



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

For immediate release (Offert en français sur demande)

Media Release

CDHA & Dental Industry: Partners for Success

June 4, 2021 (Ottawa, ON) — As the focus shifts from oral health month (April) to a new membership year and a first-ever virtual conference, the Canadian Dental Hygienists Association (CDHA) continues to foster meaningful partnerships with dental industry. CDHA recognizes how important these partnerships are to the success of its mission: advancing the dental hygiene profession and promoting the importance of oral health to the public.

The ongoing support of CDHA's dental industry partners allows the association to offer a wide-ranging and timely selection of professional development opportunities to its members, and to build upon the success of its critical advocacy work. "We are extremely proud to partner with key industry leaders to better serve our members and to enhance the public's awareness of the vital role dental hygienists play in their oral health care," says Tiffany Ludwicki, CDHA president. "We are heartened by the steadfast dedication of our longstanding industry partners who remain committed to our national association, to our members, and to the dental hygiene profession."

A select group of dental industry companies is welcomed into CDHA's Partners' Circle each year. The CDHA Partners' Circle comprises dental industry leaders who understand and appreciate the important role dental hygienists play on the oral health care team.

This year, CDHA's Partners' Circle is made up of nine dental industry leaders whose sponsorship levels range from bronze to elite. The elite-level member is Crest + Oral-B; Colgate, GlaxoSmithKline (GSK), Johnson & Johnson, Philips, and Waterpik are our gold-level members; the silver-level member is Sunstar, and Dentsply Sirona and Hu-Friedy are the bronze-level members. CDHA proudly recognizes these amazing dental industry partners...respected members of CDHA's Partners' Circle.

CDHA is the collective national voice of 30,219 dental hygienists in Canada, directly representing 20,000 individual members, including students. Since 1963, CDHA has worked to advance the profession and promote the importance of oral health. Dental hygiene is the sixth largest regulated health profession in Canada with professionals working in a variety of settings, including independent dental hygiene



practice, with people of all ages, addressing issues related to oral health. For more information on oral health, visit www.dentalhygienecanada.ca.

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