



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



For immediate release (Offert en français sur demande)

Media Release

Do You Know a Dental Hygiene Superhero?

February 1, 2021 (Ottawa, ON) — Join forces with the Canadian Dental Hygienists Association (CDHA) to help us recognize, for the fourth year in a row, dental hygiene health care superheroes in communities across Canada. Championed by your oral health defender CDHA and sponsored by Sensodyne®, the Dental Hygiene Superhero competition which runs from February 1 to May 11, 2021, celebrates dental hygienists who educate and empower their clients to embrace the “oral health for total health” motto.

“We want to recognize dental hygienists who are ambassadors of the profession and model exceptional client care.” says Tiffany Ludwicki, CDHA president. Do you know a dental hygienist who is focusing on oral health for disease prevention and overall wellness? “We want to hear your story—about the dental hygienist who is changing lives every day with their commitment to improving oral and overall health,” adds Ludwicki. Thousands of deserving dental hygienists have been nominated by employers, clients or colleagues in recent years, and we hope to exceed last year’s 755 nominations. Nominees will be evaluated on their client focus, empowerment through education, accountability, leadership, integrity, respect, and compassion.



If your dental hygienist is a health care superhero, nominate him or her today at www.dentalhygienecanada.ca/healthcaresuperhero.

CDHA is the collective national voice of more than 30,219 dental hygienists working 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 registered 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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Angie D’Aoust, Director of Marketing and Communications
1-800-267-5235 ext. 134, or by email adaoust@cdha.ca

<https://linktr.ee/thecdha>



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