

July 27, 2020

Dear CDHA members,

A majority of you have now returned to work across Canada. We recognize that dental hygienists were particularly hard hit during the pandemic. Many were out of work and most received only the Canada Emergency Response Benefit (CERB) or Employment Insurance (EI).

In recognition of the financial hardships many of you have faced and, in an effort, to keep member dues as low as possible, CDHA has not added a cost of living increase to our dues this year. CDHA's board of directors has also approved taking over \$200,000 from CDHA's reserve fund to cover rising costs and offset potential losses in revenue related to COVID-19.

Another strategy implemented to assist members is the option of paying dues in installments.

CDHA wants to make sure we are doing everything we can to help you while continuing to operate in a financially sound manner—looking not only at present needs but also anticipating the future.

Since the beginning of the pandemic, CDHA staff have supported you in many ways, and communication was key. CDHA sent 30 email bulletins with critical COVID-19 and work-related updates, responded to over 1,000 member emails and phone calls, and continued to share relevant and timely information through our social media channels. We also surveyed members to ensure our efforts were targeting your key priorities.

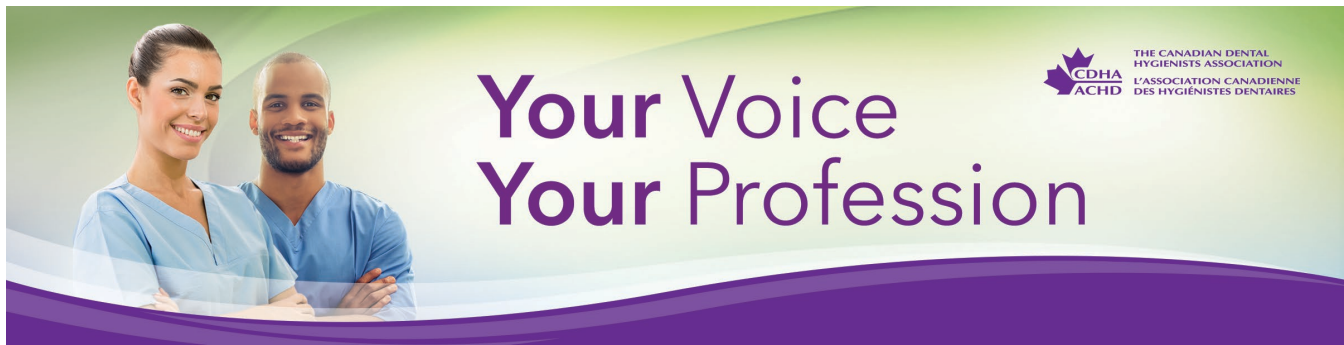
Below is a snapshot of what CDHA has accomplished on your behalf since mid-March.

Free Professional Development

To support dental hygienists in maintaining and improving their competence in coronavirus-related issues and evidence-based practice, CDHA enhanced access to free, credible continuing quality improvement activities during the pandemic.

- 25 external webinars, online courses, and videos totalling nearly 35 hours of COVID-19 related learning
- 3 CDHA videos on insurance and employment issues, with over 8,000 views
- 2 CDHA webinars on infection prevention and control, with over 2,900 registrations
- 6 CDHA webinars "From the Vault," featuring cannabis, product hazards, and more

Overall, 34 resources offering more than 40 hours of learning were made available to members.



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.

The association also provided guidance to members on the new federal government programs to support Canadians and businesses during the COVID-19 pandemic:

- Canada Emergency Response Benefit (CERB)
- Canada Emergency Wage Subsidy (CEWS)
- Canada Emergency Business Account (CEBA)
- Canada Emergency Student Benefit (CESB)

Mental Health Support

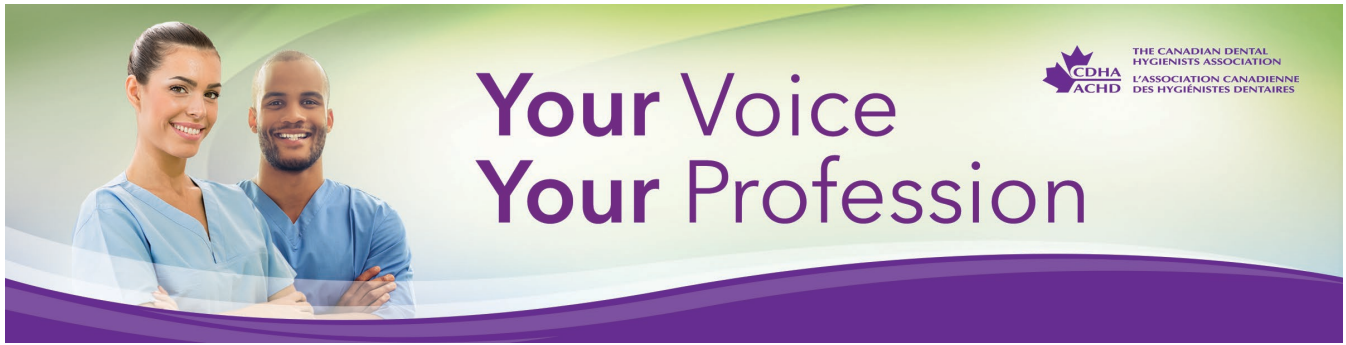
Recognizing the pandemic's growing emotional and psychological toll, CDHA has encouraged members to access our Member and Family Assistance program, offered by Homewood Health, and we shared related links for:

- 2 external wellness webinars
- Homewood Health
- the Government of Canada's Wellness Together website

Back-to-Work Initiatives

CDHA has been advocating for dedicated PPE to protect public and oral health, and for evidence-based infection prevention and control guidelines. The association also published a Return to Work Handbook, containing guidance and information on managing the reopening of dental offices, and developed the following resources:

- tip sheets and a video series, *Conversations to Build Collaborative Workplaces*
- 3 FAQ sheets on employment issues
- information on professional liability insurance
- Caring for Your Oral Health During the COVID-19 Pandemic (take-home information for clients)
- Time to Tame that Sweet Tooth (3 take-home sheets for clients highlighting the importance of reducing sugar consumption)



Your Comments

It has been very rewarding to hear from so many members during this time. Here are just a few of your comments:

“Just want to thank all of you for your very strong leadership as a relevant resource for your members, encouragement and comfort all done with your usual stellar professionalism. Might I say, CDHA is the ‘Walter Cronkite’ of COVID-19 for hygiene!”

“I want to thank you and all the staff at CDHA for the continuous update that you have been providing for all the hygienists. CDHA have been absolutely wonderful and I certainly realize the hard long hours that CDHA has been contributing to the Hygienists across Canada. I am so proud to be a hygienist. Thank you and take care of yourselves.”

“Thank you CDHA for everything you do for us. You were our COVID heroes. All your hard work, keeping us informed and taken care of, was and IS greatly appreciated. You are wonderful!”

Your Feedback Is Appreciated!

CDHA is here for you—dental hygiene professionals. Please continue to send us your questions and feedback to info@cdha.ca. We will get through this together. Most importantly...stay safe and healthy.

Sincere regards,



Ondina Love, CAE
Chief Executive Officer
Canadian Dental Hygienists Association