



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



# Annual Report

## 2022–2023

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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

The Canadian Dental Hygienists Association (CDHA) is the national voice of more than 31,000 dental hygienists in Canada, directly representing close to 22,000 members, including students. Since 1963, driven by the strength and passion of our members, we have worked to advance the profession and promote the importance of oral health. We do this through knowledge translation, research, education, advocacy and public awareness initiatives, and leadership mentoring.

This report highlights the achievements of the association between May 1, 2022, and April 30, 2023. Please visit our website for a detailed account of CDHA's efforts in service of our members, the dental hygiene profession, and the public.

Look for this symbol  on every page for direct web links.

### CDHA—Celebrating 60 Years of Advancing Your Profession



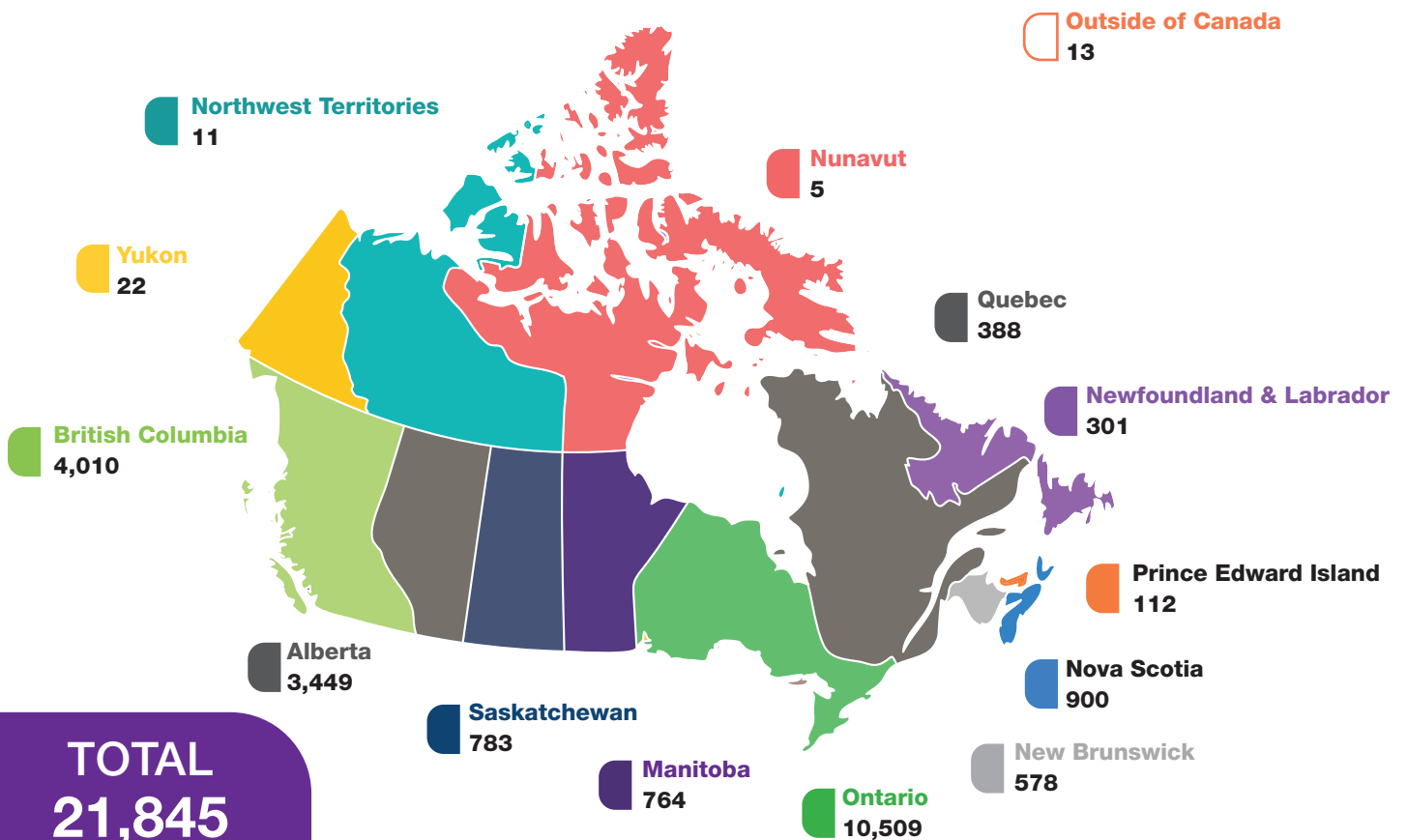


## Board of Directors, 2022–2023

- Anne Marie Caissie, President, New Brunswick
- Francine Trudeau, President-Elect, Quebec
- Wendy Stewart, Past President, Nova Scotia
- Donna Lee, British Columbia
- Alexandra Sheppard, Alberta
- Kaylen Anholt, Saskatchewan
- Kathy Yerex, Manitoba
- Bev Woods, Ontario
- Heather Cassidy, Prince Edward Island
- Cindy Holden, Newfoundland & Labrador
- Tracy Bowser, Yukon, Northwest Territories, Nunavut

 [cdha.ca/board](https://cdha.ca/board)

## Membership at a Glance



As of April 30, 2023



# Achievements

## Professional Knowledge

**Strategic End:** Members create, contribute to, and utilize a growing body of professional knowledge and research.

### Fall Summit

Hosted on the traditional territory of the Kwanlin Dün and the Ta'an Kwäch'än Council (Whitehorse, Yukon) in September 2022, this two-day professional development event included sessions on Indigenous cultures and history, unconscious bias, mental health and addiction, diversity, equity, and inclusion.

- 95% said the event met or exceeded expectations

### Online Courses

- *The Path: Your Journey Through Indigenous Canada*
- *Oral & Oropharyngeal Cancer Screening for Today's Population*

 [cdha.ca/onlinecourses](https://cdha.ca/onlinecourses)

### Webinars

Eleven free webinars proved extremely popular, drawing more than 10,000 registrations combined.

- Applying the Evidence-Based Practice Model to Clinical Decision Making
- Building a Sustainable Healthy Workplace
- Emerging Trends in Oral-Systemic Health
- Exploring the New AAP Periodontal Disease Classification: Introduction (*sponsored by PHILIPS*)
- Exploring the New AAP Periodontal Disease Classification: Staging & Grading (*sponsored by PHILIPS*)
- Guided Biofilm Therapy (*sponsored by Oral Science*)
- A Hitman's Guide to Psychological Safety at Work
- Managing Clients with Special Needs in the Dental Clinic
- Manuscript Writing for the Novice Researcher
- Oral Care for High-Risk Populations (*sponsored by PHILIPS*)
- Pandemic Impact on Mental Health of Dental Hygienists

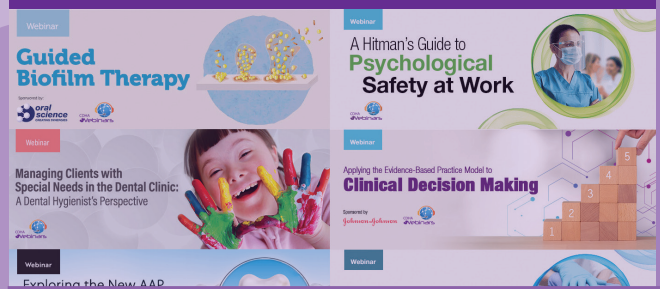
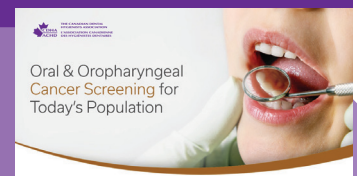
 [cdha.ca/webinars](https://cdha.ca/webinars)

### Virtual and In-Person Workshops

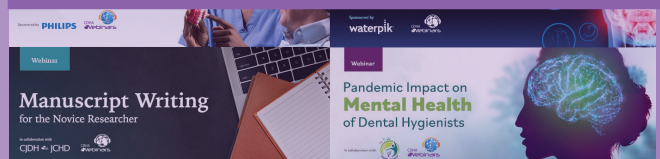
- At What Stage (and Grade) of the Perio Classification Game Are You?
- Buying and Selling a Dental Hygiene Business/Dental Hygiene Business Success Stories
- The Hard Decision of Choosing Software! (virtual)
- Students' Perceptions and Experiences with Online Learning During the Pandemic (virtual)



**100+** Summit Participants



**11** FREE Webinars





## Publications

### Canadian Journal of Dental Hygiene (CJDH)

- 3 issues (February, June, October)
- 39,977 downloads from cjdhd.ca
- 57,788 downloads from PubMed Central (up 115%)

 [cjdhd.ca](http://cjdhd.ca)

### Oh Canada! member magazine

- 3 issues (April, August, December)
- 3 FOCUS topics:
  - Cultural safety and sensitivity
  - Mental health, coping, and stress reduction
  - Treating vulnerable populations

 [cdha.ca/ohcanada](http://cdha.ca/ohcanada)

### CDHA Connect

(formerly known as our biweekly eNews)

- 95.7% average total open rate

### 2022–2024 Dental Hygiene Research Agenda

- 3 research priorities:
  - Risk assessment and management
  - Access to care and unmet needs
  - Capacity building of the profession

 [cdha.ca/researchagenda](http://cdha.ca/researchagenda)


### Oral–Systemic Link Position Paper Series

- “Evolving evidence for relationships between periodontitis and systemic conditions”

 [cdha.ca/positionpaper](http://cdha.ca/positionpaper)

### Trends eBulletin

- Highlighting new or improved oral health products for clinical practice.

 [cdha.ca/am/CDHACustom/eBulletin/CDHA\\_eBulletin\\_June\\_30\\_2022.html](http://cdha.ca/am/CDHACustom/eBulletin/CDHA_eBulletin_June_30_2022.html)

### cdha.ca Website

- 504,462 resource downloads

 [cdha.ca](http://cdha.ca)



CDHA CONNECT  
X24 ISSUES



# Achievements

## Public Policy

**Strategic End:** A public policy environment exists that is beneficial to the practice of dental hygiene and the overall health of Canadians.

CDHA advocates at the national level on key issues for dental hygiene practice.

### Interim Canada Dental Benefit

Regular meetings with federal officials and presentations on the need to prioritize preventive care for all people living in Canada led to the recognition of dental hygienists as eligible providers in the federal government's interim dental care plan for children under age 12. CDHA was invited to participate in the federal health minister's launch of the interim Canada Dental Benefit on December 1, 2022—a momentous day for children's oral health and the dental hygiene profession in this country.

Since then, CDHA has supported this historic new investment in oral health by developing online resources to inform members and the public about the benefit and by advocating to government to ensure a strong focus on prevention in the forthcoming Canadian Dental Care Plan.

 [cdha.ca/canadadentalbenefit](https://cdha.ca/canadadentalbenefit)

### The new interim **Canada Dental Benefit**

Information for  
Dental Hygienists



### Seniors' Oral Health

Our policy paper, *A National Oral Health Care Plan for Canadian Seniors*, was released in June 2022 and was supported by a Canada-wide digital letter-writing campaign to elected officials and decision makers. CDHA also contributed to the Health Standards Organization's new *Long-Term Care Services* standard, recommending the inclusion of dental hygienists on care teams and the implementation of a comprehensive program of oral health services in all facilities.

 [cdha.ca/oralhealthforseniors](https://cdha.ca/oralhealthforseniors)







Board directors in meetings with the Honourable Kamal Khara, Minister of Seniors (left photo, front row) and Jagmeet Singh, NDP leader (right photo, back row)



## Parliament Hill Day

CDHA board directors met in person with the federal seniors' minister, the leader of the New Democratic Party, and others in March 2023 to discuss access to oral care concerns, the oral health care needs of residents in long-term care homes, the implementation of the federal dental care program, and the expansion of student loan forgiveness to dental hygienists.

## Federal Government Submissions

CDHA ensured that key oral health questions were considered by the House of Commons standing committees on health and on finance throughout the year:

- Study on Children's Health
- October 2022 and February 2023 Pre-Budget Consultations
- Study on Canada's Health Workforce

## Children's Oral Health Initiative

Following a hiatus during the COVID-19 pandemic, CDHA renewed its commitment to supporting the delivery of dental hygiene services to children in Nunavut, in partnership with the territorial government.



 [cdha.ca/advocacy](https://cdha.ca/advocacy)



# Achievements

## Professional Practice

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

Through collaborations with other national organizations, CDHA monitored issues affecting the oral health workforce and continued to inform leaders and policy makers of the important role that dental hygienists play in the health care system. At the same time, we supported our members who are providing increasingly complex care to their clients in a variety of ways.

### Member Resources

- Credible, easily digestible fact sheets and guidance

### Career Centre

CDHA's online job board—the most active area of our website—was rebranded and relaunched as a full-service Career Centre in January 2023.



**1,303** Career postings

 [cdha.ca/careercentre](https://cdha.ca/careercentre)

### Education

CDHA offered new learning and networking opportunities for dental hygiene educators:

- Program Directors' Symposium (Toronto)
  - 36 leaders from 24 accredited schools
  - Focus on new entry-to-practice competencies
- Connections Café (virtual)
  - 23 educators
  - Focus on student learning experiences during the pandemic



CDHA's scholarship program continued to support dental hygienists pursuing further education.

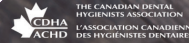
- 5 recipients
- \$1,000 each

[cdha.ca/scholarship](https://cdha.ca/scholarship)

## Independent Practice Resources

- Connections Café learning and networking opportunities
- *National List of Service Codes*

[cdha.ca/ipn](https://cdha.ca/ipn)



Independent Practice

## Connections Café:



# Workplace Matters & Pandemic Response

**Strategic End:** Members have the resources to ensure a healthier and more respectful workplace and to inform practice decisions regarding the pandemic response and recovery.

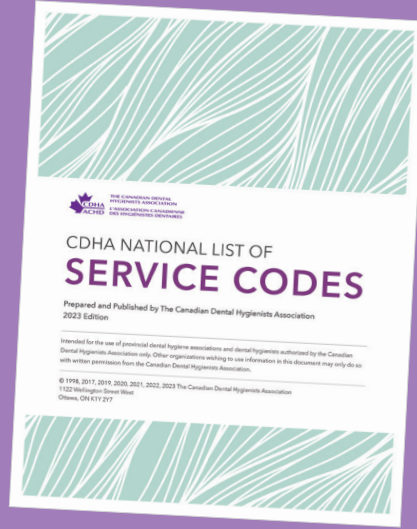
## Workplace Health and Safety

CDHA published three tip sheets for dental hygienists on addressing sexual harassment, abuse and violence, and domestic violence in the workplace. These resources were also shared with dentists and dental assistants through the Healthy Workplace Matters website.

[cdha.ca/healthyworkplace](https://cdha.ca/healthyworkplace)

CDHA collaborated with the Healthy Professional Worker Partnership (University of Ottawa) to publish a report on the mental health, leave of absence, and return-to-work experiences of dental hygienists before and after the COVID-19 pandemic.

[cdha.ca/hpw](https://cdha.ca/hpw)





## Member and Family Assistance Program

- Free counselling on workplace, stress, and family or relationship issues

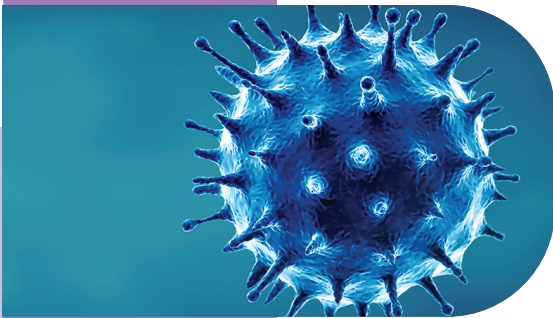
 [cdha.ca/homewood](https://cdha.ca/homewood)



## Employment Legal Line

- Free bilingual telephone legal advice, document review, and referral service

 [cdha.ca/employmentlaw](https://cdha.ca/employmentlaw)



## COVID-19 Pandemic Response and Recovery

CDHA circulated regular updates to members on the following topics:

- NACI guidelines for vaccination boosters
- Vaccine research
- Recommendations for the bivalent vaccine booster
- Counterfeit rapid antigen tests

A review of the dental and dental hygiene professions' responses to the COVID-19 pandemic was undertaken to identify ways to prepare for and manage future public health crises.

 [cdha.ca/COVID19](https://cdha.ca/COVID19)



# Achievements

## Public Recognition

**Strategic End:** The Canadian public understands and values the dental hygiene profession.

Through print, digital, and billboard advertising; media interviews and supplements; national public awareness campaigns; our websites; and our social media presence, CDHA informed Canadians about the work of dental hygienists and the important links between oral and overall health.

### National Advertising

- 93 billboards in 46 communities
- 171 television ads

Total audience reach: 28.2 million people

 [cdha.ca/ndhwinthenews](https://cdha.ca/ndhwinthenews)

### Print and Digital Media

- 17 media releases
- 277 news items generated

*Globe and Mail* Family Oral Health Supplement (full-page feature)

- 714,000 print readers
- 250,000 digital impressions

*Hello Canada* magazine (full-page feature)

- 774,000 print readers
- 58,200 digital impressions

### Social Media

- Launched a new  Facebook page focused on consumer content



**4,405**

Facebook group  
(CDHA members)

**1,000**

Facebook page  
(consumers)



**6,335**

Twitter followers



**10,800**

Instagram followers

 **YouTube**

**1,973,918**

lifetime views



**47.7+**  
**million**  
Total audience reach



## National Dental Hygienists Week™ (April 4–10)

- 2,744 colouring contest entries, doubling last year's results
- 105 landmarks lit in purple (up 26%)
- 1,009 Put Your Purple On! photo contest entries
- 12,223 NDHW resource downloads
- 32,995 NDHW web page views

[cdha.ca/ndhw](https://cdha.ca/ndhw) | [cdha.ca/pypo](https://cdha.ca/pypo)

## Public Opinion Polling



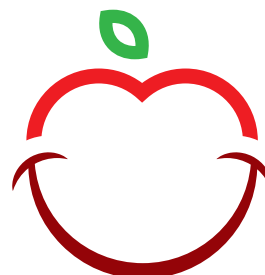
CDHA conducted another reputation benchmark survey to gauge public opinion on the dental hygiene profession and the state of oral health care in Canada. Key findings were shared at a press conference on Parliament Hill on April 4, 2023, launching National Dental Hygienists Week™.

[cdha.ca/trackingperceptionsDH](https://cdha.ca/trackingperceptionsDH)

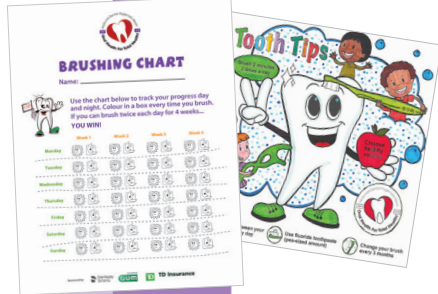
## dentalhygienecanada.ca Website

Our consumer website—a popular, credible source of oral health information for the public—was enhanced thanks to the addition of six new resources, including an oral health tip sheet for children aged 7 to 12 that the Public Health Agency of Canada has now added to its guidance for parents and caregivers.

- 73,437 page views (up 11%)
- 6,697 downloads (up 4%)
- 4,733 searches in our Find a Dental Hygienist directory (up 43%)



**DENTAL  
HYGIENE  
CANADA.CA**



# Achievements

## Leadership

**Strategic End:** Members' potential for professional leadership is developed.

### Awards

[cdha.ca/awards](https://cdha.ca/awards) | [cdha.ca/WritingCompetition](https://cdha.ca/WritingCompetition)

Our prestigious award programs recognized exceptional volunteer service, research, and writing.

### Board awards:

- Distinguished Service Award: Sophia Baltzis
- Award of Merit: Leanne Huvenaars

### Canadian Journal of Dental Hygiene research and writing awards:

- Best Original Research Article: Iris Lin, Denise M Laronde, Lewei Zhang, Miriam P Rosin, Ilena Yim, and Leigha D Rock
- Best Literature Review: Kelsey Henneberry, Shannon Hilland, and S Kimberly Haslam
- CDHA/CJDH Student Writing Competition Award (best essay), sponsored by Philips Sonicare: Jessie Yang
- CDHA/CJDH Student Writing Competition Award (best literature review), sponsored by Philips Sonicare: Jessica Tamrat

### Oh Canada!

- Readers' Choice Award: Jennifer Scott

### Student Leadership Program

Our student leadership program recruited representatives from 31 accredited dental hygiene programs across Canada. These junior and senior student leaders gain valuable presentation and networking skills while in the program and are featured throughout the year in *Oh Canada!*, our member magazine.

[cdha.ca/StudentLeader](https://cdha.ca/StudentLeader)

### International Federation of Dental Hygienists

CDHA continued to lead at the international level, making an invaluable contribution to improving oral health globally through its work in the IFDH House of Delegates and its support of Canadian dental hygiene research presentations at the International Symposium of Dental Hygiene. Wanda Fedora, a CDHA member and past president, became only the second Canadian to assume the IFDH presidency when she was formally elected in August 2022 for a two-year term.





# Volunteers & Staff

CDHA staff and volunteers are passionate about producing and delivering high-quality programs, resources, and services to support dental hygienists across Canada. Here's who was working for you in 2022–2023:

## CDHA Committees and Working Groups

### CDHA–NIHB Working Group

Paulette Dahlseide  
Leanne Huvenaars  
Joan St Laurent

### CJDH Editorial Board

Joanna Asadoorian  
Ava Chow  
Jane Forrest  
Harold A Henson  
Zul Kanji  
Denise Laronde  
Salme Lavigne, *Scientific Editor*  
Christina Lengyel  
Brian Partido  
Leigha Rock  
Ann Spolarich  
Jeanie Suvan  
Sylvia Todescan  
Cynthia Weijs  
Karen Williams

### Education Advisory Committee

Mary Bertone, *Chair*  
Saadia Choudhry  
Anne-Marie Conaghan (until Nov 2022)  
Rachelle Pratt  
Joanna Asadoorian  
Leigha Rock  
Deidra Anderson Doll  
Sharman Woynarski  
Kathy Yerex

### Healthy Workplace Advisory Committee

Meaghan Bennett  
Andrea Fulkerson, *Chair*  
Abdulrahman Ghoneim  
Jeremy Holden  
Catherine McConnell  
Elaine Powell  
Leanne Rodine  
Henrietta Van hulle  
Deborah Winick-Daniel

### Independent Dental Hygiene Practice Advisory Committee

Roma Czech  
Tammy Gulevich, *Chair*  
Shelly Lambe  
Leona Le Lievre  
Teri Perkins  
Marcy Skribe  
Balbir Sohi  
Gerrard Weinberger

### National Dental Hygiene Service Code Committee

Stacy Bryan  
Roma Czech  
Paulette Dahlseide  
Roshni Desai  
Shelby Hamm  
Wendy Jobs  
Teri Perkins  
Diane Theriault

### Position Paper Steering Committee

Khaled Altabtbaei  
Kandis Garland  
JoAnn Gurenlian  
Kimi Khabra  
Kyla Oshaneck  
Brian Partido  
Elaine Powell  
Helen Symons

### Research Advisory Committee

Joanna Asadoorian, *Chair*  
(as of Jan 2023)  
Larissa Bubnowicz  
Sharon M Compton, *Chair*  
(until Jan 2023)  
Abdulrahman Ghoneim  
Marilyn Goulding (as of Apr 2023)  
Valerie Herring  
Salme Lavigne  
Leigha Rock (until Nov 2022)  
Jacqueline VanMalsen

### Commission on Dental Accreditation of Canada (CDAC)

Alexandra Sheppard  
(Dental Hygiene Committee)

### International Federation of Dental Hygienists (IFDH)

Wendy Stewart  
Alexandra Sheppard

## CDHA Staff

### Executive Office

#### Ondina Love

*Chief Executive Officer*

#### 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*

#### Ashley Grandy

*Dental Hygiene Practice Coordinator*

#### Joanna S Zito

*Executive Assistant*

### Marketing & Communications

#### Angie D'Aoust

*Director of Marketing & Communications*

#### Sarah Dokken

*Marketing Manager*

#### Brittney Sander

*Marketing & Communications Coordinator*

#### 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 (until January 2023)

*Membership Assistant*

#### Kylie Bélanger (as of April 2023)

*Membership Assistant*

#### Igor Grahek

*Manager of Information Technology*

#### Leonardo Alves


*Front End Developer*

## 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. We are delighted to applaud our 2022–2023 Partners' Circle members.

## Report of the Independent Auditors

Please read the report of the independent auditors, KPMG LLP, on the summary financial statements of the Canadian Dental Hygienists Association for 2022–2023 at

 [cdha.ca/financialstatements2023](https://cdha.ca/financialstatements2023) or by scanning this QR code:



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  
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The Canadian Dental Hygienists Association acknowledges with gratitude that our Ottawa office is located on the traditional unceded territory of the Algonquin Nation and Anishinaabe Peoples.