



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

Annual Report

2021-2022

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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 all persons living in Canada.

Foreword



This report highlights the achievements of the association between May 1, 2021, and April 30, 2022. We encourage readers to use the web links provided to discover all that CDHA offers in service of the dental hygiene community and the public.

The Canadian Dental Hygienists Association (CDHA) is the national voice of more than 30,400 dental hygienists in Canada, directly representing 21,000 members, including students. Since 1963, we have worked to advance the profession and promote the importance of oral health. We do this through advocacy initiatives, public awareness campaigns, research, education, support of interprofessional collaboration, and leadership mentoring. In all these efforts, we are driven by the strength, passion, and dedication of our members.

CDHA Board of Directors, 2021–2022



Wendy Stewart
President,
Nova Scotia



Jennifer Turner
Ontario
(to March 2022)



Anne Marie Caissie
President-Elect,
New Brunswick



Francine Trudeau
Quebec



Rae McFarlane
British Columbia



Lana Clow
Prince Edward Island



Alexandra Sheppard
Alberta



Tiffany Ludwicki
Past President, Newfoundland
& Labrador *(to February 2022)*



Kaylen Anholt
Saskatchewan



Donna Lee
Yukon, Northwest Territories,
Nunavut

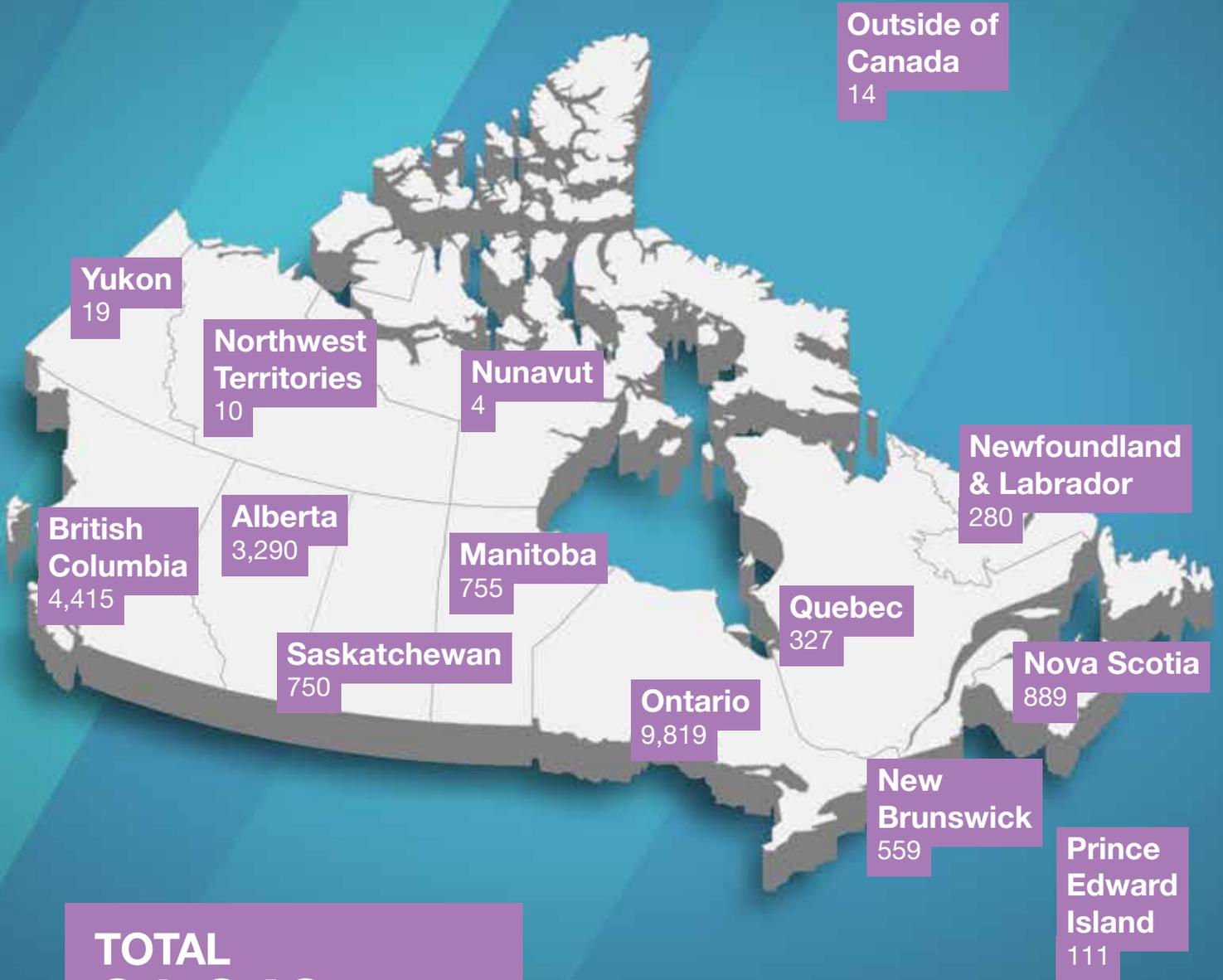


Kathy Yerex
Manitoba



www.cdha.ca/board

Membership at a Glance



TOTAL
21,242

As of April 30, 2022

Achievements

Public Policy

Members play a key role in influencing the public policy environment to improve not only their ability to practise as primary health care providers, but also the overall health of Canadians.

Seniors' Oral Health

www.cdha.ca/oralhealthforseniors
www.supportseniorsoralhealth.ca

CDHA members know that Canada's aging population deserves better oral care. A national poll conducted for the association by Abacus Data in January 2022 revealed that the general population agrees. Results of that public opinion poll along with CDHA's discussion paper, *National Standards for Long-Term Care: Addressing Oral Health for Overall Health*, were widely disseminated, supported by our powerful national billboard and television advertising campaign. Coupled with our recommendations to the Health Standards Organization, those efforts aimed to persuade elected officials and policy makers to include professional oral care in the new national long-term care services standard.

Seniors' oral health was also a focus of virtual meetings with Parliamentarians and senators in 2022. During those conversations, board directors and staff highlighted the important connection between oral and overall health, and the critical role dental hygienists play in providing preventive oral care to seniors living either in long-term care or independently in urban, rural, and remote communities across the country.

To encourage grassroots advocacy on this important matter, CDHA launched an online letter-writing campaign, giving dental hygienists, caregivers, and others a quick and easy way to alert their elected officials to the oral health needs of Canada's seniors.



450+
letters sent

National Coalitions

CDHA also influenced the public policy environment through its partnerships with other professional associations, non-profit organizations, and research bodies, united under coalitions such as:

- HEAL (Organizations for Health Action)
- Extended Healthcare Professionals Coalition
- Canadian Coalition for Public Health in the 21st Century (CCPH21)
- Canadian Health Workforce Network

In addition, CDHA participated in Public Health Agency of Canada teleconferences and roundtables on issues affecting health care workers, in regular discussions with the Office of the Chief Dental Officer of Canada, and in collaborative efforts to develop and support smoking cessation strategies. We welcome all opportunities to uphold dental hygienists as essential primary care providers in Canada's health care system.



CANADIAN COALITION FOR PUBLIC HEALTH IN THE 21ST CENTURY



CHWN
Canadian Health Workforce Network



Extended Healthcare Professionals Coalition





372

letters sent

2021 Federal Election

CDHA's election advocacy campaign focused on the need to invest in preventive oral care for low-income individuals and for seniors. Information sheets, an updated grassroots advocacy toolkit, and a digital letter-writing platform supported members' important local awareness-raising efforts.

Federal Dental Care Program

www.cdha.ca/federaldental

In meetings with Parliamentarians and senators following the announcement of a new national dental care program, CDHA board directors and staff stressed the need to include dental hygienists in the delivery of federally funded oral care services. CDHA also convened a panel of dental hygienists from across the country to articulate this position and develop clear recommendations for incorporating oral health education and promotion into the plan. Together with our provincial counterparts, we know that improving access to care and oral health outcomes for people of all ages and circumstances requires that dental hygienists be recognized as eligible oral health care providers.

All our national advocacy efforts continue to be shared with members in our biannual *Advocacy in Action* eNewsletters, on social media, and in our member magazine.

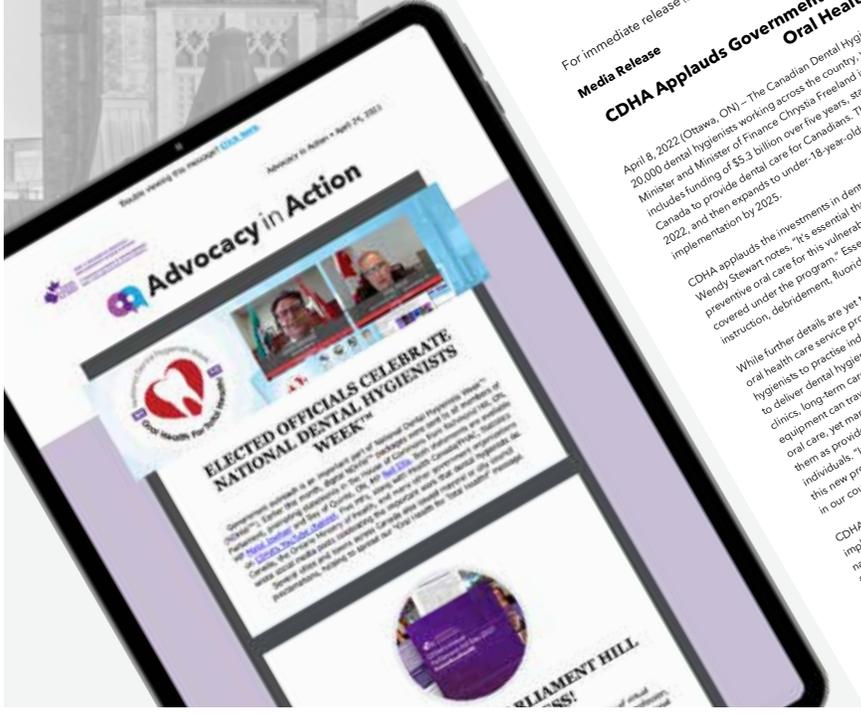
THE CANADIAN DENTAL HYGIENISTS ASSOCIATION / L'ASSOCIATION CANADIENNE DES HYGIENISTES DENTAIRES
CDHA ACTID / ASSOCIATION CANADIENNE DES HYGIENISTES DENTAIRES

For immediate release (Diffuser en français sur demande)
Media Release
CDHA Applauds Government's Support for Oral Health

April 8, 2022 (Ottawa, ON) – The Canadian Dental Hygienists Association (CDHA) applauds the investment in dental preventive oral care for this vulnerable population under the program. "Essential health services are yet to be fully implemented in a variety of settings, including homes and schools, to provide dental hygiene services in a cost-effective manner. Long-term care facilities, homes and schools, and rural and remote communities to provide dental hygiene services in a cost-effective manner. Long-term care facilities, homes and schools, and rural and remote communities to provide dental hygiene services in a cost-effective manner. Long-term care facilities, homes and schools, and rural and remote communities to provide dental hygiene services in a cost-effective manner."

CDHA is currently developing recommendations to ensure that the new federal dental program is implemented to best address the oral health needs of individuals and families in a cost-effective manner. The national association is very pleased to see federal leadership in enhancing oral health for Canadians. We look forward to extending our support to government in this important work of addressing the oral health needs of the most vulnerable in Canada," says Ondine Love, CDHA's chief executive officer.

CDHA is the collective national voice of more than 20,000 dental hygienists in Canada, directly representing 21,000 individual members, including students. Since 1963, CDHA has worked to advance the profession and the importance of oral health. Dental hygiene is the sixth largest regulated health profession in Canada.



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inflammatory disease...
nts (over 65) is very h...
ensive dental hygiene...
are in a prime pos...
ough evidence-form...
o oral health by their...
world. Furthermore...
left untreated, can lea...
tal hygienists, as prin...
and should be consid...
are includes any oral...
that prevents and eir...
ventions also allow in...
to overall health an...
ng term care, dental i...
ld well-being as they...
ue to their often sup...
oral health care teams...
speaking, and social...
s, and family member...

- 1. Language of...
position...
2. Ge...
3. F...

Access to...
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by Deputy Pr...
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Professional Practice

Members have the resources to work as an integral part of a health care team.

Job Market & Employment Survey

www.cdha.ca/jobsurvey

In fall 2021, we conducted our biennial national survey to obtain key labour force information about the dental hygiene profession. While findings revealed that far too many dental hygienists are living with work-related pain, not enough dental hygienists have a written contract with their employer, and an alarming number plan to retire in the next five years, there was also much good news in the data. Hourly wages continue to rise, unemployment remains below the current national level, and dental hygienists are benefitting from improvements in their workplace environments.

Employment Profile

94% of respondents working in dental hygiene, 94% are full-time, 53% work full time and 40% work part time, which is slightly higher than the 2019 survey results. Full-time positions have increased by two years, average hourly wages have increased by 5.72% since 2013.



2021 JOB MARKET & EMPLOYMENT SURVEY

EXECUTIVE SUMMARY



Independent Practice



www.cdha.ca/ijpn

CDHA offered virtual learning and networking opportunities for independent dental hygiene practitioners throughout the year. The *National List of Service Codes* was updated and sent to stakeholders. We also updated our claims forms, CDHA-ACHDnet™ applications, and FAQ web pages to support our English and French independent practitioners and highlight the benefits they bring to their communities.

In February 2022, we launched a new five-module online course—*Business Fundamentals: Ready, Set, Launch*—providing step-by-step guidance to potential entrepreneurs on how to develop a business plan to support a successful dental hygiene practice.

CDHA NATIONAL LIST OF SERVICE CODES

Business Fundamentals: Ready, Set, Launch

Module 1: The Business Model

Education



www.cdha.ca/scholarship

Dental hygiene educators continued to meet pandemic teaching challenges head on in 2021–2022. To support their efforts, we hosted a virtual symposium in May 2021, focussing on developing in-person and virtual objective structured clinical examinations (OSCEs). We also hosted a virtual program directors' symposium in November 2021 to discuss the impact of the pandemic on dental hygiene program admissions, teaching, and learning.

CDHA launched a scholarship program in August 2021 to support members in their pursuit of further education. Cheryl Arntson, Alysha Bailey, Christie Daye, Natyra Haxhiavdija, and Kyla Oshaneek each received \$1,000 to offset their tuition costs.

CDHA Virtual
Educators' Symposium
May 28, 2021



CDHA
SCHOLARSHIP
PROGRAM

JOB
BOARD

Job Board



www.cdha.ca/jobs

CDHA's Job Board—one of the most active areas of our website—saw a 64% increase in job postings last year.



1,530
Jobs Posted

Workplace Matters & Pandemic Response

Members have the resources to ensure a healthy and respectful workplace and to inform practice decisions regarding the pandemic response and recovery.

COVID-19 Pandemic Response and Recovery



www.cdha.ca/COVID19

CDHA staff continued to participate in monthly Public Health Agency of Canada COVID-19 teleconferences with other health care stakeholders to keep members up to date on pandemic matters, including disease activity across Canada, the national supply of personal protective equipment, vaccine and booster recommendations, and the deployment of oral antiviral therapeutics. Information critical to workplace safety was shared with members via COVID eBulletins, on our social media platforms, and on our website.

2022
Date for CDHA Members

CDHA is Here to Help

Get updates: www.cdha.ca/COVID19
or email: alerts@cdha.ca

Shutterstock COVID-19
COVID-19
older.
armless
their

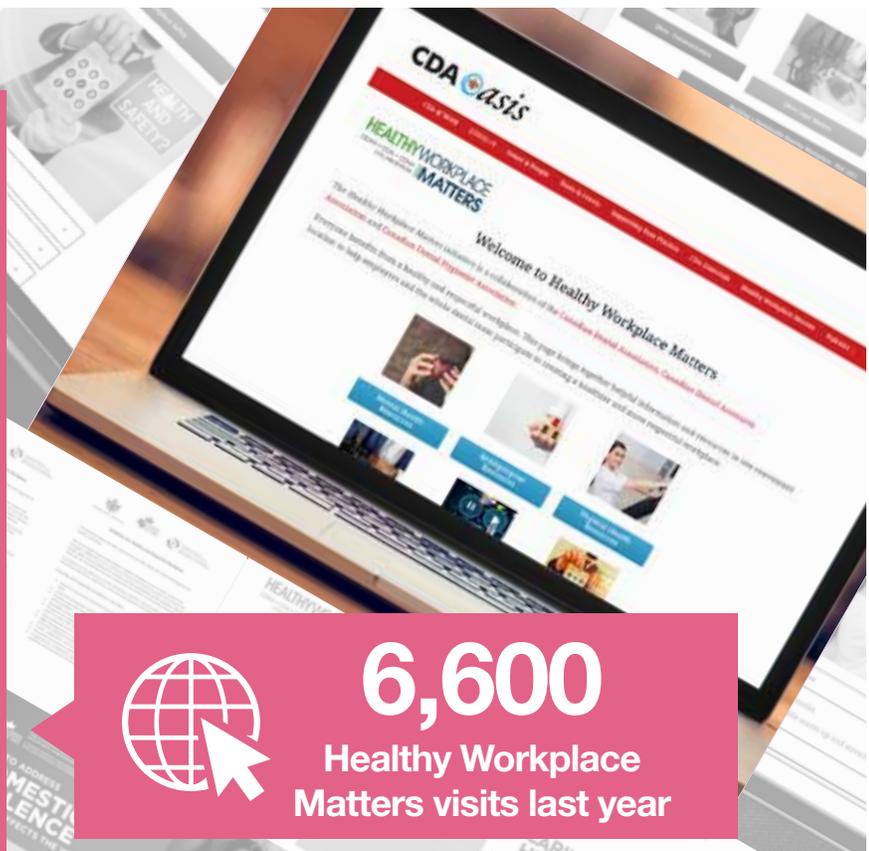
Workplace Health and Safety

www.cdha.ca/healthyworkplace
www.cdha.ca/employmentlaw

To ensure that our members enjoy long, healthy careers, we developed and published an interactive injury prevention checklist, along with a print version in English and French for downloading. In collaboration with the Canadian Dental Association and the Canadian Dental Assistants' Association, we also developed print and video resources that address mental and physical health, legal matters, workplace safety, communication strategies, and more. All are available on a new "Healthy Workplace Matters" website.

A growing number of CDHA members took advantage of our Member and Family Assistance program, which provides free counselling on workplace, stress, and family or relationship issues. English and French tip sheets on addressing sexual harassment, abuse, and violence in the workplace complemented those person-to-person conversations.

Our Employment Legal Line, launched in July 2021, offers complimentary bilingual legal advice relating to employment and regulatory law, as well as a real estate referral service, to members.




6,600
 Healthy Workplace Matters visits last year



EMPLOYMENT LEGAL LINE



Public Recognition

The Canadian public understands and values the dental hygiene profession.

Through print, television, web, and billboard advertising; media interviews and supplements; national public awareness campaigns; our website and our social media presence, CDHA educated Canadians on the work of dental hygienists, the important links between oral and overall health, and the urgent need to support seniors' oral health.

National Advertising Campaign

Our national advertising campaign focusing on seniors' oral health reached more than 27 million people through television, Google, YouTube, website, newspaper, and billboard advertising.

Dental Hygiene Care:
Critical for Seniors
dentalhygienecanada.ca

Oral Health
for Total Health
Make an Appointment with
Your Dental Hygienist Today
dentalhygienecanada.ca

Total audience reach for all CDHA advertising efforts was more than

29,000,000

National Dental Hygienists Week™

www.cdha.ca/ndhw

National Dental Hygienists Week™ (NDHW™), held every year from April 4 to 10, saw a record-breaking 83 landmarks lit in purple across the country. There were close to 12,000 downloads of our NDHW resources, 1,279 entries to our annual colouring contest, and close to 50,000 views of NDHW web pages. CDHA's Put Your Purple On! Campaign, powered by Philips Sonicare and Philips Zoom!, received 1,018 entries from members who enthusiastically showed us their purple pride. For the first time, information packages and posters were distributed to all public health units in Canada, highlighting the "Oral health is a public health issue" message.



Sponsored by:
 Dentsply Sirona | SUNSTAR GUM | TD Insurance

PHILIPS ZOOM! | PHILIPS sonicare



DENTAL HYGIENE CANADA.CA

Dental Hygiene Canada

www.dentalhygienecanada.ca

CDHA's consumer website remained a popular source of credible information on dental hygiene topics, such as fluoride treatments, toothbrushing techniques, and the broad range of critical services provided by dental hygienists working independently.

Social Media



3,985
Facebook group



6,176
Twitter followers



10,200
Instagram followers



1,379,046
YouTube views

Dental Hygiene Superheroes

www.dentalhygienecanada.ca/superherowinners

CDHA's fifth Dental Hygiene Superhero competition celebrated dental hygienists who are ambassadors of the profession and model exceptional client care. This past year, 685 nominations were received. Canada's newest dental hygiene superhero is Jadina Yip of British Columbia, with honourable mentions going to Laura Iorio (Ontario) and Elizabeth Jones (British Columbia).

DO YOU KNOW A DENTAL HYGIENE SUPERHERO?

Sponsored by:



Image Bank

www.cdha.ca/imagebank

CDHA's Image Bank continued to offer free, high-quality photos portraying dental hygienists in action.



6,704
Image Bank
page views

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 conferences, position papers and statements, webinars, and online courses, CDHA offered a variety of opportunities for members to contribute to and learn from the latest in oral health research and education last year.

2021 Virtual Conference

CDHA hosted its first-ever virtual conference on October 29 and 30, 2021. More than 2,700 dental hygienists and 15 industry exhibitors registered for this dynamic, two-day learning opportunity, which featured both pre-recorded and live presentations, a new “Ten for Ten! Product Showcase,” and “Motivational Moments” presentations. Members were able to watch recordings of the sessions until December 31, 2021.

CDHA Virtual Conference 2021
Practice
Achieving a Healthy Workplace
October 29–30

360

Webinars and Workshops

www.cdha.ca/education

CDHA's free webinars maintained an above 80% satisfaction rating last year, with 7,552 members registering for at least one offering. Our popular webinars addressed the following timely and important topics:

- Vaping, nicotine, and tobacco
- AAP classification system for periodontal disease classification
- Objective structured clinical examinations (OSCEs)
- Translating uncertainty in evidence-based practice
- Job Market & Employment Survey results
- Evidence-based strategies for career longevity
- Cultural safety and sensitivity in health care and education

We also hosted four virtual workshops:

- Up in Smoke! The Vaping Trend
- Manuscript Writing for the Novice Researcher
- Buying, Selling or Starting a Dental Hygiene Practice
- A Practical Guide to Demystifying Privacy Legislation

CANADIAN JOURNAL OF DENTAL HYGIENE - JOURNAL CANADIEN DE L'HYGIÈNE DENTITAIRE
THE OFFICIAL JOURNAL OF THE CANADIAN DENTAL HYGIENISTS ASSOCIATION
CJDH JCHD
CDHA ACTD
FEBRUARY 2022 - VOL. 56, NO. 1

+ 69%
increase in
CJDH downloads

Publications

www.cjdh.ca

www.cdha.ca/ohcanada

The *Canadian Journal of Dental Hygiene*, our peer-reviewed research publication, saw a dramatic increase in manuscript submissions and downloads of individual articles from the journal's website following its inclusion in MEDLINE.

Oh Canada!, our popular member magazine, maintained a 91% satisfaction rating among members last year.

Our biweekly eNewsletter provided members with timely information on association activities, professional development opportunities, and member benefits.

Trends, our Oral Health Product eBulletin, published in February and June, highlighted new instruments, equipment, and products from our dental industry partners.

Website

www.cdha.ca

Web traffic remained high in 2021–2022, with 992,970 visits and more than 3 million page views. Most users visit our website for job opportunities and professional development offerings.



Leadership

Members' potential for professional leadership is developed.



Awards



www.cdha.ca/awards

CDHA was honoured to recognize exceptional volunteer service, research, and writing through our prestigious award programs.

Board awards:

- Distinguished Service Award: Zul Kanji
- Awards of Merit: Mary Findlay, Dean Lefebvre, Noreen Ocampo, Janice Ritchie

Canadian Journal of Dental Hygiene research and writing awards:

www.cdha.ca/awards
www.cdha.ca/Writingcompetition

- **Best Original Research Article in Volume 54:** Iris Feng, Mario Brondani, Christophe Bedos, and Leeann Donnelly
- **Best Literature Review in Volume 54:** Teresa La Chimea, Zul Kanji, and Susan Schmitz
- **CJDH Student Essay Award, sponsored by Philips Sonicare:** Amanda McKay

Oh Canada! Readers' Choice award:

- Mandy McGill

STUDENT LEADER SPOTLIGHT



Student Leadership Program

www.cdha.ca/StudentLeader

CDHA's student leadership program now boasts 58 participants from 31 accredited dental hygiene programs across the country. These junior and senior student representatives gain valuable presentation and networking skills while in the program. In 2021, each senior student representative also received a Student Leadership Bursary courtesy of Colgate.

Partners' Circle

CDHA's Partners' Circle recognizes the dedicated industry leaders who are strong supporters of the association, the dental hygiene profession, and the promotion of oral health in communities across Canada.

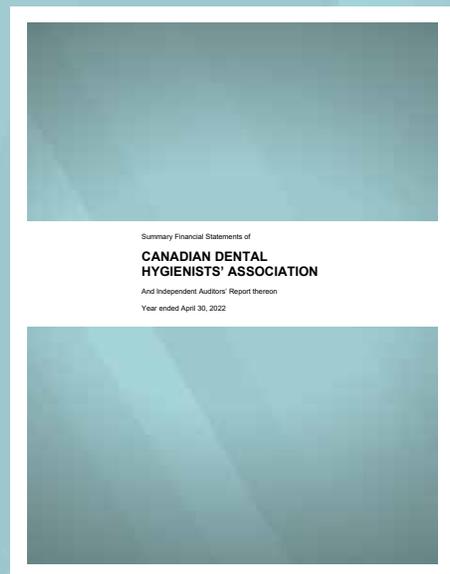


Report of the Independent Auditors



www.cdha.ca/financialstatements2022

We invite you to read or download the report of the independent auditors, KPMG LLP, on the summary financial statements of the Canadian Dental Hygienists Association at www.cdha.ca/financialstatements2022 or by scanning the QR code.



Volunteer Recognition

CDHA BOARDS, COMMITTEES, AND WORKING GROUPS, 2021–2022

CJDH Editorial Board

Joanna Asadoorian
Ava Chow
Jane Forrest
JoAnn Gurenlian (to December 2021)
Harold A Henson
Zul Kanji
Denise Laronde
Salme Lavigne, Scientific Editor
Christina Lengyel
Jocelyne Long (to June 2021)
Brian Partido (as of March 2022)
Leigha Rock
Ann Spolarich
Jeanie Suvan
Sylvia Todescan
Cynthia Weijs
Karen Williams

Education Advisory Committee

Mary Bertone, Chair
Saadia Choudhry
Sharon M Compton
Zul Kanji
Leigha Rock
Lisa Rogers
Sharman Woynarski
Kathy Yerex

Healthy Workplace Advisory Committee

Meaghan Bennett (as of September 2021)
Andrea Fulkerson, Chair (as of September 2021)
Abdulrahman Ghoneim (as of September 2021)
Kellie Glass (to August 2021)
Jeremy Holden
Catherine McConnell (as of September 2021)
Tracy Poirier (to August 2021)
Elaine Powell (as of September 2021)
Leanne Rodine (as of September 2021)
Monica Soth (to August 2021)
Jennifer Turner, Chair (to August 2021)
Henrietta Van hulle
Deborah Winick-Daniel (as of September 2021)

Independent Dental Hygiene Practice Advisory Committee

Roma Czech
Paulette Dahlseide (to May 2021)
Wanda Fedora (to May 2021)
Sophie Freeman, Chair (to May 2021)
Tammy Gulevich, Chair
Shelly Lambe (as of June 2021)
Leona Le Lievre
Teri Perkins (as of June 2021)
Marcy Skribe
Balbir Sohi (as of June 2021)
Gerrard Weinberger

Leadership Alliance

Heather Biggar, Chair
Stacy Bryan
Sharon M Compton
Laura Dempster
Zul Kanji
Marion L Pearson
Susanne Sunell
Kelly Turner

National Dental Hygiene Service Code Committee

Marthe Benoit
Stacy Bryan
Michelle Castano
Paulette Dahlseide
Sophie Freeman
Mary Gow
Shelby Hamm
Wendy Jobs
Teri Perkins
Marcy Skribe
Andrée-Ann Soucy
Diane Theriault
Cynthia Wilcott
Shannon Wilson

Oral–Systemic Link Position Paper Steering Committee

Salme Lavigne (author/consultant)
Jane Forrest
Mandy Hayre
Sally Lockwood
Jamie-Lynn Yalte
Kathy Yerex
Leta Zaleski

National Oral Health Care Plan for Seniors Policy Paper Advisory Committee

Arlynn Brodie
Peter Cooney
Brandon Doucet
Sophie Freeman
Linda McKeown
Andrea Richards
Fran Richardson

Research Advisory Committee/2021 CDHA Conference Abstract Review Committee (*)

Joanna Asadoorian (as of February 2022)
Larissa Bubnowicz (as of July 2021)
Sharon M Compton, Chair (RAC)*
Abdulrahman Ghoneim (as of February 2022)
Valerie Herring (as of September 2021)
Salme Lavigne*
Sabrina Lopresti (to June 2021)*
Laura MacDonald (to December 2021)*
Leigha Rock*
Helen Symons (to August 2021)*
Jacqueline VanMalsen*

Commission on Dental Accreditation of Canada

Mary Bertone (Representative to CDAC Health Facilities and Dental Residency Committee)

Breanne Moran (Student representative to CDAC Dental Hygiene Committee)

Alexandra Sheppard (Commissioner)

International Federation of Dental Hygienists

Tracy Bowser (to February 2022)
Beth Ryerse (to October 2021)
Alexandra Sheppard (as of March 2022)
Wendy Stewart (as of February 2022)
Jennifer Turner (October 2021–March 2022)

National Dental Hygiene Certification Board

Mary Bertone

CDHA Staff

Chief Executive Officer

Ondina Love

Kristina Paddison
Executive Assistant

Dental Hygiene Practice

Sylvie Martel
Director of Dental Hygiene Practice

Melissa Chaulk
Manager of Professional Development

Juliana Jackson
Manager of Policy, Research, and
Government Relations

Donna Wells
Manager of Professional Practice

Clayton DeCorte
Professional Practice Advisor (as of
September 2021)

Ashley Grandy
Dental Hygiene Practice Coordinator

Joanna S Zito
Executive Assistant (part-time)

Marketing & Communications

Angie D'Aoust
Director of Marketing &
Communications

Sarah Dokken
Marketing Manager

Brittney Sander
Marketing & Communications
Coordinator (as of November 2021)

Michael Roy
Manager of Web & Creative Services

Adrian Garcia
Graphic Designer, Print and
Multimedia

Tim Logan
Graphic Designer, Print and
Multimedia

Lyn Caruana
Web Administrator

Shawna Savoie
Sponsorship & Affinity Liaison

Megan Sproule-Jones
Writer/Editor

Member Services, Finance & Operations

Michelle Charest
Director of Finance & Operations

Lisset Lopez Bidopia
Financial Officer

John Corner
Finance & Operations Assistant

Brigitte Gauthier
Manager of Membership Services

Kaliope Balili
Membership Assistant

Igor Grahek
Manager of Information Technology

Leonardo Alves
Front End Developer

**CDHA's successes over the past year,
as illustrated throughout this report,
belong to you, our members.
Together, we are CDHA strong.**



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

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