



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

For immediate release (Offert en français sur demande)

## Media Release

# Canadian Dental Hygienists Celebrate the Power of Partnerships

June 14, 2023 (Ottawa, ON) — As a new fiscal year unfolds, the Canadian Dental Hygienists Association (CDHA) celebrates its long-standing partnerships with dental industry. These meaningful collaborations have been instrumental in moving the dental hygiene profession forward and in building awareness across Canada of the importance of oral health and its impact on our overall health.

The ongoing support that CDHA receives from its dental industry partners strengthens the association's vital advocacy initiatives and its robust professional development offerings. "CDHA maintains these important relationships with key industry leaders to better serve its members and to enhance the public's awareness of the vital role dental hygienists play in their oral health care," says Anne Cassie, CDHA president. "We are encouraged by the continued dedication of our long-standing industry partners who remain committed to our national association, to our members, and to the dental hygiene profession."

To honour these dental industry partners who understand and appreciate the significant role that dental hygienists play on the oral health care team, CDHA established the CDHA Partners' Circle. Earlier this year, the association welcomed nine respected dental industry leaders into the circle, with sponsorship investment levels ranging from bronze to elite. The elite-level members are Haleon and Waterpik; Johnson & Johnson, and PHILIPS are gold-level members; the silver-level members are Colgate, Crest+Oral-B, and Dentsply Sirona; and HuFriedyGroup and Sunstar are the bronze-level members. CDHA proudly recognizes these devoted dental industry partners as members of the 2023–2024 Partners' Circle.



CDHA is the collective national voice of more than 31,000 dental hygienists in Canada, directly representing 21,000 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 [dentalhygienecanada.ca](http://dentalhygienecanada.ca).

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