

July 2021

Dear CDHA members,

This pandemic has been incredibly difficult for all Canadians, and throughout this past year, dental hygienists continued to provide essential oral health care to clients.

Thank you.

In recognition of the challenges many of you have faced and your tireless work to support the health of your clients, CDHA's board of directors has approved taking over \$270,000 from CDHA's reserve fund to cover the increased costs of professional liability insurance. This means your membership dues will not increase this year.

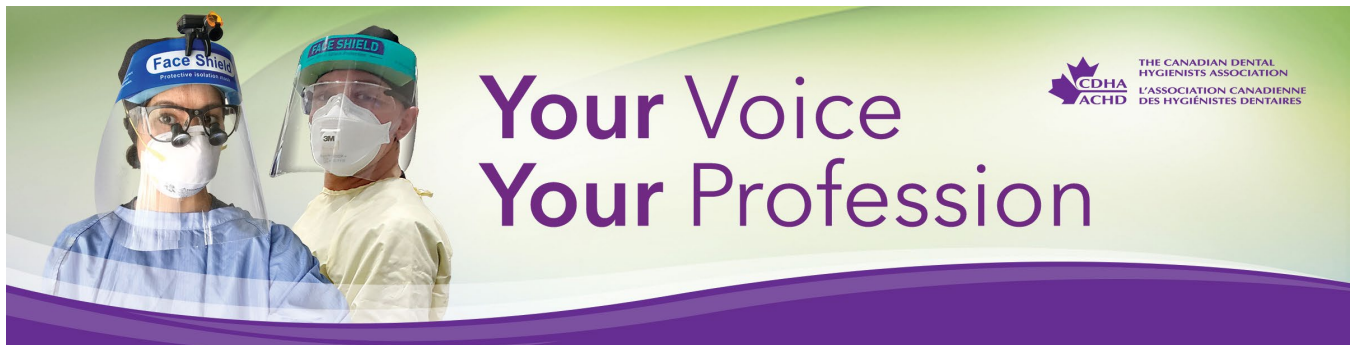
In addition, if you join or renew your membership before October 26, you will qualify for the special registration rate of only \$20.21 for CDHA's national virtual conference. This conference will be held on October 29 and 30, but if you're not available on those dates, you can still watch all the recorded conference sessions until the end of December.

CDHA has also been hard at work to support you throughout this pandemic, in part through the distribution of over 80 COVID-19 updates to members featuring the most current and relevant information. Below is just a small sampling of what CDHA has accomplished on your behalf.

Free Professional Development

To support dental hygienists in maintaining and improving their knowledge of coronavirus-related issues and evidence-based practice, CDHA enhanced access to free, credible professional development activities during the pandemic.

- 11 webinars, all maintaining an above 80% satisfaction rate with 8,885 individual members registering for at least one webinar
- 4 virtual workshops
- COVID-19 Return to Work Handbook—over 15,000 downloads
- COVID-19 dental hygiene recommendations—over 8,700 downloads
- 3 published position papers



Advocacy

CDHA lobbied government officials and stakeholders on the need for more personal protective equipment (PPE), expanded income supports and EI benefits, financial assistance for students, and business relief measures for independent dental hygiene practice owners.

CDHA also lobbied the federal government to include oral health and dental hygiene in national standards for long-term care.

CDHA meets regularly with the Chief Dental Officer of Canada, the Public Health Agency of Canada, and members of Parliament and key staff to ensure the voice of dental hygienists is heard.

Mental Health Support

Due to the pandemic's emotional and psychological toll, CDHA members' utilization of our Member and Family Assistance program, offered by Homewood Health, has been at an all-time high since March 2020.

Public Awareness

Over 34 MILLION—that's how many Canadians saw our television and digital advertisements, billboards, and advertising supplements.

So many incredible benefits of belonging to your national association. And there is more...

CDHA has just launched an **employment legal line**—a FREE, 24/7 bilingual telephone service covering employment and regulatory law.

CDHA is here for you—dental hygiene professionals. Please continue to send your questions and feedback to us at info@cdha.ca. Thank you again, and please stay healthy and safe.

Sincere regards,



Ondina Love, CAE
Chief Executive Officer
Canadian Dental Hygienists Association