



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

2017–2018

ANNUAL REPORT

MISSION

The Canadian Dental Hygienists Association exists so that its members are able to provide quality preventive and therapeutic oral health care as well as health promotion for the Canadian public.

OVERVIEW

Serving the profession since 1963, the Canadian Dental Hygienists Association (CDHA) is the collective national voice of 29,246 dental hygienists, directly representing more than 19,500 individual members. Dental hygienists are primary oral health care providers who work in a variety of settings, including dental offices, public health units, independent practice, long-term care facilities, hospitals, educational institutions, and dental industry, educating and empowering Canadians of all ages to embrace their oral health for better overall health. They are key partners in health promotion and disease prevention.

Over the past 54 years, CDHA has relied on the strength, passion, and dedication of its members to move the profession forward through advocacy initiatives, public awareness campaigns, research, and education. The 2017–2018 annual report highlights the results of those efforts over the past fiscal year.

CONTENTS

President's Message

2–3

Board of Directors

4–5

CDHA Staff

5

End #1: Public Policy Environment

6–8

End #2: Public Recognition

9–12

Awards and Recognition

13

End #3: Professional Practice

14–17

End #4: Professional Knowledge

18–22

Membership by the Numbers

23

Partners' Circle

23

Volunteer Recognition

24–25

Report of the Independent Auditors

26–29



PRESIDENT'S MESSAGE

Dear friends and colleagues,

First and foremost, I would like to send a big, heartfelt thank you to the board of directors, chief executive officer, and all the staff at CDHA for another successful year of events, projects, and moving the profession forward! It is with their great work and effort that our members' needs are met.

Again this past year, CDHA worked to improve the oral health of Canadians through advocacy. CDHA's chief executive officer, Ondina Love, and staff met with members of Parliament across the country to discuss various topics, including the oral health needs of Canada's aging population, and the urgency of improving access to oral care for all. These projects are ongoing.

CDHA also developed a new advocacy toolkit for members to use when meeting with elected officials. This toolkit was created to help members facilitate discussions and raise awareness of important oral health issues in their communities.

CDHA continues to work with the First Nations and Inuit Health Branch (FNIHB). This past year, following significant lobbying and meetings, CDHA was awarded \$90,000 to develop a new oral health practitioner curriculum to improve access to oral health care for Canadians.

Public recognition is a very important issue for CDHA members. Staff worked hard once again during National Dental Hygienists Week™ to raise awareness of the key role that dental hygienists play in helping people enjoy optimal oral health. Through a variety of social media platforms, we reached 7.2 million people with our message. We also received greetings from the federal health minister and the prime minister. This year, 16 Canadian landmarks were lit in purple—6 more than last year! In addition, Dental Hygiene Therapy UK arranged for the Millennium Bridge in Newcastle, England, to be lit in purple.

In January, CDHA launched a new dental hygiene superhero competition, sponsored by Sensodyne. This program was well received by the public and members; 818 nominations were submitted—590 from clients! I had the honour of reading through the nominations of the 21 finalists to help choose the winner. It warmed my heart to read those lifechanging stories and about the impact that dental hygienists have on their clients!

CDHA's biennial national conference was held October 19–21, 2017. The event was a huge sold-out success, with participants coming from across Canada, the United States, and 14 countries outside of North America! There were 60 poster presentations and 28 oral presentations. Thank you to all those who attended and made the event so successful!

In November 2017, CDHA announced that webinars would be offered free of charge to all members. Since the launch of this incredible member benefit, CDHA has developed 6 new webinars, and close to 4,000 members have registered for at least one of our free offerings. CDHA also launched a new four-module radiation safety course for dental hygienists, which answers members' questions on radiology and client safety. Finally, with help from sponsors like P&G, Colgate, and Hu-Friedy, a variety of workshops on timely topics were held across the country throughout the year.

Another ongoing initiative that CDHA contributes to is the Violence Evidence Guidance Action (VEGA) Project. This past April, Ondina Love and I sat at the Canadian Oral Health Roundtable for a discussion on domestic violence. These discussions increased awareness of this critical issue among all health care professions represented at the table.

Collaboration with other dental organizations helps our association and profession grow. CDHA was present at the American Dental Hygienists' Association national conference, the Canadian Dental Assistants' Association annual general meeting, as well as the Canadian Dental Association's federal lobby event and their annual president's dinner.

I would like to commend Ondina Love and her staff for the hard work they put in year after year. Their dedication to the association and to the profession is incredible. I also thank the board of directors for their support and commitment to moving the association and the profession forward. Finally, I extend a huge thank you to all CDHA members who help improve oral health for all Canadians, one a time! Thank you also for your dedication to your national association and for helping to advance the profession in an everchanging world!

Sophia Baltzis, RDH

*CDHA President
2017–2018*

BOARD OF DIRECTORS

In accordance with the Policy Governance model, CDHA's board of directors articulates its vision for the association in the form of specific, measurable outcomes that are referred to as "ends." Board directors also endeavour to ensure that CDHA meets the needs and priorities of its members in an ethical and safe manner.

CDHA's board directors are passionate about the dental hygiene profession. Each brings strong leadership and a unique perspective to the governance of the association. In 2017–2018, our board directors were as follows:



Sophia Baltzis
President
Quebec



Tracy Bowser
President Elect
Prince Edward Island



Gerry Cool
Past President
Alberta



Natasha Burian
Yukon, Northwest Territories, Nunavut



Mandy Hayre
British Columbia



Leanne Huvenaars
Saskatchewan



Tribute to Caroline Oliver

For close to a decade, CDHA's board of directors received governance coaching and advice from one of the most highly trained and experienced specialists in Policy Governance—Caroline Oliver. Sadly, Caroline lost her lengthy battle with cancer in January 2018. The board would like to recognize the significant contribution that Caroline made to CDHA over the years. She will be deeply missed.



Deanna Mackay
Manitoba



Beth Ryerse
Ontario



Francine Trudeau
Quebec



Anne Caissie
New Brunswick



Wendy Stewart
Nova Scotia



Tiffany Ludwicki
Newfoundland & Labrador

CDHA STAFF

CDHA's staff, based at the national office in Ottawa, work enthusiastically to achieve the ends established by the board of directors. In 2017–2018, our staff were as follows:

Ondina Love
Chief Executive Officer

Kristina Paddison
Executive Assistant

Dental Hygiene Practice

Janet Munn
Director of Dental Hygiene Practice
(May–October 2017)

Melanie Martin
Director of Dental Hygiene Practice

Paula Benbow
Manager of Health Policy

Victoria Leck
Manager of Professional Development

Amanda Acker
Independent Practice Advisor

Ashley Grandy
Executive Assistant

Vania Monterroso
Administrative Assistant (part-time)
(August–September 2017)

Joanna S Zito
Administrative Assistant (part-time)

Marketing & Communications

Angie D'Aoust
Director of Marketing & Communications

Sarah Dokken
Marketing Manager

Michael Roy
Manager of Web & Creative Services

Shawna Savoie
Sponsorship & Affinity Liaison

Megan Sproule-Jones
Editor/Writer

Adrian Garcia
Graphic Designer, Print and Multimedia

Tim Logan
Graphic Designer, Print and Multimedia

Member Services & Operations

Laura Sandvold
Director of Finance & Operations
(May–June 2017)

Michelle Charest
Director of Finance & Operations

Brigitte Gauthier
Manager of Membership Services

Igor Grahek
Manager of Information Technology

Leonardo Alves
Web Developer

Josée Paliquin
Reception & Membership Services Assistant
(May–June 2017)

Adrianna Stanczyk
Membership and Marketing Assistant

Kathy Zhao
Financial Assistant

CDHA's board of directors has established four specific, measurable outcomes called "ends" to guide the work of the association.

END #1

PUBLIC POLICY ENVIRONMENT

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

Advocacy

National

CDHA staff met throughout the year with federal policy makers and elected officials to review priority initiatives, including access to care, cannabis use, health services funding and taxation, seniors' oral care, the sugar-carries link, and tobacco control. CDHA also prepared a prebudget submission to the House of Commons Standing Committee on Finance, recommending the inclusion of oral care in home care programs, the optimization of oral health human resources across the country, the enhancement of loan forgiveness programs for dental hygienists, and additional investments in oral health initiatives for Indigenous peoples.

Provincial

CDHA supported the British Columbia Dental Hygienists' Association and the Saskatchewan Dental Hygienists' Association in their efforts to educate policy makers on the potential of dental hygienists to improve access to oral care in their provinces. Members in BC, with guidance from CDHA, also lobbied elected officials to eliminate the 365-day rule, which restricts access to oral care.

In addition, CDHA submitted a brief to Ontario's minister of finance on the importance of oral health to workplace productivity and the need to invest in preventive oral health care services.

Local

Successful advocacy depends heavily on local efforts by members to deliver a strong message to their elected representatives on issues affecting their community. To prepare dental hygienists for this advocacy work, CDHA developed a bilingual toolkit with the information required to ensure that discussions with local elected officials raise awareness of the importance of access to preventive and therapeutic oral health care.

Oral Health Practitioner Initiative

In its ongoing efforts to improve access to care, CDHA is working with government officials, educators, Indigenous groups, public health professionals, and international colleagues to develop an innovative curriculum capable of preparing multiskilled oral health practitioners who can both prevent oral disease and alleviate unnecessary pain and suffering. This initiative draws extensively on the research conducted for CDHA's position statement, *Filling the Gap in Oral Health Care*. There is widespread support among stakeholders for the implementation of this new curriculum.



Indigenous Oral Health

CDHA met with representatives from the Assembly of First Nations, Indigenous Services Canada, and the chair of the Indigenous Liberal caucus to discuss opportunities to improve oral health care in First Nations, Inuit, and Métis communities. These groups took part in CDHA's oral health practitioner initiative, supporting the development of a culturally sensitive curriculum for learners. CDHA has also committed to ensure that targeted recruitment strategies and support mechanisms are in place for students from these communities with an interest in pursuing postsecondary education in dental hygiene.

CDHA continues to provide dental hygiene services to children, ages 0 to 12, in remote fly-in communities in Nunavut, and collaborated with the government of the Northwest Territories to improve the oral and overall health of its residents through the development of oral health program standards.

Canadian Association of Public Health Dentistry

In September 2017, CDHA President Sophia Baltzis participated in a panel discussion on public policy and its potential to improve access to care and reduce oral health inequities during CAPHD's annual conference. CDHA's manager of health policy, Paula Benbow, also gave a presentation on the results of the commissioned research exploring options for a new multiskilled oral health practitioner postsecondary education program.

Canadian Coalition for Public Health in the 21st Century

CCPH21, a national network of 24 non-profit organizations, professional associations, health charities, and research bodies, strives to improve and sustain the health of Canadians. The coalition is developing a position paper on affordable housing and a basic income guarantee, recognizing that these issues have an impact on overall health.

Dental Radiographs

As a member of the federal government's Safety Code 30 Working Group, CDHA advocated for amendments to the dental x-ray equipment standard of the Radiation Emitting Devices Regulations. These amendments establish clear radiation safety requirements for a broad range of dental x-ray equipment and require manufacturers to provide more information to support safe equipment use.

HEAL (Organizations for Health Action)

Ondina Love, chief executive officer, is co-chair of HEAL, a national coalition dedicated to improving the quality of health care in Canada. This past year, members of HEAL met with provincial ministers of health from Manitoba and Quebec, the parliamentary assistant to the minister of health and long-term care in Ontario, and the parliamentary secretary to the federal minister of health and minister of justice to discuss shared health priorities.

Tobacco Control/Cannabis

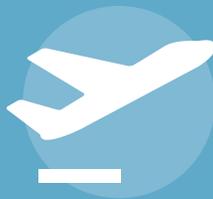
CDHA submitted a briefing to Health Canada on the regulation of vaping products, highlighting the need to protect Canadians from nicotine addiction and tobacco use while also addressing potential health and safety risks associated with vaping products. CDHA is also following the cannabis regulation discussions closely as the federal government prepares to legalize cannabis use in fall 2018.

END #1: BY THE NUMBERS



\$90,000

from the FNIHB to develop a
new oral health
practitioner curriculum



22 trips

to Nunavut communities to
provide dental hygiene services



168 downloads

of CDHA's Advocacy Toolkit
by members



END #2

PUBLIC RECOGNITION

Members' value is recognized by the Canadian public.

Through media releases; print and television advertising, interviews, and supplements; special events; social media connections; and its web presence, CDHA educates Canadians on the work of dental hygienists and the important links between oral and overall health. The association strives to ensure that dental hygienists are recognized by the public as partners in health promotion and disease prevention.



dentalhygienecanada.ca

The popularity of CDHA's consumer website continues to grow, thanks in part to new online resources, including videos on proper toothbrushing techniques, a tooth eruption chart, and seniors' oral care information in larger type. Visits to the website increased by 59% from May 1, 2017, to April 30, 2018.

Dental Hygiene Image Bank

CDHA's new dental hygiene image bank offers a collection of high-quality images that accurately portray dental hygienists and reflect proper dental hygiene practice. Dental hygienists, media, businesses, and the public are free to use and distribute these images at no charge, with proper attribution where possible. A supporting checklist was produced to encourage correct portrayal of dental hygienists and dental hygiene practice in photographic images.



▲ Canada's 2018 Dental Hygiene Superhero
Donna Lee



▲ Runner-up Lisa Chovin



▲ Runner-up Mary Ito

Dental Hygiene Superhero Competition

CDHA launched its first national Dental Hygiene Superhero competition, with funding from GSK Sensodyne, to recognize dental hygienists who work hard, take pride in what they do, and make our communities better places in which to live, work, and play. From January to April 2018, employers, clients, and colleagues nominated their dental hygiene superhero, sharing stories about their experiences. The competition received 818 nominations from every province and territory; nominees were evaluated on their client focus, social responsibility, leadership, integrity, respect, and transparency. Donna Lee (British Columbia) was named Canada's 2018 Dental Hygiene Superhero; runners-up were Lisa Chovin (Alberta) and Mary Ito (Ontario).

Media Activity

CDHA issued 15 media releases on timely and important topics such as tobacco use, diabetes, oral cancer, and nutrition. CDHA was also featured in *The Globe and Mail* oral health supplement, reaching 1.2 million readers; in *Hello Canada* magazine, reaching 1.1 million readers; in the February/March issue of *Horizon Travel* magazine inserted in the *Toronto Star*; and in a "Hands on Healthcare" supplement to the *National Post*, with additional distribution to 10 health care related conferences across the country. CDHA's expanding print and digital media presence strengthens the association's reputation as a leading source for oral health information.



CDHA'S PRINT AND
DIGITAL MEDIA
CONTENT REACHED
23,238,444 PEOPLE

National Dental Hygienists Week™ 2018

National Dental Hygienists Week™ (NDHW™) is CDHA's primary public awareness campaign, reaching millions of Canadians every year through television and digital advertising, media articles, contests, and a range of community events organized by dental hygienists and dental hygiene students, all highlighting the importance of oral health to overall health. Between April 7 and 13, our 30-second television advertisements in English and French alone reached 3.7 million viewers.

NDHW™ By the Numbers



1,866
colouring contest entries received



674
submissions to the Put Your Purple On! Contest



17
landmarks lit purple



12,734
NDHW™ resource downloads



7,198,206
combined social media reach

Digital Advertising

CDHA's national television advertising campaign featured 30-second ads in English and French, which ran 61 times in April on CBC, HGTV, and Séries+ reaching an audience of 3.7 million. The ads were also distributed via Google video and digital web campaigns, reaching an additional 473,000 people. Five provincial associations took advantage of the opportunity to customize the ads for their own use; three provinces purchased additional regional media buys, further extending the audience reach.

In addition, 12,000 five-second video ads ran on the Toronto Transit Commission's subway screens and on the Dundas Square and Young & Gerrard three-sided jumbotrons, reaching more than 11 million people.



END #2: BY THE NUMBERS

 YouTube

427,614

YouTube views



5,204

Twitter followers



18,744

Facebook fans



2,284

Instagram followers



DENTAL
HYGIENE
CANADA

87,746

visits to dentalhygienecanada.ca

AWARDS AND RECOGNITION



CDHA Board Awards

The board of directors recognizes exceptional volunteer service through its award program, honouring members who have made outstanding contributions to the dental hygiene profession, either in their communities or nationally through the association.

- ▶ Award of Merit: Balbir Sohi



CDHA also celebrates outstanding scholarship and knowledge translation of best practices in dental hygiene with its annual publication awards and university scholarship program.

CJDH Research Awards

- ▶ Best published original research article: “Examining changes in income-related oral health inequality in Canada: A population-level perspective,” by Julie Farmer, Logan McLeod, Arjumand Siddiqi, Vahid Ravaghi, and Carlos Quiñonez
- ▶ Best published literature review: “Exploring how the quality of the client–dental hygienist relationship affects client compliance,” by Jessica E Morris and Zul Kanji

CJDH Student Essay Award, sponsored by PHILIPS Sonicare

- ▶ “Implications of xerostomia and caries in community-dwelling older adults,” by Hazel Joyce Manlapaz

Oh Canada! Readers’ Choice Award

- ▶ “Early Childhood Caries in Public Health: Filling in the Gap,” by Taryn Coates and Dee Dee McMillan

Hu-Friedy NEVI 2.0 CDHA Scholarship Program

- ▶ Recipients of \$5,000 scholarships were Candice Blair, Larissa Bubnowicz, Fatimah Datoo, Becki Delany, and Corinne Story.

END #3

PROFESSIONAL PRACTICE

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

CDHA's premier member benefits program includes professional liability insurance (for active members); health, LTD, home and auto insurance; the electronic *Compendium of Pharmaceuticals and Specialties* (CPS); free webinars; and CDHA Perks, which offers significant savings on dining, travel, leisure, and entertainment activities across North America.

2017 Job Market and Employment Survey

CDHA conducted its biennial job market and employment survey in May and June 2017, receiving 6,315 completed questionnaires from members. The 2017 survey revealed an upward trend in salaries, an increase in the number of dental hygienists with written contracts and workplace benefits, and a doubling of the number of dental hygienists who own their own practice. The main challenges faced by dental hygienists are providing care to vulnerable populations and being able to use their full scope of practice to provide appropriate care. CDHA remains committed to resolving these issues for its members.

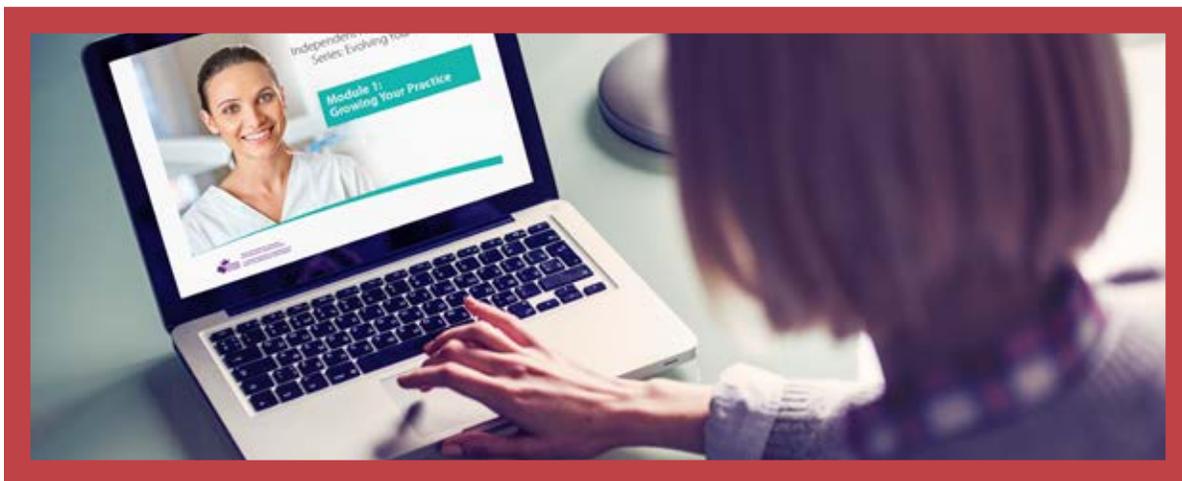


Canadian Institute for Health Information

CDHA partnered with CIHI to collect health human resource data on the dental hygiene profession. In December 2017, CIHI released its latest Health Personnel Profiles, revealing that dental hygiene remains the sixth largest registered health profession in Canada, with 29,246 registered dental hygienists working in a variety of settings across the country.

“

DENTAL HYGIENE REMAINS THE SIXTH LARGEST REGISTERED HEALTH PROFESSION IN CANADA, WITH **29,246** REGISTERED DENTAL HYGIENISTS WORKING IN A VARIETY OF SETTINGS ACROSS THE COUNTRY



Independent Practice

Based on member feedback, CDHA developed an independent practice eLearning series, launching the first two online modules in February (“Growing Your Practice”) and March (“Storefront Strategies”). CDHA also hosted Connections Café networking sessions, sponsored by Colgate, in Ottawa and Calgary for new and established independent practitioners.

Interprofessional Practice

Nursing Practice Guidelines for Oral Health Care

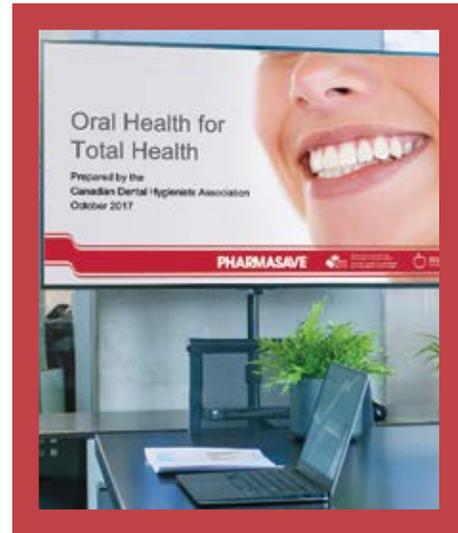
CDHA served on the Registered Nurses’ Association of Ontario (RNAO) expert panel on best practice guidelines for *Oral Health: Nursing Assessment and Intervention*. Such guidelines support evidence-based practice and excellence in care that health care professionals, including dental hygienists, are committed to delivering. CDHA looks forward to working with individuals, organizations, and government to promote these guidelines and ensure that oral health is recognized as a key component of overall health.

Pharmasave Presentation

CDHA was approached by Pharmasave, a national pharmacy and drugstore retailer with 650 stores across Canada, to produce a PowerPoint presentation and speaking notes on oral health for its pharmacists. This educational resource reviews oral-systemic health links, over-the-counter oral health care aids, and oral side effects of medications and treatments. It also highlights opportunities for collaboration between dental hygienists and pharmacists at the local level.

Violence Evidence Guidance Action (VEGA)

The VEGA Project, funded by the Public Health Agency of Canada, continues its work to develop foundational guidance and curricula to assist health and social service professionals and learners on how best to respond to children and adults exposed to family violence. CDHA is one of 22 organizations involved in this project and currently sits at the Education Curriculum Leader Table and the Mandatory Reporting Leader Table.



END #3.1: Members are aware of and have access to professional standards.

National Dental Hygiene Education Standards

One of CDHA's long-term goals is to raise the minimum educational requirement for the dental hygiene profession to a baccalaureate degree. At the same time, CDHA recognizes its responsibility to help develop national educational standards, not only for baccalaureate programs but also for the oral health practitioner initiative, of interest to stakeholders across the country. To that end, a research team has drafted competencies for the oral health practitioner specialization, now undergoing external review, and CDHA's Leadership Alliance for baccalaureate education is encouraging the provincial regulatory bodies to collect data on the educational preparation and work settings of practising dental hygienists to inform future discussions and policy proposals.

2017 Student Member Survey Report

CDHA released the results of its latest student member survey, in hopes of stimulating discussion among administrators, civil servants, and other decision makers on how best to prepare graduates to meet the complex health needs of the public in the 21st century.

END #3: BY THE NUMBERS

**JOB
BOARD**

123,762

visits to CDHA's online Job Board



7,712

downloads of the 2017 Job Market
& Employment Survey
(executive summary, provincial and full report)

CPS

6,491

members access CPS
(desktop, mobile app or both)



1,000

members of the Independent Practice Network



END #4

PROFESSIONAL

KNOWLEDGE

Members create, contribute to, and utilize a growing body of professional knowledge and research.

From its flagship publications, the *Canadian Journal of Dental Hygiene* and *Oh Canada!* magazine, to its position statements, conferences, workshops, and webinars, CDHA offers a variety of opportunities for members to contribute to and learn from the latest in oral health research and education.

Communications

Canadian Journal of Dental Hygiene (CJDH)

The journal's editorial board has been working steadily to improve the quality of each issue in anticipation of applying for inclusion in MEDLINE in 2019. The February 2018 issue, a robust 96 pages, featured original research articles, a short communication, and the proceedings of the global dental hygiene conference, co-published with the *American Journal of Dental Hygiene*.





Oh Canada!

CDHA's member magazine continues to provide engaging updates on the work of dental hygienists at home and abroad while also exploring ethical issues and delving into clinical topics of interest to the dental hygiene community. Eighty-nine percent of readers who responded to the magazine's readership survey stated that they are satisfied or very satisfied with the relevance and quality of its content, and 95% believe the publication is useful and worth reading.



Oral Health Product eBulletin

Launched in 2016, this digital publication brings the latest oral health product information directly to members twice a year. Each issue highlights between six and eight new products of interest to dental hygienists and offers valuable insight into industry trends.

eNewsletters

CDHA's biweekly eNewsletters are a consistently popular source of current information for members.

Provincial Connections

CDHA supports provincial public awareness activities by developing and offering educational materials, marketing displays, and television advertisements to the provincial association. In addition, "CDHA Corner," a print-ready one-page column, continues to be a valuable means of communicating CDHA news to provincial associations through their member newsletters.



Professional Development

Translating Knowledge to Action: A Global Dental Hygiene Conference

CDHA partnered with the National Center for Dental Hygiene Research & Practice to host a global dental hygiene conference in Ottawa in October 2017. This three-day sold-out event, with 46 exhibitors and 514

registrants, offered a stimulating selection of presentations and workshops designed to advance the dental hygiene body of knowledge and move its educational programs and clinical practice standards forward. Close to 90% of conference participants said that the event met or exceeded their expectations.



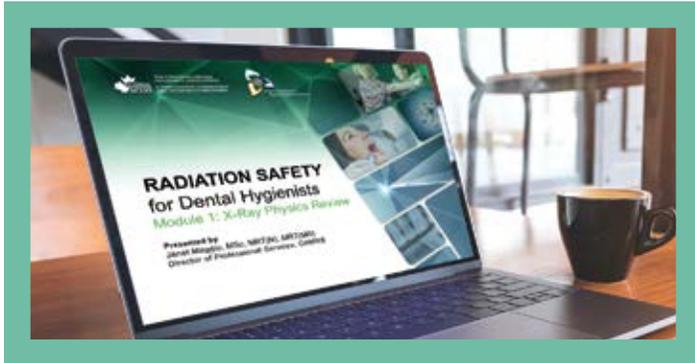
Translating Knowledge to Action

A Global Dental Hygiene Conference
Ottawa, Canada | October 19 - 21, 2017
Ottawa Conference and Event Centre

Webinar Topics in 2017–2018

- ▶ May 10, 2017:
Silver Diamine Fluoride for Caries Control
- ▶ September 13, 2017:
Job Market and Employment Survey Results
- ▶ September 20, 2017:
Ouch! Treating Dentin Hypersensitivity, sponsored by Colgate
- ▶ October 4, 2017:
What's All the Fuss About Fluoride in Our Water?
- ▶ November 15, 2017:
Challenges of Our Diabetic Clients, sponsored by Sunstar
- ▶ December 6, 2017:
Maintaining Dental Implants: It Takes Two, sponsored by Philips
- ▶ January 24, 2018: **Instrument Reprocessing Essentials**
- ▶ February 21, 2018:
Smoking Cessation: New Treatment Approaches, sponsored by Johnson & Johnson
- ▶ March 2, 2018:
How to Put Your Purple On! For NDHW™ (direct to on demand)
- ▶ April 18, 2018:
CDAC Accreditation Process





Online Courses

CDHA has a variety of online courses to meet members' professional development needs. Its newest offering is a four-module course, *Radiation Safety for Dental Hygienists*, which was launched in February. Updates have also been made to CDHA's self-initiation courses, and a new eLearning series is now available for independent practitioners.

Workshops Hosted in 2017–2018

- ▶ May 27, 2017:
Interim Stabilization Therapy, sponsored by *Colgate (Coquitlam)*
- ▶ November 4, 2017:
Interim Stabilization Therapy, sponsored by *Colgate (Saskatoon)*
- ▶ February 22, 2018:
Piezo Technology, sponsored by *Hu-Friedy (Calgary)*
- ▶ February 23, 2018:
Oral Health and Systemic Health Connection, sponsored by *Crest+Oral-B (Montreal)*
- ▶ April 28, 2018:
Interim Stabilization Therapy, sponsored by *Colgate (Toronto)*



Dental Hygiene Education and Research

Education Advisory Committee

The education advisory committee promotes quality education for students and offers guidance on issues and opportunities relevant to dental hygiene education in Canada. The chair of the committee is also involved in the planning and development of the oral health practitioner curriculum.

Research Advisory Committee

In October 2017, this committee held a joint meeting with its American counterparts during the global dental hygiene conference in Ottawa. Committee members reviewed their national dental hygiene research agendas and discussed opportunities for collaboration on key issues affecting the profession in both countries. Members of this committee also helped to review the scientific abstract submissions for the conference, selecting 60 posters and 29 oral papers for presentation.

END #4.1: Members' potential for professional leadership is developed.

Dental Hygiene Students

CDHA met its objective to have student representatives in place in at least 30 dental hygiene education programs this past year. Close to 100 students also attended board/student ownership linkage events in conjunction with the global dental hygiene conference in Ottawa and CDHA's winter board meeting in Montreal (sessions sponsored by Johnson & Johnson and Hu-Friedy, respectively), participating in a lively discussion of opportunities and challenges facing the profession.



END #4: BY THE NUMBERS



310

members of
the Educators'
community



4,741

unique webinar
registrants



514

global dental hygiene
conference registrants,
representing 16 countries



2,454

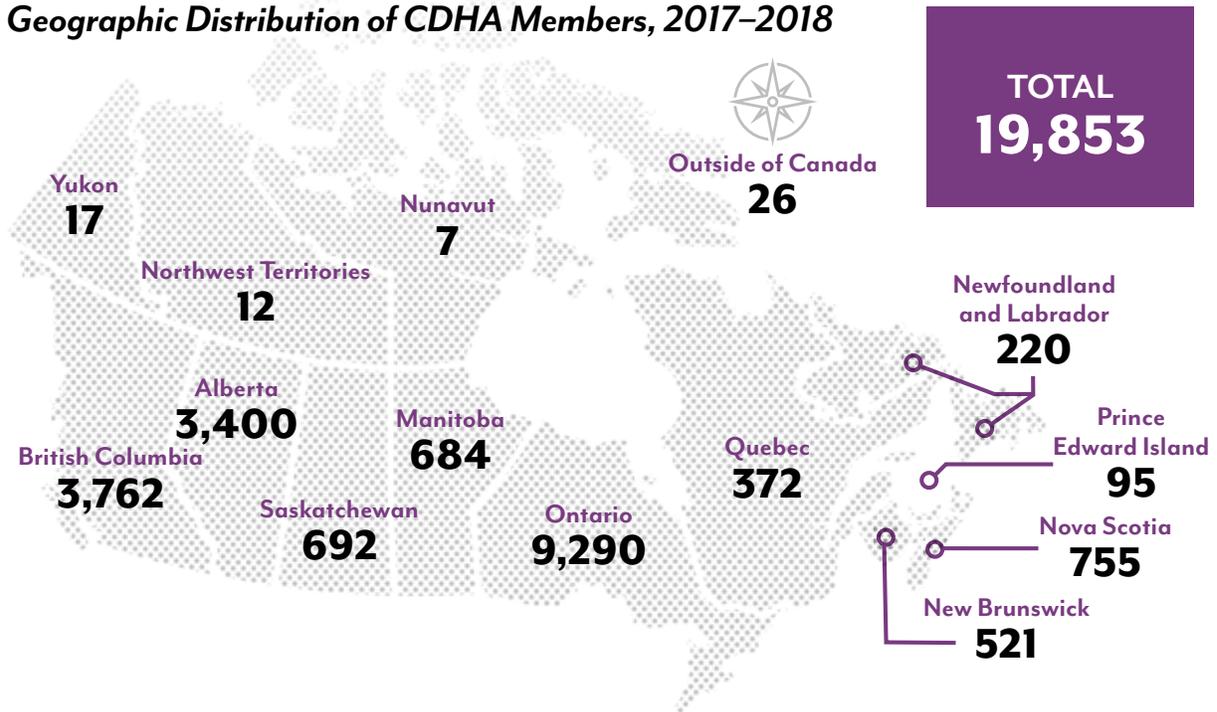
student members



MEMBERSHIP BY THE NUMBERS

As of April 30, 2018, CDHA had 19,853 members, which is an increase of 2.5% over the previous fiscal year. The largest increase was seen in the Active (Practising) membership category, thanks to the addition of 329 new members.

Geographic Distribution of CDHA Members, 2017–2018



PARTNERS' CIRCLE

CDHA's Partners' Circle was established to recognize the dedicated industry partners who are strong supporters of the dental hygiene profession and who appreciate the central role that dental hygienists play on the oral health care team. CDHA is delighted to acknowledge the 2017–2018 members of its Partners' Circle. We are grateful for their ongoing commitment to oral health and to the profession.



VOLUNTEER RECOGNITION



CDHA staff and board of directors thank everyone who volunteered their time and expertise to the association, either as members of internal committees and working groups or as representatives at the national and international levels.

2017 CDHA/NCDHRP Conference Abstract Review Committee

Cindy Amyot
Denise Bowen
Chris Charles
Sharon M Compton
Leeann Donnelly
Jane Forrest
Jacquelyn L Fried
Ashley Grill, Chair
Pauline Imai
Janet Kinney
Salme E Lavigne

Sabrina F Lopresti
Laura MacDonald
Anna Matthews
Marilynn Rothen
Ann Eshenaur Spolarich
Pat Walters
Cheryl Westphal
Rebecca Wilder
Karen Williams
Deborah Winick-Daniel

Independent Practice Advisory Committee

Amie Banting
France Bourque
Paulette Dahlseide
Sandra Ferguson

Sophie Freeman, Chair
Michelle Marusiak
Rosemary Vaillant

Leadership Alliance

Heather Biggar, Chair
Sharon M Compton
Laura Dempster
Linda Jamieson
Zul Kanji

Jocelyne Long
Marion Pearson
Susanne Sunell
Kellie Watson

CJDH Editorial Board

Joanna Asadoorian	Salme E Lavigne, Scientific Editor
Arlynn Brodie	Christina Lengyel
Ava Chow	Rae McFarlane
Jane Forrest	Ann Spolarich
JoAnn Gurenlian	Jeanie Suvan
Harold A Henson	Sylvia Todescan
Zul Kanji	Karen Williams
Denise Laronde	

Education Advisory Committee

Kelly Antosh <i>(as of February 2018)</i>	Lisa Rogers
Mary Bertone, Chair	Cara Tax
Sharon M Compton, Chair <i>(until December 2017)</i>	Brenda Udahl
Anne-Marie Conaghan	Larissa Voytek <i>(until December 2017)</i>
Zul Kanji	Kathy Yerex <i>(as of February 2018)</i>

Research Advisory Committee

Sharon M Compton	Laura MacDonald
Leeann Donnelly, Chair	Lynda McKeown
Pauline Imai	Cara Tax
Salme E Lavigne	Deborah Winick-Daniel
Sabrina F Lopresti	

Commission on Dental Accreditation of Canada (CDAC)

Arlynn Brodie <i>(Representative to CDAC Health Facilities and Dental Residency Committee)</i>	Breanne Moran <i>(Student representative)</i>
	Alexandra Sheppard <i>(Commissioner)</i>

National Dental Hygiene Service Code Committee

Heather Atkinson	Patricia Grant
Mary Bertone	Wendy Jobs
Marthe Benoit	Tiffany Ludwicki
Stacy Bryan	Kellie Watson
Giulia Gallora	

Oral Health Practitioner Curriculum Development Advisory Committee

Mary Bertone	Daniel Côté
Colleen Brickle	Linda Gunn
Arlynn Brodie	Dwight Krauss
Mario Brondani	Carrie Robinson
Stacy Bryan	Carol Yakiwchuk

Silver Diamine Fluoride Position Paper Steering Committee

Mary Bertone	Salina Chokkar
Heather Biggar	Aimee Dawson
Arlynn Brodie	Kavita Mathu-Muju

International Federation of Dental Hygienists (IFDH)

Deanna Mackay	Donna Scott
---------------	-------------

National Dental Hygiene Certification Board (NDHCB)

Mary Bertone

CDHA also recognizes and thanks those who participated in the Gift from the Heart campaign, which helped to launch National Dental Hygienists Week™ in April 2018, and those 144 members serving on our public awareness network.

REPORT OF THE INDEPENDENT AUDITORS ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of Canadian Dental Hygienists' Association

The accompanying summary financial statements of Canadian Dental Hygienists' Association, which comprise the summary statement of financial position as at April 30, 2018, the summary statement of operations, and related notes, are derived from the audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations of Canadian Dental Hygienists' Association as at and for the year ended April 30, 2018.

We expressed an unmodified audit opinion on those financial statements in our report dated July 19, 2018.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations applied in the preparation of the audited financial statements of Canadian Dental Hygienists' Association. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of Canadian Dental Hygienists' Association.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements on the basis described in note 1.

Auditors' Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of Canadian Dental Hygienists' Association as at and for the year ended April 30, 2018 are a fair summary of those financial statements, in accordance with the basis described in note 1.

The image shows a handwritten signature in black ink that reads "KPMG LLP". The signature is written in a cursive, slightly slanted style. Below the signature, there is a horizontal line that starts under the "K" and ends under the "P", with a small upward tick at the end.

Chartered Professional Accountants, Licensed Public Accountants

Ottawa, Canada

July 19, 2018

CANADIAN DENTAL HYGIENISTS' ASSOCIATION

Summary Statement of Financial Position

April 30, 2018, with comparative information for 2017

	General Fund	Capital Asset Fund	Building Fund	Total 2018	Total 2017
Assets					
Current assets:					
Cash	\$ 2,702,675	\$ –	\$ –	\$ 2,702,675	\$ 1,912,507
Investments	808,084	–	25,000	833,084	818,729
Amounts receivable	396,452	–	–	396,452	281,364
Prepaid expenses	89,173	29,830	–	119,003	93,288
	3,996,384	29,830	25,000	4,051,214	3,105,888
Tangible capital assets	–	1,777,087	–	1,777,087	1,920,889
	\$ 3,996,384	\$ 1,806,917	\$ 25,000	\$ 5,828,301	\$ 5,026,777
Liabilities and Net Assets					
Current liabilities:					
Accounts payable and accrued liabilities	\$ 626,871	\$ –	\$ –	\$ 626,871	\$ 261,549
Deferred revenue	1,955,728	–	–	1,955,728	1,843,970
Current portion of mortgage payable	–	79,359	–	79,359	75,983
	2,582,599	79,359	–	2,661,958	2,181,502
Mortgage payable	–	508,728	–	508,728	587,909
Net assets:					
General fund	1,413,785	–	–	1,413,785	904,020
Capital asset fund	–	1,218,830	–	1,218,830	1,319,286
Building fund	–	–	25,000	25,000	34,060
	1,413,785	1,218,830	25,000	2,657,615	2,257,366
	\$ 3,996,384	\$ 1,806,917	\$ 25,000	\$ 5,828,301	\$ 5,026,777

See accompanying notes to summary financial statements.

CANADIAN DENTAL HYGIENISTS' ASSOCIATION

Summary Statement of Operations

Year ended April 30, 2018, with comparative information for 2017

	2018	2017
Revenue:		
Memberships	\$ 3,426,534	\$ 3,114,680
Conferences	344,668	61,375
Government contracts and agreements	212,234	74,745
Insurance administration	192,792	193,485
Advertising and subscriptions	191,689	187,046
Sponsorships	128,990	99,255
Professional development	93,215	112,963
Provincial cost sharing	32,994	37,945
HEAL secretariat fees	5,500	-
Interest	25,703	19,379
	4,654,319	3,900,873
Expenses:		
Salaries and benefits	1,918,267	1,833,332
Utilities, printing and office overhead	376,680	325,109
Insurance	347,996	325,228
Consultants and outsourcing	328,388	262,473
Subscriptions and memberships	238,200	205,419
Travel	214,112	199,527
Conference	166,953	20,298
Amortization of tangible capital assets	163,345	166,123
Advertising	96,116	112,161
Web site	94,086	82,457
Bank and credit card charges	74,245	73,369
Honoraria and per diems	58,684	52,017
Commissions	57,130	35,376
Awards, scholarships and grants	33,373	21,248
Building repairs	23,477	-
Interest on mortgage payable	22,288	24,919
Professional fees	21,691	17,207
Translation	19,039	9,397
	4,254,070	3,765,660
Excess of revenue over expenses	\$ 400,249	\$ 135,213

See accompanying notes to summary financial statements.

CANADIAN DENTAL HYGIENISTS' ASSOCIATION

Notes to Summary Financial Statements

Year ended April 30, 2018

The Canadian Dental Hygienists' Association (the "Association" "CDHA") was originally incorporated without share capital under Part II of the *Canada Corporations Act*. Effective December 6, 2013, the Association continued their articles of incorporation from the *Canada Corporations Act* to the *Canada Not-for-Profit Corporations Act*. The Association is a not-for-profit organization and is exempt from income tax under Paragraph 149(1)(l) the Income Tax Act (Canada).

The Association is a national organization operating programs for the benefit of the dental hygiene profession and the public. The Association serves dental hygienists in supporting their efforts to provide high-quality accessible care to Canadians. As the collective voice of dental hygiene in Canada, the Association contributes to the health of the public by leading the development of national positions and encouraging standards related to dental hygiene practice, education, research and regulation.

1. Summary financial statements:

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations, as at and for the year ended April 30, 2018.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected in the summary financial statements so that they are consistent, in all material respects, with or represent a fair summary of the audited financial statements.

These summarized financial statements have been prepared by management using the following criteria:

- (a) whether information in the summary financial statements is in agreement with the related information in the complete audited financial statements; and
- (b) whether, in all material respects, the summary financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including the notes thereto.

Management determined that the statement of cash flows does not provide additional useful information and as such has not included it as part of the summary financial statements.

The complete audited financial statements of the Canadian Dental Hygienists' Association are available upon request by contacting the Canadian Dental Hygienists' Association.



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

1122 Wellington St W,
Ottawa, ON K1Y 2Y7
1-800-267-5235
info@cdha.ca
www.cdha.ca
