

# Montage



## The CDHA LISTERINE GINGIVITIS WEEK PROMOTION INITIATIVE ~ MANITOBA STYLE!



Most Canadians are unaware of the early stages of oral infection; specifically gingivitis. With research evidence now solidifying the importance of good oral health and its relationship to overall health and wellness, it is important to educate the public on both prevention and treatment to resolve gingivitis. Gingivitis week also presents a key opportunity to associate the reversal of gingivitis with proven effective products such as Listerine, daily plaque removal techniques, and of course, dental hygienists, who are integral to this resolution.

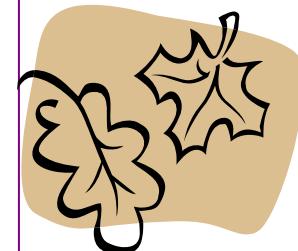
Equipped with a \$2,000 grant from the CDHA LISTERINE GINGIVITIS WEEK PROMOTION INITIATIVE, Carol Yakiwchuk & Mary Bertone sought the expertise of design specialists Pattison Outdoor Advertising Company to bring their gingivitis week health promotion idea to life. Large 70" x 21" oral health posters, featuring a "brush, floss & rinse" message, the [www.gingivitis.ca](http://www.gingivitis.ca) website, and the CDHA and MDHA logos, were professionally designed and featured on 8 Winnipeg Transit city buses whose routes changed daily to provide full city-wide circulation throughout the campaign that began June 4<sup>th</sup>, 2007. A huge thank you to Shanlee of Pattison & Winnipeg Transit who expedited this project efficiently in record time, and who generously donated two additional weeks of promotion, extending the initiative to a full 6-weeks of exposure. This project with a cost of \$1,992.50, offered the opportunity to reach out to more than 58,000 Manitobans each day of the campaign.

*Continued on page 4.....*

### Manitoba Dental Hygienists' Association

Box 25112  
Winnipeg, Manitoba R2V 4C7  
1-204-981-7327  
E-mail: mdha2@mts.net

Fall 2007



### SPECIAL POINTS OF INTEREST:

- CDHA Gingivitis Week pg.1
- Continuing Dental Education pg. 5
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- SUYS pg. 9

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**NEW**

## Helps put patients on their best brushing behaviour

### New Oral-B® Triumph® with SmartGuide™

is the only brushing system with a wireless display that visibly guides patients to promote better brushing habits. The unique **stand-alone SmartGuide** provides real-time feedback and encourages longer brushing time.\*<sup>1</sup> In fact, patients who use Oral-B Triumph with SmartGuide are up to **5 times more likely** to brush the recommended 2 minutes twice per day.\*<sup>1</sup>

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\*vs a regular manual brush.  
Reference: 1. Data on file, P&G.

## **President's Message...**

Mary Bertone

*If not me, than who? If not now, then when?*

- anonymous

Thank you Kim Legary, MDHA past president, for officially passing the baton to me.

For those of you new to the MDHA, welcome! To membership veterans, you may remember me as your President-Elect, the Tim Horton's-swilling talkaholic trying her best to listen and learn. My experience with MDHA this past year has been both eye-opening and rewarding. It takes a lot of hard and often unheralded work to make an organization like ours successful. We are very fortunate to have a dedicated group of individuals working behind the scenes to ensure that the needs of our members are served.

A little history about me.... I am a married mother of two, employed by the University of Manitoba, Faculty of Dentistry, Centre for Community Oral Health with the Health Promotion Unit. This work involves providing dental hygiene care in long term care facilities and at our inner-city dental clinic, as well as promoting oral health through presentations, displays, and the creation of brochures and fact sheets. Working with people from many age groups, varying socio-economic circumstances, and in all corners of the province, and I have seen the need for an expanded role for the dental hygienist as part of the progressive health care team.

When I attended the International Federation of Dental Hygienists conference in Toronto this past July, I saw a glimpse of what this role for dental hygienists as part of the health care team can look like. The experience rejuvenated me, and I walked away with renewed sense of respect for our profession and for what we collectively can become. In fact, I believe that it is our future.

If I sound passionate about the subject, it is because I am! When my daughter was diagnosed with cancer four years ago, we were quite literally faced with the fight of our lives. The challenges of her battle were not just overwhelming, they were complex. Oncologists, radiologists, occupational therapists, physiotherapists, speech language pathologists, whatever care she needed, she had access to as part of her treatment team. Access to everything except for her oral health care, that is. But why not oral health care? We all know about the significant oral complications that come with cancer treatment, so why would we not be part of that health care team? We are not, because that is the professional paradigm that we work with in Manitoba.

Dental Hygiene in Manitoba, however, is evolving right before our eyes. Self-regulation, changing roles and responsibilities, they are happening right now. And we have a front row seat.

I look forward to the privilege of being your President during this time of unprecedented change.

## ***Message from your President- Elect***

Hello! My name is Leanne Enns and I am the MDHA President-Elect for 2007-2008. I first became involved in the field of Dental Hygiene in 2003, shortly after completing my Arts degree at the University of Manitoba. Upon graduation from the U of M's Faculty of Dental Hygiene in 2005, I jumped right into a full-time hygiene position, and picked up as many hours as possible. I was so excited to have the opportunity to teach my clients everything I knew and to provide optimal treatment to all who came into my office.

As my first year of employment was coming to an end, I began to hear that hygienists were entering into an exciting stage of transition, as we were on our way to becoming self-regulated. It occurred to me that I didn't entirely understand what that term meant. Because of this uncertainty, I was motivated to become the MDHA Sponsorship Chairperson for 2006-2007. In carrying out the duties of this position, I was able to make many valuable company contacts and keep informed about current developments in our field.

The reason I became a dental hygienist stems from the fact that I truly enjoy working with people. When I provide treatment and recommend new techniques and/or oral hygiene aides to my clients, I know that I contribute to their overall health and well-being.

Research is continually being done, which allows us to better fulfill our roles as health-care providers. Continuing education affords us opportunities to keep up to date with this research. Attending events, meetings, and CE courses held by the MDHA allow all of us to keep informed about the direction that the Dental Hygiene profession is heading.

I am excited about all that the future holds for our profession, and look forward to seeing you at the next MDHA event!

Sincerely,  
Leanne Enns  
MDHA President-Elect 2007-2008

*Continued from page 1.....*

Branding is an important part of promoting the profession of dental hygiene and evidence-based products that we are proud to stand behind. The CDHA Listerine Gingivitis Week Promotion Initiative presented an exciting opportunity to do just that. We received many positive comments on the gingivitis messaging and high profile visibility the bus billboard posters provided. Indeed, what dental hygienist didn't smile when they read..."A message from your Manitoba Dental Hygienist", essentially promoting dental hygienists as an integral link in the prevention and reversal of gingivitis. Thank you CDHA for supporting this oral health initiative, just one of the many ways you continue to successfully promote and propel forward the amazing profession of dental hygiene in Canada.

In this day of evidence-based practice, we'd just like to say: Oral hygiene practices such as "brushing, flossing, and rinsing" and visiting your dental Hygienist regularly... all proven effective for a healthy smile that can indeed last a lifetime!

With much satisfaction and pride in our profession,  
*Carol Yakiwchuk & Mary Bertone*  
MDHA Members

**Continuing Dental Education**  
The Manitoba Dental Hygiene Association

**Saturday, October 13, 2007**

9:00 a.m.– 4:00 p.m.

Theatre B, Basic Med Sci Bldg.

**A Contemporary Overview of Fluoride, Effectiveness, Side Effects, Politics, and Recommendations for Use**

Doug Brothwell, DMD, Bed, DDPH, MSc

There are few topics in dentistry that engender the extreme views that fluoride does. Those opposing fluoride are accused of using scare tactics to move people away from fluoride, while dental experts are accused of blindly defending its virtues. Further, the relative effectiveness of any single source of fluoride is now decreased due to the multiple sources of fluoride consumed by most individuals. How can a clinician make sense of it all?

Recommendations will be given to guide clinical decision making about the appropriate use of fluoride in patient care. Topics to be covered include:

**Overview**

- a) Mechanism(s) of Action
- b) Various Fluoride Options
  - i) Systemic application
  - ii) Topical application

**Side Effects**

- a) Acute fluoride poisoning
- b) Skeletal fluorosis
- c) Dental fluorosis

**Topics of Special Interest**

- a) Bottle feeding and fluoride
- b) Fluoride use in ECC
- c) Reduced fluoride toothpaste for children
- d) Environmental issues with fluoride
- e) The anti - fluoride movement

**Effectiveness of the Various Fluoride Options**

**Dr. Doug Brothwell** is currently an Associate Professor and Head of Community Dentistry at the Faculty of Dentistry, University of Manitoba. He earned his D.M.D from the University of Saskatchewan in 1984 and spent 9 years in private dental practice. Doug completed his B.Ed. In 1994 and his D.D.P.H. and MSc. In 1999 before joining the University of Manitoba. He has conducted research on the effects of fluoride exposure and has contributed to the published fluoride literature.

**Listerine & Smoking Cessation Presentation**

Gabrielle Curtis, BHEc, CCPE

**Listerine topics to be covered include:**

**Preventative Oral Health Care**

- a) Test your knowledge
- b) Patient counseling is key
- c) How does Listerine Compare

**Recommend Brush, Floss and Listerine to your Patients**

- a) A recent study will be discussed

**Antiseptic Mouth: Ingredients & Action**

- a) Listerine family of products
- b) Commonly asked question

**Appendix**

- a) CDA clinical trial guidelines

**Smoking Cession Outline:**

Smoking Bans: New Legislation in 2006 on Tobacco Control Act; Health Implications of Smoking; Position Statements on Smoking Cessation, Patient Counseling, NRTs (let's talk NicoDerm, Gum ,and Inhaler), Let's Compare NRTs; Staying on Track; The Value of NRT Coverage; Federal and Provincial Smoking Cessation Initiatives References

**Gabrielle Curtis**, BHEc, CCPE graduated from the University of Manitoba with a BHEc many years ago and has worked for McNeil Consumer Healthcare, a division of the J&J company for almost 20 years. Gabrielle sold pharmaceuticals in many therapeutic areas during that time, and has recently started in the dental care arena with Listerine. She also sells NicoDerm, Nicorette, Tylenol, Motrin as well as Reaction for allergies, and Alert, a prescription for migraines.

**Please bring writing materials**

## **MDHA Legislation Committee Update September 2007**

***Some questions you may have....***

### **When will I receive my application form?**

All Manitoba dental hygienists who are currently licensed by the MDA will be receiving a registration package from the Transitional Council of the College of Dental Hygienists of Manitoba in September 2007. The package will include an application form and detailed guide.

### **What will I need to apply?**

Step 1: You will need to complete the application form and the required documentation by October 31, 2007. The documentation includes: satisfactory proof of identification; evidence of your dental hygiene education, additional dental hygiene practice modules, completion of a CPR – Level C course in the last 12 months, and possession of a minimum of \$3 million liability insurance coverage. Step 2: Once you have satisfied the initial requirements for registration you will receive notification and a fee assessment. All fee payment and documentation must be completed no later than January 15, 2008.

### **What will the fees be?**

The initial one-time application fee is \$75.00. Annual fees are as follows: Practicing register: \$350.00 and Non-practicing register: \$150.00.

### **Is the National Dental Hygiene Board Exam required?**

For Oct 31, 2007, you will be asked to provide documentation of your NDHCB Examination, if applicable. Although not required for those currently licensed by the MDA, this will be a requirement of all new applicants AFTER January 2008.

### **What is required for continuing competency?**

It is anticipated that establishing a Continuing Competency program will be one of the first tasks of the CDHM Council following the initial registration. Until then, requirements include evidence of CPR (for 2008) and minimum practice hours (for 2009).

### **What are minimum practice hours and when will they take effect?**

This year you will be asked to document your practice hours; however, this will not be a requirement until January 2009. Using January 2009 as the deadline, graduates in the previous year will have no practice hour requirements; graduates in the previous 2 years will have a 400 practice hour requirement; the remainder will require 600 practice hours in the previous 3 years.

### **What are the supervision requirements?**

Dental hygienists with a minimum of 3500 career hours of practice and CPR will be able to scale, root plane, debride and administer local anaesthesia (with module/course) without supervision in designated locations. If there is a medical condition and/or drug or drug combination which may affect the appropriateness or safety of a procedure, the dental hygienist must consult as needed. Orthodontic and restorative services must be provided under the supervision of a dentist. All other dental hygiene services do not have supervision or location restrictions. *It is important to carefully read the detailed information provided in the registration package.*

*Continued on page 7.....*

## **Employment Opportunity**

We are looking for a dedicated, enthusiastic hygienist interested in working in the Graduate Periodontal Clinic of the Faculty of Dentistry, University of Manitoba, one or two days a week. Experience necessary. Local Anaesthetic module a plus but will make continuing education available if interested. The successful candidate will have access to the latest periodontal information, participate in clinical trials if so desired and work in collaboration with a periodontist and periodontal residents.

If interested please send resume to Faith Anderson, Dept. Dental Diagnostic and Surgical Sciences, D343-790 Bannatyne Ave, Winnipeg, MB, R3E 0W2

Phone: (204) 789-3684 Fax: (204) 789-3913

### **LOOKING FOR EMPLOYMENT OPPORTUNITIES?**

The MDHA job placement service is your connection to dental offices that are looking to employ dental hygienists full-time/part-time and for temporary relief. This service is a benefit to MDHA members, so if you are looking please leave a message for Cindy at:

Phone: (204)981-7327

Email: [mdhajobplacement@hotmail.com](mailto:mdhajobplacement@hotmail.com)



The MDHA will be needing volunteers for two Fridays near the end of October for **Boo at the Zoo**.

This is our second year participating at this event with Hot103 & QX104 FM. Keep an eye out for a CDHA email with more details in September.

*Continued from page 6....*

**Have more questions? Information Sessions for dental hygienists will be held on:**

- *Winnipeg* - Thus, Sept 20, 7:00 – 8:00 pm, D25 – Schwartz Lecture Theatre, Faculty of Dentistry
- *Winnipeg* - Wed, Sept 26, 2007 – 7:00 – 8:00 pm, D25 – Schwartz Lecture Theatre, Faculty of Dentistry
- *Winnipeg* - Sat, Sept 29, 2007 – 10:00 – 11:00 am, Theatre B, U of M Basic Sciences Building
- *Brandon* - Wed, Oct 3, 2007 – 7:00 – 8:00 pm, Riverbank Discovery Centre, #1-545 Conservation Drive
- *Other* - Individuals or groups interested in scheduling a video-conference or teleconference can do so by contacting the CDHM Registrar to make arrangements.

The application forms and guide will also be available on the Manitoba Health - CDHM website at [www.gov.mb.ca/health/cdhmtc/index.html](http://www.gov.mb.ca/health/cdhmtc/index.html). Address specific questions to Kellie Hildebrandt, CDHM Interim Registrar at [CDHM@shaw.ca](mailto:CDHM@shaw.ca) or 204-219-2678.

Mickey Emmons Wener, MDHA Legislation Chairperson, CDHM Transitional Council Co-chair

## WE ARE COMMITTED TO THE SUCCESS OF YOUR DENTAL HYGIENE PRACTICE



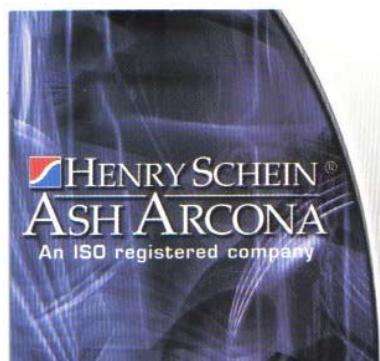
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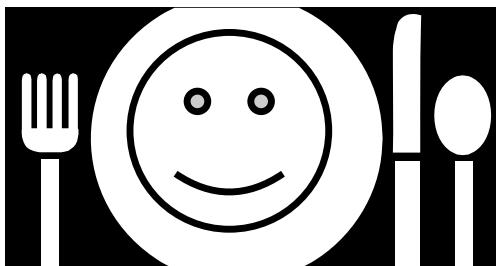
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# 6<sup>th</sup> Annual SOUP UP YOUR SMILE~2007

**University of Manitoba School of Dental Hygiene Outreach Event  
2007 National Dental Hygienists Campaign  
Nov 6 ~ Siloam Mission, Winnipeg, Manitoba**



It's again time for planning the University of Manitoba's School of Dental Hygiene's annual oral health event for the public held in conjunction with the Canadian Dental Hygienists Association's National Dental Hygiene Campaign. The 6<sup>th</sup> annual **SOUP UP YOUR SMILE** builds on our previous programming reaching out to Winnipeg's inner city population that frequents soup kitchens. Last year students researched and designed 7 targeted displays and fact sheets on relevant topics that were available for the over 450 participants. The 2006 campaign also reached out to adults enrolled in ESL and literacy programs in Winnipeg. Thirty-five participants had the opportunity to book 15-minute appointments to receive a free dental hygiene consultation focused on their oral hygiene and 16 very appreciative individuals in need of urgent care were seen at no charge by the Health Action Centre, a U of M's Centre for Community Oral Health dental clinic. Participants had the extra bonus of benefiting from a clothing drive initiated by the students and entering to win over 40 prizes.

We are excited to be returning to Siloam Mission in the inner city and look forward to empowering patrons to be healthier. We, as your junior colleagues, are anxious to provide them with needed items that can facilitate their interest in our oral health and overall wellness messages. We will gratefully accept any donations of new items for our free prize gift basket draws (mugs, socks, soap, blankets, clothing, etc.) and as well, used clothing for Siloam's clothing give-away room. No donation is too small! We'll happily pass it to those in need.

## **WE INVITE YOU TO HELP US TO MAKE A DIFFERENCE!**

Please send/deliver donations to:

Mrs. Carol Yakiwchuk  
Soup Up Your Smile  
School of Dental Hygiene  
Faculty of Dentistry University of Manitoba  
P129-780 Bannatyne Avenue, Winnipeg, MB R3E 0W2  
Tel: 204.789.3355; E-mail: carol\_yakiwchuk@umanitoba.ca

**Correction from Summer Montage: Our apologies the Annual General Meeting was Sponsored by Sunstar Butler not Oral-B**

## Dental Hygiene Professional Development Calendar 2007-2008



### October 2007

#### **Friday, October 12th**

Winnipeg Dental Society

Dr. Jeff **Morley**, D.D.S

"Smile Design-Aesthetics, Function & Longevity"  
San Francisco Institute for Advanced Dental Learning. San Francisco, CA  
Location: Victoria Inn 1808 Wellington Cres., Wpg.

#### **Saturday, October 13(6Cr.)**

U of M Calender

Dr. Doug **Brothwell: 9am-12pm**

"A Comtemporary Overview of Fluoride - Effectiveness, Side Effects, Politics, and Recommendations for Use"

Gabrielle **Curtis**, BHEc., CCPE: **1pm-4pm**  
"Listerine & Smoking Cessation Presentation"

### January 2008

#### **Friday, January 25 (4.5Cr.)**

MDA 124th Mid-Winter Annual Convention

Karen **Baker**, R.Ph., M.S. Pharm.

"Oral Health Products For Home Use: What Should I Recommend?"

### March 2008

#### **Friday, March 14th**

Winnipeg Dental Society

Dr. Igor **Pesun**, D.M.D., M.S., F.A.C.P.

"Simplifying Implant Prosthodontics"

Department of Restorative Dentistry, U of M

Location: Victoria Inn, 1808 Wellington Cres., Wpg.

#### **Saturday, March 15th**

Laura **MacDonald**, Dip DH, BSc(DH), M.Ed;  
Dean **Kriellaars**, PhD,

Brenda **Kulik Macaulay**, MB Fitness Instructor

"Core Body Strength and Your Practice"

### Spring 2008 (Dates TBA)

School of Dental Hygiene (3 day course)

"Local Anesthetic Certification Course"

Please call 789-3683 for registration

School of Dental Hygiene (3 1/2 week course)

"Restorative Certification Course"

Please call Diane Girardin at 789-3683 for registration

### November 2007

#### **Friday, November 9th**

Winnipeg Dental Society

Dr. Dan **Nathanson**, D.M.D., M.S.D

"Incorporating New Materials & Techniques in a Modern Restorative Practice"

Boston University, School of Dental Medicine  
Boston, MA

Location: Victoria Inn, 1808 Wellington Cres., Wpg.

### Winter 2007 (Date TBA)

School of Dental Hygiene (3day course)

"Local Anesthetic Certification Course"

Please call **789-3683** for registration

### February 2008 (Date TBA)

MDHA Free CE Course (Evening 2Cr.)

"Evening of Employment"

All MDHA members are welcome to attend

Location: Schwartz Lecture Theatre

#### **Friday, February 8th**

Winnipeg Dental Society

Dr. Jonathan A. **Parker**, D.D.S

"Saving Marriages, Improving Health and Growing Your Practice Through Treatment of Snoring, Obstructive Sleep Apnea and Bruxism"

St. Louis Park, MN

Location: Victoria Inn, 1808 Wellington Cres., Wpg

#### **Saturday, February 9th (6Cr.)**

U of M Calender

Anne **Bosy**, RDH, M.Ed., M.Sc.

"Bad Breath, Bad Taste and Biofilms"

### April 2008

#### **Friday, April 18th**

Winnipeg Dental Society

Dr. Jeff **Brucia**, D.D.S.

"Diagnosis and Treatment of Predictable Restorative Dentistry", San Francisco, CA.

Location: Victoria Inn, 1808 Wellington Cres., Wpg.

\*Please contact Alayna Gelle at 488-4976 or [argg@mts.net](mailto:argg@mts.net) for information on courses\*

\*\*Please call the Winnipeg Dental Society at 988-5300 for information on registration of their courses\*\*

## Professional Development

As the new Professional Development chair for the MDHA, I look forward to bringing you interesting, relevant and current information in the upcoming Continuing Education courses. With the anticipated, but as yet unknown, changes expected in continuing education requirements, now is a good time to think about increasing your participation in professional learning opportunities. With the constantly evolving dental profession, staying current does involve some investment of time and energy, but as hygienists, we owe it to ourselves, our clients, and our profession to be current, knowledgeable, evidence-based health care providers.



To address the issue of your continuing education needs and interests, I would like to hear from members about what they would like to learn about, and the most convenient times and possible locations. What has kept you from attending continuing education courses in the past? I am planning to try half day courses, since everyone has busy lives, and giving up a whole Saturday has never been a popular idea. Any other ideas? I would like to hear from you. Please call me at 488-4976, or email me at [argg@mts.net](mailto:argg@mts.net).

Regards,  
Alayna Golley



### Dry Mouth is a Serious Problem. There is Only ONE Proven Solution.

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