The recipient clinic team –Careen Whorrall and team of Shad Bay Dental Clinic, Halifax, NS were awarded \$2,000. Careen and team put together an online slide presentation to reach out to communities in order to educate and promote oral and overall health for all ages. (3) Catherine Grater-Nakamura of Pickering, ON, was the winner of the individual prize of \$1,000. Catherine volunteers in a long term care facility, and her experiences there make her think and act beyond the borders of her treatment room. She has initiated a program whereby children from a local day care centre tour the clinic, and are given oral screenings.

■ ***Dentsply/CDHA Leadership Prize***

Lori Yoon of Aldergrove, BC was awarded \$2,500 for her leadership skills and her efforts in her local, academic, or professional community. Lori was a strong leader as a class representative at the University College of the Fraser Valley Dental Hygiene class. She organized a Dental Hygiene Student Association within the school, giving students a voice, encouraged study groups, mentorship programs and promoted fund raising activities.

■ ***Johnson & Johnson/CDHA Community Health Prize***

Dianne Ioannou of George Brown College, Markham, ON, received the \$3,000 prize for her innovative community oral health project. Dianne completed a needs assessment of the student population at her college, to determine their knowledge of oral health and how it can affect one's general health.

■ ***TD Meloche Monnex/CDHA Visionary Prize***

Sherry Priebe of Kelowna, BC received a \$2,000 prize for her graduate studies vision of improving the dental hygiene profession. Sherry's vision centered around investigating dental hygiene scientific findings through novel saliva diagnostic tools, and even tooth decay cures through vaccines.

■ ***Philips Sonicare/CDHA Professionalism Prize***

Nakissa Farmand of Ottawa, ON, and Brooke Allen of Victoria, BC, will share the \$2,500 prize which honours their distinguished professionalism throughout their education. Nakissa is regarded as diligent, energetic, and as leader for her role as class representative and ongoing volunteering responsibilities. Brooke Allen personifies exemplary dental hygiene practice and professional conduct, while supporting her peers to do the same as a class leader.

■ ***Sunstar/G.U.M./CDHA Achievement Prize***

Sarah Stender of Camosun College, Victoria, BC, was awarded \$2,000 for overcoming a major personal challenge while pursuing her dental hygiene education. Sarah's experiences have helped her to recognize the importance of her role in all aspects of dental hygiene practice and provided the foundation for her future in the profession.

■ ***Sunstar/G.U.M. Global Health Initiative Prize***

Leanne Rodine of Calgary, AB, received this honour and \$3,000 for volunteering efforts, which ensured oral health related services to persons in a disadvantaged country. For the past five years, Leanne has travelled to Jamaica volunteering with the 1000 Smiles dental project which provides dental and dental hygiene services. In Jamaica, Leanne provides oral health education to clients, orientation sessions for new volunteers.

■ ***Dental Hygiene Programs Recognition Award***

The Dental Hygiene Programs Recognition Award is presented to dental hygiene programs whose faculty serves as role models by having made a commitment to support and promote their national professional association. Winning programs included: Camosun College; College of New Caledonia; Dalhousie University; Malaspina University-College; Oxford North Toronto; Saskatchewan Institute of Applied Science and Technology (SIAST); University of Alberta; University of British Columbia; University College of the Fraser Valley; University of Manitoba and Vancouver Community College.

Corporate *partnerships*

CDHA is thankful to its 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 grow internal initiatives that support dental hygienists in their everyday practice. Below is a listing of our key corporate partners for the year, who have 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. An interest in facilitating global networking opportunities for dental hygienists, Crest Oral-B sponsored the Around the World in 80 Days evening at the International Federation of Dental Hygienists' 17th International Symposium. Crest Oral-B also believes in recognizing and supporting the achievements of professionals and students, and has funded three prizes offered in the Dental Hygiene Recognition Program, as well as contributed to the Canadian Foundation for Dental Hygiene Research and Education (CFDHRE). In order to keep dental hygienists abreast of oral health innovations, Crest Oral-B provides information on its new products through the product directory and showcase, and distributed oral health kits to 200 CDHA members.

■ SUNSTAR

Sunstar is a CDHA Supporting Cast Sponsor. Through its support of the Dental Hygiene Recognition Program, Sunstar demonstrates its dedication to the research of dental hygiene students. Sunstar also supports dental hygienists and their achievements on a global stage—this year Sunstar sponsored the awards ceremony held at the International Federation of Dental Hygienists' 17th International Symposium on Dental Hygiene. 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 annual awareness campaign

was a perfect opportunity for CDHA, and our longstanding partner, Listerine, to provide oral health education to the Canadian public. The successful week took place 4–10 June. During the week, Listerine sponsored CDHA members from British Columbia to Prince Edward Island who put together mall displays, educational seminars and signage for local buses in their community. CDHA and Listerine partnered with dental hygiene programs at George Brown College in Toronto and Camosun College in Victoria to run free gingivitis clinics during Listerine Gingivitis Week. There was a CDHA gingivitis Public Service Announcement launched on TV stations across Canada, and the release of the CDHA Canadian Oral Health Report Card.

■ DENTSPLY

Dentsply is a CDHA Silver Level Partner, and is involved in many initiatives that support the vision of CDHA. 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 sponsorship of a creative and innovative educational workshop at the International Federation of Dental Hygienists' 17th International Symposium on Dental Hygiene and its showcase at the Global Exhibit Hall. It also shares its own new oral health products with members through the Product Showcase.

■ TD MELOCHE MONNEX

TD Meloche Monnex provides the CDHA and its members, and supports dental hygiene initiatives. This year TD Meloche Monnex contributed to the Dental Hygiene Recognition Program, recognizing the vision of a dental hygienist researcher.



For better dentistry





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

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