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ADANEWS[®]

FEBRUARY 18, 2008

VOLUME 39 NO. 4

Give Kids A Smile 2008



Photo by Dr. Jason D. Biederman

All smiles: ADA President Mark Feldman (back row, center) is surrounded by colleagues and volunteers at the Feb. 1 Give Kids A Smile event sponsored by the Nassau County (N.Y.) Dental Society. Flanking Dr. Feldman are (from left) Dr. William Calnon, ADA 2nd District trustee; Dr. Howard Hsu; Dr. Edward Zhuo; Dr. Jung Soo Pak; Dr. Therese Rawlins; Dr. Nahid Sheikh; and Dr. David Miller, co-chair of the Nassau County Dental Society GKAS event. Drs. Hsu, Zhuo, Soo Pak, Rawlins and Sheikh are dental residents at Caritas/Mary Immaculate Hospital where Dr. Miller is program director. Details, page eight.



Everybody smile: Kids and leaders alike come together Feb. 1 for Give Kids a Smile in Denver. Adults, from left, are Dr. Major Tappan; Sarah Upbin, associate brand manager, Colgate; Dr. Foti Panagakos, director of professional relations, Colgate; Dr. James B. Bramson, ADA executive director; Dr. Jeanne Salcetti, Colorado Dental Association president; Tim Sullivan, president, Henry Schein Dental; and Candy Ross, director of clinical affairs, DEXIS. The children are (from left) Alan Sharp, Brett Sharp, Shaun King, Trinity Simpson and Max Raabe. Details, page 26.



All done: Dr. Angela Lueck (right) of Milwaukee shows 12-year-old Claudia the dental prophylaxis and six restorations she received Feb. 1 at the Marquette University School of Dentistry. See story, page 24.

BRIEFS

Looking for leaders:

Applications are now being accepted for the 2008 ADA Institute for Diversity in Leadership.

Made possible by the ADA Foundation through contributions from GlaxoSmithKline, Procter and Gamble and Henry Schein Dental, the Institute is a yearlong educational experience for promising dental leaders from racial, ethnic and/or gender groups that have traditionally been less visible in dental leadership.

The ADA has partnered with the Kellogg School of Management at Northwestern University to develop and deliver the leadership curriculum.

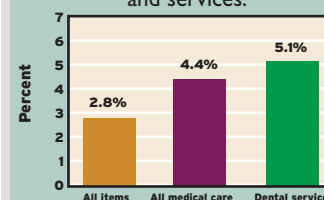
New brochures are available by mail or from ADA.org. Visit www.ada.org/goto/diversity.

Upcoming Institute dates are Sept. 10-12; Dec. 8-9 and Sept. 9-11, 2009. Events take place in Chicago.

The application deadline is April 30. For more information, contact Stephanie Starsiak at the ADA at Ext. 4699 or starsiaks@ada.org. ■

JUST THE FACTS Consumer prices

Price increases were greater for dental services in 2007 than for all other consumer products and services.



Source: ADA Survey Center
"survey@ada.org", Ext. 2568

Looking good: Brittany Mailloux, a second-year student at the University of Michigan School of Dentistry, shows 7-year-old Medina how to brush during the UM's celebration of Give Kids A Smile. Faculty, students and pediatric dental residents treated more than 60 kids Feb. 2, performing restorations, extractions and fluoride treatments. "Hopefully, both the kids and parents or guardians left with a higher level of understanding about the importance of good oral health and the ways to achieve it," said Andrea Fraser, the third-year dental student who organized the program.



Photo by Jerry Mastey

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AADR/ADEA Academic Dental Careers Fellowship Program deadline nears

BY KAREN FOX

Washington—The American Dental Education Association and the American Association for Dental Research will continue the AADR/ADEA Academic Dental Careers Fellowship Program for the 2008-09 academic year.

The application deadline is Feb. 25.

The year-long Academic Dental Careers Fellowship Program is for dental and allied dental students and their mentors who are interested in pursuing careers in academic dentistry.

"This program has been a successful opportunity for cultivating students interested in academic dentistry," said Dr. James Q. Swift, ADEA president.

Launched in 2006 with a grant from the ADA Foundation, the Academic Dental Careers Fellowship Program is designed to reach students attending all U.S. and Canadian dental schools and allied programs that are ADEA members, and encourage and prepare students to enter academic dentistry.

Since the program's inception, 22 students have completed the fellowship, and all have indicated that they will be seeking academic positions after completing their dental education.

This is a year-long fellowship for 10 dental students and one allied dental student and their mentors beginning in the summer of 2008 and ending at the close of the 2008-09 academic year. The fellowship's components include:

- a day and a half summer fellow/mentor training session;

- biweekly collaborative meetings between fellows and mentors;
- faculty/administrator interviews;
- teaching practicum in four settings;
- career reflection essays;
- research practicum;
- poster presentation at the 2009 AADR/ADEA annual session;
- ADCFP portfolio;
- ADCFP evaluation.

If you're interested in applying, act fast—the application deadline is Feb. 25.

The 2008-09 fellows will be announced March 31 at the 85th ADEA Annual Session and Exhibition in Dallas.

For more information or to apply, go to "www.adea.org" or contact Dr. Dave Brunson at "brunsond@adea.org" (1-202-289-7201, ext. 179). ■

Managing disaster

Homeland Security funds CE course

BY ARLENE FURLONG

The Core Disaster Life Support course is available online through ADA.org for dentists interested in learning the primary concepts of disaster management.

The four-hour course is designed to prepare first responders from all disciplines to play an effective role in disaster response.

The ADA participates in a national coalition of professional organizations, academic centers, medical centers, government partners and corporations to provide disaster management training, such as CDLS, developed by the American Medical Association. The course was developed with funding from the U.S. Department of Homeland Security and is offered at no charge through March 31.

"The Council on Dental Practice is excited to partner with the AMA in making the Core Disaster Life Support course available to the dental profession electronically," said Dr. Wade Winker, CDP member. "Dentists have the clinical skills and medical knowledge that would be assets in a mass casualty emergency, and this course is the first step in learning about the disaster response system."

"I would encourage all dentists to take this first step in learning the basics of disaster responses," said Dr. Kent Vandelaar, who also serves on the CDP. "We all should be prepared for the unexpected, to help protect ourselves, our neighbors, and most importantly, our families."

Because the AMA is not a CERP provider, the ADA arranged an agreement to provide verification of continuing education through CDP. Verification of participation in the course for continuing education purposes will be issued by CDP after it receives a copy of dentists' certificates of completion.

More information about ADA collaboration in emergency response educational programs and access to the course is available online at "www.ada.org/prof/prac/disaster/ecdl".

For more background about the CDLS course, contact the ADA, Ext. 2895 or e-mail Dr. Pam Porembski at "porembski@ada.org". To provide AMA certificates for continuing education credits, send a copy of the certificate to Council on Dental Practice, American Dental Association, 211 E. Chicago Avenue, Chicago, Ill. 60611; via fax to 1-312-440-2924; or via email to "dentalpractice@ada.org". ■



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GKAS spirit runs high in New Mexico

BY ARLENE FURLONG

Santa Fe N.M.—It's hard to imagine a more exuberant group than the children in the Roundhouse of New Mexico's State Capitol building for Give Kids A Smile—unless you'd met the adults.

While children from area schools did their best to restrain their excitement while waiting for dental screenings, state and dental leaders were vocal.

"The importance of dental access for children is an issue that goes straight to my heart," said Alfredo Vigil, M.D., New Mexico Secretary of Health. "We have to keep moving forward. 'We can do it, put those flags in the sand.'"

Dr. Vigil said new federally qualified health care centers that provide dental care to impoverished regions of the state have a lot to do with his optimistic attitude.

"Each year the state votes 'yes' to put more money into the state's rural health care act," said Dr. Vigil. "The Give Kids A Smile program here at the Capitol couldn't be happening in a better place."

With the legislature in session, Dr. Charles Schumacher, president of the New Mexico Dental Association, and Mark Moores, executive director, seized the opportunity to give legislators a daily reminder of the importance of access to dental care for children by providing each a toothbrush donated by Sonicare.

"They'll think about access to dental care for children every morning when they grab that toothbrush," said Dr. Schumacher.

Lt. Gov. Diane Denish, addressed by the vast majority of kids as "Mrs. Danish," said, "This is a good place for GKAS to be to keep dental access issues in front of the legislators. They're looking at



Teamwork: Clockwise from above, Dr. Gary Katz and his patient enjoy a good laugh. Predental student Nikita Goyal talks about returning to New Mexico after finishing dental school and Dr. Stroschein successfully coaxes 2-1/2 year old Che into the dental chair for her first dental screening.



Photos by PRD Photography



Mr. Foutz: "If it wasn't for Dr. Stroschein, I wouldn't have known I wanted to go into dentistry at all." Mr. Foutz is president of the predental society at UNM and plans to return to New Mexico after completing dental school at University of Missouri, Kansas City, where he'll start this year.

the numbers related to early intervention and oral health care more and more."

Those numbers aren't good. According to the Centers for Disease Control and Prevention, tooth decay is on the rise among preschoolers. For American Indian/Native American children—a large segment of New Mexico's population—the problem is even worse. The Indian Health Service reports that nearly 8 of 10 children 2-4 years of age have a history of tooth decay.

Many rural areas in New Mexico have difficulties attracting and retaining dentists. The shortage can be a barrier to dental health for some New Mexicans.

Dr. James Stroschein is working hard to change that, to build what he calls a "replenishing pool" of dentists for the rural areas of New Mexico.

He began a predental society program at the University of New Mexico in 2001 with just six students. This year, there are 40 students in the UNM group and 238 students enrolled



Dr. Galván: "Volunteering is the fun stuff."

statewide. He developed course work and materials to help students in the group gain a competitive edge when applying for dental school. His efforts are paying off. Some 60 percent of the students in his group have been accepted to dental school, most as part of the Western Interstate Commission for Higher Education, which provides incentives for students from New Mexico to enroll in out-of-state dental programs.

"It's the most rewarding work I've ever done," said Dr. Stroschein. "Many of the students who have graduated dental school and come back to New Mexico to provide care didn't know they wanted to be dentists when they started college."

"If it wasn't for Dr. Stroschein, I probably wouldn't have known I wanted to go into dentistry at all," confirmed Jonah Foutz, who is now the president of the predental society. He will begin at University of Missouri Dental School, Kansas City, next year and plans to return to New Mexico a dentist.

Dr. Stroschein, Dr. Jesús Galván and Dr. Gary Katz provided screenings. Predental students Mr. Foutz, Carsen Bentley and Nikita Goyal helped the dentists with charting. ■

Family health clinic on 'High Road' fills GKAS schedule despite blizzard

Penasco, N.M.—El Centro Family Health Penasco Dental Clinic held its GKAS program on Feb. 6 so the maximum number of staff would be available to provide care.

It was a good decision.

More than 30 children visited the federally qualified health care center for screenings and sealants, keeping staff busy in four operatories throughout the entire day.

"We're so grateful for all the extra goodies sponsors provided to us," said Juanita Lintecum, who organized the event. "Thanks to these con-

tributors, our coffers weren't hit as hard."

Ms. Lintecum estimates some \$7,000 worth of dental work was provided to children between the ages of 4 and 18 by two dentists, one hygienist, four dental assistants and a student dental assistant. Three assistants worked the front desk.

Participants were Dr. George Olds; Dr. Robert Daniels; Juanita Lintecum, hygienist; Jackie Dominguez; Kathy Baca; Robert Lintecum; Patricia Martinez; Sarah Barela; Priscilla Lopez; Tina Owens and Catherine Bernal. ■



Brushing Beetle: Zakariya demonstrates how he will brush his own teeth with the help of dental assisting student Cinthia Esperaga during GKAS at the Dental Department of Santa Fe Community College, which Dr. Aamna Nayyar directs. Some 30 screenings were performed on children up to 18 years of age.

Photo by Margaret Acton.



Photos by PRD Photography

GKAS message goes out to television audiences nationwide

BY ARLENE FURLONG

Albuquerque, N.M.—Television news stations throughout the country told listeners about this year's Give Kids A Smile programs—providing free dental services to a half million children from low income families from coast to coast.

"Too many children in this country lack access to oral health care," Dr. John S. Findley, president-elect of the American Dental Association, explained in an ADA satellite media tour in Albuquerque. "We need to change that."

Dr. Darlene Sorrell, director of clinical services at the Albuquerque Indian Health Service Dental Clinic, joined Dr. Findley's efforts to raise awareness about the need for children's access to dental care.

"Give Kids A Smile programs are an opportunity for both public and private dentists to come together as a dental community to prevent tooth decay and promote good oral health," said Dr. Sorrell.

While dental caries is the most common chronic disease affecting American children and on the rise among preschoolers, the problem is even worse among American Indians. The Indian Health Service reports some 80 percent of children 2-4 years of age among its populations have a history of tooth decay.

"By working together—health care providers, legislators and parents—we can prevent this disease, the most chronic disease affecting American children," Dr. Findley said. "It's all preventable."

During the national news interviews, which included such top markets as Chicago, Boston and Washington D.C., Dr. Sorrell emphasized to parents the importance of early dental office visits for children.

"The first dental visit should be when a child gets his or her first tooth, by age 1," said Dr. Sorrell. "At that point the child doesn't have any cavities and has a good dental office experience to build upon." ■



On the air: Drs. Sorrell (above) and Findley (left) discuss how GKAS programs raise awareness to improve oral health and provide services to children during the Jan. 31 ADA satellite media tour in Albuquerque.



Get down: Dr. Thomas J. Schripsema teaches oral hygiene basics to kids who just completed dental screenings at the State Capitol in Santa Fe, N.M. on GKAS.

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AAPD teams up with Head Start

New program will help secure dental homes for at-risk children

BY STACIE CROZIER

The American Academy of Pediatric Dentistry and Head Start are teaming up to help establish dental homes for young children enrolled in Head Start.

The AAPD Head Start Dental Home Initiative will be publicly announced Feb. 28 with a press conference in Washington. The initiative will create a national network of dentists to provide dental homes for Head Start and Early Head

Start children, said Dr. John S. Rutkauskas, AAPD executive director.

"AAPD and Head Start are partnering at the national, regional, state and local levels to develop a national network of dentists to link Head Start children with dental homes," said Dr. Rutkauskas. "Dental homes mean



that children's oral health care is delivered by dentists to children through an ongoing relationship that is comprehensive, continuously accessible, coordinated and family-centered."

The five-year project includes five key components:

- providing project leadership administration and organizational

support;

- providing oral health expertise and technical advice;
- developing networks of dentists to provide access to dental homes;
- training dentists to enhance their capability to meet the oral health needs of young children and their understanding of Head Start and Early Head Start programs;
- enhancing HS/EHS oral health staff training and parent education programs.

"I believe the Head Start Dental Home Initiative represents a remarkable opportunity to assemble networks of dentists to provide quality dental homes for children enrolled in Head Start programs across the U.S.," said Dr. Jim Crall, project director.

"In the process, we will be providing training to enable dentists to better meet the oral health care needs of young children and help Head Start programs understand what they can do to help reduce dental disease among young, at-risk children.

"Given Head Start's long-standing emphasis on comprehensive child development services and parental education," added Dr. Crall, "this initiative provides a 'best case scenario' for reducing oral health disparities in young children and establishing the foundation for a lifetime of good oral health."

"Dental homes mean that children's oral health care is delivered by dentists to children through an ongoing relationship that is comprehensive, continuously accessible, coordinated and family-centered."

"Tooth decay is the most common chronic childhood disease," said Dr. Keith Morley, AAPD president. "It's five times more common than asthma, and the No. 1 unmet health care need among Head Start children."

Among Head Start children, he said, decay rates often range from 30 to 40 percent of 3-year-olds and 50-60 percent of 4-year-olds, significantly higher than caries rates for children in general across the nation.

Some of the challenges that face Head Start programs in securing access to care, said Jan Connelly, project manager, include:

- reluctance by many general dentists to provide services for preschool-age children, especially in states where there is significant dissatisfaction with dental Medicaid programs;
- dentists' lack of familiarity with Head Start and Early Head Start program goals, objectives and resources;
- overcoming transportation and other barriers;
- engaging parents in educational opportunities and encouraging them to follow up with needed treatments for children.

Johnson and Johnson is supporting this effort by donating critical dollars to Healthy Smiles, Healthy Children: The Foundation of the AAPD to support development of educational material.

"The formation of partnerships at the national, regional, state and local level will ultimately help families learn how to prevent tooth decay and how to establish a foundation for a lifetime of oral health," said Ms. Connelly. ■

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Kids fly high at GKAS event

Nassau County Dental Society screens more than 1,700 children

BY JAMES BERRY

Long Island, N.Y.—It was just after 9 a.m. when the first of a morning-long parade of yellow school buses pulled into the circle drive at Nassau County's Cradle of Aviation Museum on Long Island, N.Y.

Bundled against a driving rain, children aged 3 to 7 years scrambled from the buses and made their way into the museum, parents and teachers in tow. A Blue Angels F-11 fighter jet loomed

from the lobby rafters, and all around were exhibits tracing the region's close ties to aviation and the aerospace industry.

"How cool is it that a child's first visit to the dentist takes place in an aviation museum?" asked Dr. Michael Shreck, chair of the Nassau County Dental Society's Give Kids A Smile committee.

Over the next several hours, more than 1,700 needy children would receive free oral health screenings and oral hygiene instruction from

more than 200 volunteers who had set aside their morning Feb. 1 to be part of Give Kids A Smile in Nassau County and the nation. (Each student also received a DNA-containing Toothprint bite impression, wrapped in plastic to take home.)

Dr. Shreck noted that children identified through the screening as needing more extensive oral care are referred to the local health department. Last year, he said, when nearly 1,000 kids were screened, about 50 were flagged for follow-

up care.

The volunteers this year included about 60 dentists as well as hygienists, dental assistants, dental assisting and hygiene students, clerical staff, local high school students, and family and friends. This was the Nassau County's fifth year of GKAS participation and the third year the event has been held in the aviation museum.

Addressing the volunteers later in the day, ADA President Mark Feldman, a Nassau County resident, noted with pride that "over the years, Nassau County has led New York and New York has led the nation in oral health care access." (See Dr. Feldman's remarks, page nine.)

In addition to treating needy kids, Dr. Shreck said he hoped GKAS would help get the word out to legislators and policymakers that oral health is a vital component of general health.

He added, "Hopefully, they'll get the message



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Open wide: Dr. David Berk takes a Toothprints bite impression of 4-year-old Jancarlo Martinez at the Nassau County Dental Society's GKAS event. Each child was provided a DNA-containing bite impression sealed in plastic to take home.

that we care, and they'll care as well."

Dr. Nicholas Tucci, chair of the NCDS Access to Care Committee, also hailed Give Kids A Smile as a way to spotlight need. He noted that the county "has 1.3 million residents but no public water fluoridation," making access to regular oral health care a critical need.

On hand for the Nassau County event was Steve Kess, chair of the GKAS National Advisory Board and vice president, Global Professional Relations for Henry Schein Inc. Mr. Kess represented Stanley M. Bergman, chair and chief executive officer of Henry Schien, one of the principal corporate sponsors of GKAS.

Give Kids A Smile, said Mr. Kess, exemplifies "the power of public and private partnership," health care providers and corporate interests working together on behalf of needy children "as part of the family of health professionals."

He noted that "Team Schein," with its 50 supplier partners, had assembled 3,000 treatment and screening kits for use at GKAS events across the country.

He lauded all those who had come together "to achieve a common goal—underscoring the importance of providing oral health care to children, devoting resources today and building advocacy to increase future funding and support." ■

—berryj@ada.org

'A matter of life and death'

Dr. Feldman underscores urgency of addressing access issues

BY JAMES BERRY

Long Island, N.Y.—Access to oral health care is “literally a matter of life and death,” ADA President Mark J. Feldman said at a Feb. 1 Give Kids A Smile event sponsored by the Nassau County Dental Society.

The ADA leader, himself a resident of Long Island’s Nassau County, spoke passionately about the fate of Deamonte Driver, the Maryland 12-year-old who died last spring when his abscessed tooth led to a fatal brain infection.

That tragic loss, combined with the plight of countless other children who don’t get the care they need, has underscored the vital importance of oral health care access, a problem the ADA takes “very seriously,” Dr. Feldman said.

He added, “We have an obligation to honor this child and his family by saying, ‘No more.’ No more needless deaths. No more children unable to eat or sleep properly, unable to pay attention in school, unable to smile because of dental disease that could easily have been prevented and treated.”

“It baffles me that policy-makers can talk and debate for days about the importance of expanding health care access, but draw the line when the subject is oral health care.”

In October, legislation that would have granted state governments wider latitude to use Medicaid funding for oral health care access under the State Children’s Health Insurance Program was vetoed.

“It baffles me,” said the ADA president, “that policymakers can talk and debate for days about the importance of expanding health care access, but draw the line when the subject is oral health care.”

Several local and state legislators and policy-makers were on hand for the GKAS event held at Nassau County’s Cradle of Aviation Museum. County Executive Thomas Souzzi presented a citation and officially declared Feb. 1 GKAS day throughout the county.

Dr. Feldman, in his address, made special mention of a new state dental certificate law sponsored by Assemblywoman Amy Paulin. The law allows school authorities to request a dental health certificate for every child, assuring that the child is fit enough, from an oral health standpoint, to attend class.

Ms. Paulin, expected at the Feb. 1 event but unable to attend, was represented by a colleague, Assemblywoman Michelle Schimel, who spoke for Ms. Paulin.

Passing the dental certificate law was “a good beginning,” she said. “To reach our goal of dental health parity, however, we must ensure that proper dental care is accessible to everyone.”

Dr. Feldman noted that the ADA is expanding GKAS from a one-day event to a “year-long commitment to oral health care access,” involving the dental profession and its corporate partners.

“And let’s educate policymakers and parents that good oral health is integral to overall health and explain that mounting research shows an association between oral health, heart disease and diabetes,” he said.

“These small steps can and will work to bring bright, healthy smiles to children, give them one of the most proven and effective forms of preventive health care in the world, and ensure that the oral health care crisis ends here, now and forever.” ■



Difference makers: Four who helped make the Nassau County (N.Y.) Dental Society’s GKAS event a success gather near an exhibit at the county’s Cradle of Aviation Museum where more than 1,700 children received oral health screenings and instruction. From left are Dr. Nicholas Tucci, chair of the NCDS Access to Oral Care Committee; Dr. Michael Shreck, chair of the NCDS GKAS event; Dr. David Miller, event co-chair; and Dr. James Dolin, president of the NCDS.



Brushing up: Professor Sharon Struminger (left) of the State University of New York-Farmingdale and Dr. Robin Chimerine provide oral hygiene instruction to some of the more than 1,700 children screened at the Nassau County Dental Society’s Give Kids A Smile event.

Photo by Dr. Jason D. Biederman

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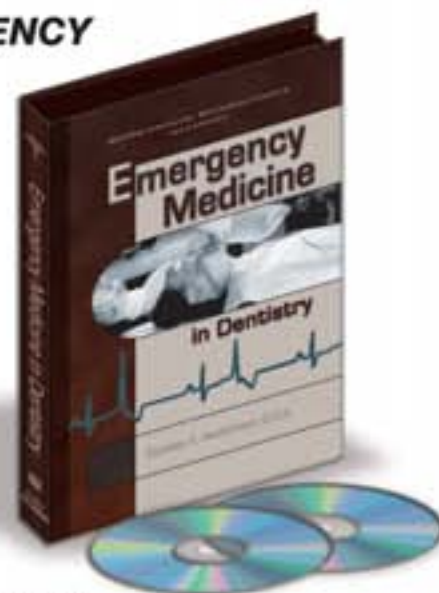
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Stuart voters OK fluoridation

BY STACIE CROZIER

Stuart, Fla.—The city of Stuart will get the chance to put the fluoridation equipment it already owns to good use, as voters OK'd a ballot measure Jan. 29 to fluoridate its water.

After a coalition of health care professionals, community groups and concerned citizens conducted a year-long education campaign, 52 percent of Stuart's voters approved the fluoridation measure.

The city's water system has had more than \$100,000 of fluoridation equipment on standby for several years, said Dr. David Boden. The

equipment was purchased with a grant from the state.

A member of the ADA Council on Ethics, Bylaws and Judicial Affairs, Dr. Boden is a periodontist with offices in Port St. Lucie and Stuart.

The debate began countywide in 2003, when the Martin County Commission voted to fluoridate the county's water. But in December 2006, three of five Martin County commissioners voted against fluoridation—effectively putting Stuart's plans to fluoridate on hold.

This Stuart vote will bring fluoridation to about 18,000 residents. Fluoridated water will

begin to flow within 90 to 120 days, the time needed to obtain materials and conduct the necessary start-up testing, Dr. Boden added.

"Our coalition was organized for the long haul," said Dr. Boden. "Our goal was to keep our campaign positive and get people to come out and vote—not because of fear, but because they knew it was right for the community."

The coalition, he added, worked to develop personal relationships at the local level—with local government officials, local newspapers and other media outlets and other groups.

Coalition members also spoke to a variety of

community groups—Rotary, Kiwanis, local health care professionals and more—to prepare for the vote.

"We were honest right from the get-go," said Dr. Boden, "so when something came up, we had a trust relationship in place that made it much more likely that people would listen to us with an open mind."

The coalition also relied on help from the ADA, the Centers for Disease Control and Prevention, the local and state health departments and other trusted sources to help address a variety of fluoridation questions.

"We went to the people who would give us the best information available hands down," Dr. Boden added. "The ADA offers great resources for any community that sees this issue coming down the road. It has done its homework and is doing a phenomenal job helping local dentists in their communities. You don't have to reinvent the wheel. You can talk to people with experience."

For details on the campaign, visit their Web site: www.healthysmilesproject.org.

Log on to www.ada.org/goto/fluoride for a variety of fluoridation resources, details on emerging issues and more. ■

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Queensland to fluoridate its drinking water

Queensland, Australia—The state of Queensland will join Australia's other states and territories in providing fluoridated drinking water to its citizens.

Queensland Premier Anna Bligh announced the initiative in December 2007.

"Queenslanders have the worst teeth in the country—for example, our 5- to 12-year-olds have twice the tooth decay compared to kids living in the ACT [Australian Capital Territory], which has had 100 percent fluoridation for more than 40 years," said Ms. Bligh. "Research has shown that Queensland 6-year-olds have nearly 30 percent more decay in their baby teeth than the national average, with a similar result in permanent teeth in 12-year-olds."

The government has committed \$35 million to the project that will provide fluoridated water to 80 percent of Queensland citizens within two years and more than 90 percent by 2012. Currently, less than 5 percent of Queensland citizens have access to fluoridated public water.

Also in late 2007, the Australian government's National Health and Medical Research Council released a report on a systematic review of fluoride and health. The report stated that "Fluoridation of drinking water remains the most effective and socially equitable means of achieving community-wide exposure to the caries prevention effects of fluoride."

The report also reviewed scientific evidence on fluoride in toothpastes and other fluoride supplements, infant formula and possible risks associated with fluoride and concluded that there was no evidence to suggest associations between fluoride and skeletal problems, cancer or other negative effects.

You can view the report online at www.nhmrc.gov.au/publications/synopses/eh41syn.htm. ■

National conference focuses on public health dentistry issues

BY STACIE CROZIER

Miami—The American Association of Public Health Dentistry and the Association of State and Territorial Dental Directors will welcome hundreds of participants with an interest in dental public health here April 28-30 for their 9th annual joint meeting.

The ASTDD will mark its 60th anniversary during the conference, and preconference sessions will be held April 26-27.

"This is the national conference where oral health advocates who face access to care issues, health disparities and disease prevention all congregate," said Dr. Caswell Evans, president, American Association of Public Health Dentistry. "The meeting is a wonderful opportunity for exchanging information and enhancing collaboration between public health and private sector dentistry."

"We hope everyone interested in dental public health will attend the NOHC," said Dr. Steven Steed, president, Association of State and Territorial Dental Directors.

"This conference has been referred to by many as the preeminent dental public health meeting in the country, and those attending this year can help us celebrate the 60th anniversary of the ASTDD."

This year's conference, "Pursuing Excellence in Dental Public Health," is sponsored by the Health Resources and Services Administration and the Centers for Disease Control and Prevention. More than 700 participants and 30 exhibitors are expected to attend. Participants can choose from large plenary sessions, smaller concurrent sessions, poster presentations, a

roundtable luncheon with more than 25 topics and more.

Conference sessions are designed for a wide range of participants interested in learning and collaborating to improve the oral health of the public, including dentists; dental hygienists; public health officials; Medicaid/State Children's

Health Insurance Program dental representatives; state and territorial dental directors; county, city and local dental directors; community health center personnel; students; federally-employed dental personnel; dental suppliers; and dental insurance companies.

AAPHD is an ADA Continuing Education

Recognition Program (CERP) provider and an approved sponsor of the Academy of General Dentistry.

More information on continuing education credit and a day-by-day listing of courses is available on the official meeting Web site: "www.nationaloralhealthconference.com". ■

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England's health minister urges cities to fluoridate water

London—Comparing the decay rates of two English cities—one with fluoridated water and one without—England's health secretary called for the National Health Service to consider fluoridating tap water for those areas with poor dental health to help prevent tooth decay and reduce health inequalities.

"I want the NHS to do much more to prevent rather than just treat disease," said Alan Johnson, England's health secretary, on Feb. 4.

The Department of Health says children in Manchester, who receive no added fluoride in their water, are twice as likely to have tooth decay as youngsters in Birmingham, where fluoride has been added for four decades.

The government has set aside 14 million pounds each year over the next three years to aid in covering the cost of capital equipment for local communities that vote to implement fluoridation.

"Tooth decay is a significant problem in the U.K.," said Susie Sanderson, chair of the British Dental Association Executive Board. "In socially deprived communities, as many as one in three children under the age of 5 will have one or more extractions of decayed teeth." ■

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'Interesting times' for leaders

Presidents-elect gather at ADA Headquarters for annual conference

BY KAREN FOX

Referencing a Chinese proverb, Dr. John S. Findley called these "interesting times" for health care—that is, it's both a blessing and a curse.

In his role as ADA president-elect, Dr. Findley was addressing 51 constituent society leaders who marked their first opportunity for tripartite collaboration Jan. 28-29 at the ADA President-Elect's Conference. The annual event provides state presidents-elect with an opportunity to engage in discussions about leadership and key issues affecting the tripartite in preparation for their forthcoming presidencies.

This year's program included a workshop on effective leadership by J. Keith Murnighan, professor of management and organization at the Kellogg School of Management, and presentations on advocacy, the dental workforce, science, access to care, tripartite branding initiatives, universal health care and more.

"These are all issues we are dealing with now or will deal with in the coming years," said Dr. Findley, who hails from Plano, Texas. "Everything on this meeting's agenda is geared toward having state leaders think more critically on many challenging fronts."

"May you live in interesting times," is the English translation of the Chinese proverb and

"We will be called upon to take new approaches and do things we've never done before."

curse. The ADA is currently addressing a number of complex issues that challenge the profession, Dr. Findley said, naming the introduction of new workforce models and an ethics initiative in dental education as examples.

"We will be called upon to take new approaches and do things we've never done before," he said. "We are challenged to use the facts and knowledge we have acquired, develop new ways of thinking and make decisions without abandoning the principles that made us successful as a profession."

"It is always important for dentists to be involved and even more important that they are properly informed and united," said Dr. David Houten, the president-elect of the Washington State Dental Association who served on a conference panel discussion regarding advocacy.

The WSDA won a 2007 ADA Golden Apple Award for legislative achievement for its successful legislative agenda, which enabled the association to create a new expanded function dental auxiliary provider and obtain an additional \$15.4



Welcome: ADA President-Elect John S. Findley greets the 51 constituent society leaders at ADA Headquarters Jan. 28.



Leaders: Drs. Regina Cobb, president-elect of the Arizona Dental Association, and Jeffery Hurst, president-elect of the Colorado Dental Association, enjoy speaker J. Keith Murnighan's presentation, "Effective Leadership and the Tripartite Challenge."



Networking: Drs. James M. Williamson (left), president-elect of the Utah Dental Association, and Gary T. Umeda, president-elect of the Hawaii Dental Association, chat during a break.



Presenter: Dr. Carol Summerhays, California, contributes to the conference workshop, "The Importance of Living Your Brand."

million in Medicaid spending.

"By giving us the chance to meet face to face, we began building lifelong associations and friendships that will help us maintain a more cohesive exchange of information and ideas," Dr. Houten said of the President-Elect's Conference. "Ultimately, we will be better positioned to be the foremost advocates for our patients and our profession."

"I learned what problems were out there but also that our state is not the lone ranger in some of these issues," said Dr. Heather Heddens, president-elect of the Iowa Dental Association. "I have many ideas to take back to my officers and board of trustees."

"This is a great opportunity to spend time with other presidents-elect to see what programs and issues they are dealing with in their states,"

added Dr. Douglas Wyckoff, president-elect of the Missouri Dental Association, who was a conference panelist for "The Importance of Living Your Brand," in which he discussed the MDA's experiences in rolling out a new brand initiative.

"The networking opportunities at the President-Elect's Conference were more than I ever envisioned," he said. ■

—foxk@ada.org

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age—a collection of five to seven articles on a topic—is compiled. Reference packages cost \$25, which is near the average cost for a single article from a commercial supplier.

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For more information, call the ADA Library at Ext. 2653 or peruse the services online at "www.ada.org/goto/library". ■

Company launches charitable contest

Plymouth Meeting, Pa.—Premier Dental Products Co. announced this month the launch of a contest that allows the winner to pick a charity to which Premier will donate \$20,000.

Open to all licensed dentists in the United States, the single \$20,000 prize will be made in the winner's name to the dental charity or dental university of his or her choice.

"We all want to make a difference in our workplace and community and this contest was inspired to appeal to that inner philanthropist in every individual," said a quote in the company press release from Julie

Charlestein, Premier Dental's vice president of branding and business development. "The prize of a significant charitable contribution empowers the winner to give back on a grander scale than normal circumstances might allow."

The Two Striper Diamond Make-A-Difference campaign runs through Dec. 7. For details, including entry form and contest rules, go online to "www.difference.premusa.com". The company said one winner will be chosen Dec. 15, and a check will be presented in the individual's name to the winner's approved designated recipient. ■

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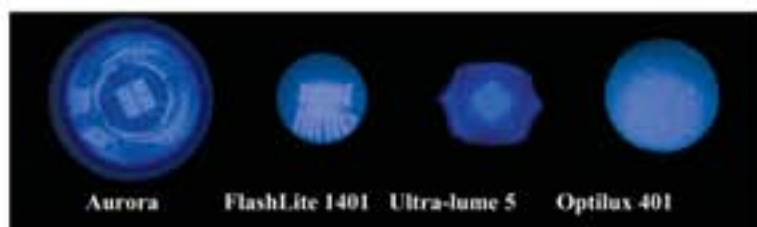
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'Community love' in North Carolina



Reaching a goal: Alyssa Palacio was the clinic's 100th GKAS patient. Shown standing, from left, Dr. Crisp; Dr. Pinnix-Bailey; Margaret Hooper, event coordinator; Lori Wilson, Tooth Fairy and Karen Medlin; seated, Cathy Wilkinson, hygienist, and Dr. Mike Blankenship.

BY CRAIG PALMER

Burlington, N.C.—It takes a community to Give Kids A Smile.

What you saw at the Alamance County Dental Health Center Feb. 2 was "an outpouring of community love," said Dr. LaRosa Pinnix-Bailey, who has organized GKAS events in the heart of the North Carolina Piedmont since 2003. "I was amazed at how much fun everyone seemed to be having," said state Sen. Tony Foriest of Graham, N.C.

By way of smiles, there was Ashley Staten, almost 7, insisting on "nothing sharp" at her first seating in a dental chair and high-fiving everyone 30 minutes, a good teeth cleaning, a mouth rinse and several sealants later. That in spite of being told she needs to have one diseased tooth removed. Second-grader Alyssa Palacio couldn't stop smiling at all the fuss over her entrance as the clinic's 100th GKAS patient for the day. Her mother, Julie, was "so excited" over a note from school about "free dental care" that she immediately scheduled daughter and son, Salvador.

By way of community, Mayor Ronnie Wall dropped by to spend some time with Dr. Roslyn M. Crisp on the Colgate Bright Smiles, Bright Futures van parked alongside the clinic and complementing the event with patient education and entertainment for the children. Colgate is the GKAS national product sponsor. The mayor left singing praises of "my first Give Kids A Smile experience. I'm amazed. They're doing it for our community and that means a lot. Now we've got to figure a way to do more."

"Dr. Crisp and I are good friends," the mayor said. They want to take Dr. Pinnix-Bailey's Adopt A Smile component a step further into the community. They envision something in the way of "a partnership that would involve individuals in the community willing to adopt a child and pay for dental services and take some of the burden off the dentists."

For Dr. Crisp, Burlington is home, and she came back after dental school ("where else, the University of North Carolina") to give back. "We came up with an idea to help tackle the problem in this area," she said of their ambition to further engage the community.



Smiley head: Marshall Gilson identified himself as the man on hand to do anything that needed to be done during GKAS. At 42, the retired civil servant is applying for dental school. "I'd like to have a van in rural areas, work with older folks," said Mr. Gilson. "It's a personal thing with me because my grandparents have difficulty getting to a dentist. So, if they can't come to the dentist, take the dentist to them."

The children GKAS serves "tend to fall between the cracks," said Dr. Pinnix-Bailey. An Adopt A Smile component encourages dentists to choose children they meet during the GKAS event and agree to provide dental care in their office free of charge.

Two legislators came, said Alice Bordsen, a representative in the North Carolina General Assembly, because "we love what they're doing" to Give Kids A Smile. "We do care," said Sen. Foriest, a member of the Senate health care committee. "I don't think a lot of people recognize how extensive the problem is."

Ten dental students from the UNC School of Dentistry at Chapel Hill came with preventive poster and computer messages on oral hygiene, tobacco use, braces, piercing and grills. "We're targeting 9- to 11-year-olds," said Christian Johnson, a first year student. "We've had two testimonies

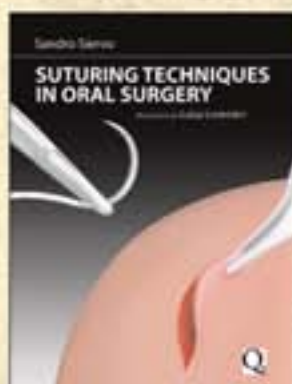
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Photos by Dr. Eric and Mrs. Robin Rivera



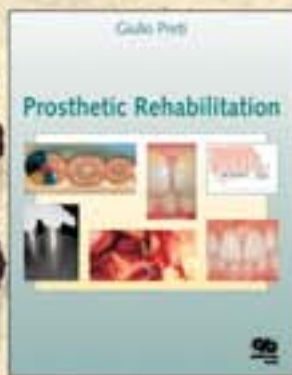
This comprehensive text details the role of osseointegration in prosthodontic restoration via careful treatment planning and the use of a multidisciplinary therapeutic approach. From detailed clinical and radiographic examination to soft tissue considerations to selection of implant systems and surgical techniques, this book outlines well-documented modalities that are safe, simple, and predictable.

Edited by Carlos E. Franchione
354 pp; 1,600 illus; US \$140 (Code B9990)



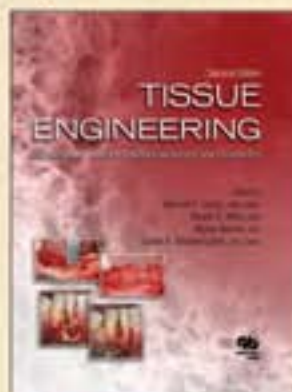
Drawing on a series of clinical cases, this book outlines suturing techniques for the most common surgical procedures, providing indications as well as techniques for implementation. The detailed illustrations and tables clarify difficult technical concepts and a quick reference guide consolidates the essential information for each suture type.

Sandro Siervo
240 pp; 397 illus; US \$178 (Code B9509)



This seminal book articulates a new paradigm in prosthodontic practice, documenting a radical shift in clinical focus toward a more biologic and patient-centered approach. Drawing on 25 years of collective knowledge and experience, the authors guide readers through each step of this comprehensive, multidisciplinary approach to patient care. With impressive supporting documentation from the literature, the authors outline a systematic approach to evidence-based prosthodontics.

Edited by Giulio Preti
240 pp; 501 illus (mostly color); US \$168 (Code B9028)



The contents of this new edition present fundamental concepts and the latest scientific breakthroughs, as well as future directions for research in tissue engineering and regenerative medicine. The reader will find information about the basic principles of tissue engineering and the use of growth factors in dentistry. The book also features sections on periodontal regeneration and localized implant site development, applications for craniofacial reconstruction, and orthopedic indications for tissue engineering.

Editors: Samuel E. Lynch, Robert E. Marx, Myron Nevins, Leslie A. Wisner-Lynch
312 pp; 700 illus (mostly color); US \$138 (Code B4641)



This second volume of the ITI Treatment Guide is devoted to the restoration of partially dentate patients. Central to this volume are loading protocols and how they relate to various treatment indications, including both single and multiple missing teeth in the posterior and anterior regions of the mouth.

Edited by Daniel Wismerijer, Daniel Buser, and Urs Beber
184 pp; 410 illus (mostly color); US \$98 (Code B9021)



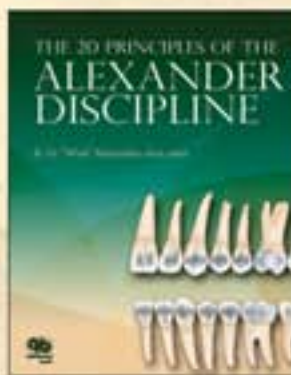
This much-anticipated book presents the procedural phases required to achieve optimal results in the esthetic rehabilitation of patients in need of fixed prostheses. Communication between the clinician and the technician is highlighted through a step-by-step presentation of all clinical and laboratory procedures. Hundreds of full-color clinical photographs and detailed illustrations accompany each treatment phase and situation described.

Mauro Fradeani and Giancarlo Barducci
400 pp; 2,500 illus (mostly color); US \$320 (Code B9505)



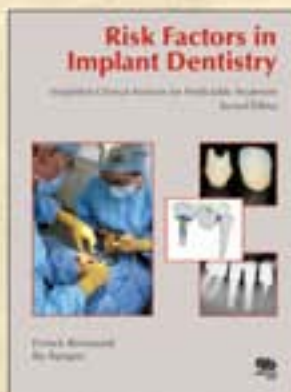
Completely revised and updated, this new edition of the AAOP Guidelines educates readers on the procedures of evidence-based assessment, diagnosis, and management of orofacial pain conditions based on the latest scientific knowledge. While the structure of the previous edition has been maintained, this book offers evidence-based concepts where available and reflects many significant changes in the field of orofacial pain.

Edited by Remy de Leeuw
About 360 pp (softcover); 4 illus; US \$38 (Code B4139)



Introduced in 1978, the Alexander Discipline represents a unique approach to orthodontic treatment; today, clinicians around the world apply its 20 master principles in their practices. An outgrowth of the Tweed technique, these basic principles have been developed empirically over many years in the author's own practice. Complete records of patients treated by the author are presented to demonstrate specific results and the stability of treatment.

R. G. "Wick" Alexander
232 pp; 1,000 illus (700 color); US \$138 (Code B4672)



The revised edition of this essential book has been updated to reflect the most important advances in implant dentistry while still offering a clear practical methodology for defining and evaluating the impact of various risk factors on individual patients considering therapy. The risk factors and limitations associated with various presentations of edentulism are described in detail, and the safest treatment options are given for each.

Franck Renouard and Bo Rangert
216 pp; 487 illus (352 color); US \$138 (Code B9307)



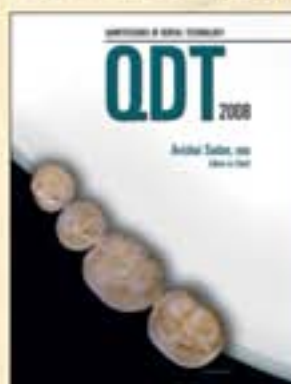
The revised edition of this classic book prepares readers for the daunting task of identifying and accessing the information they need in the dental literature, reading it from a critical vantage point, and applying formal rules and measurements to assess the soundness of the author's conclusions. Featuring new chapters on rhetoric in science and a guide to the dental literature, as well as significant expansion of the chapters on statistics, this edition is ideal for anyone who wishes to become a more discerning reader of dental literature.

Donald Maxwell Brunette
324 pp (softcover); 86 illus; US \$48 (Code B4269)



This book articulates the process by which master clinicians treatment plan their cases. In the first part of each chapter, 17 of the world's most respected clinicians share the key principles that guide their case-planning decisions. In the second part, they present the diagnostic findings of one of their own cases, invite the reader to treatment plan the case, then present their own plan and the actual treatment rendered along with large, full-color treatment and posttreatment images.

Edited by Michael Cohen
568 pp; 1,350 illus (mostly color); US \$328 (Code B4740)



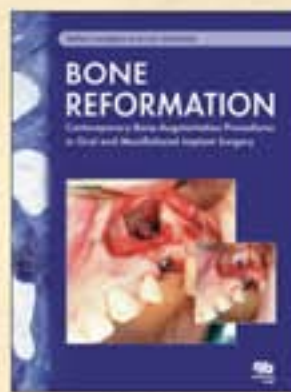
This annual publication features original articles on the year's newest materials, concepts, and laboratory techniques from the world's masters in dental technology and esthetic dentistry. Offered again this year as a hardbound edition to stand up to years of use.

Editor: Avishai Sadan
192 pp; 752 illus (mostly color); US \$80 (Code B8619)



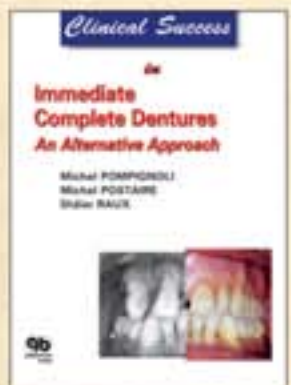
This book is a contemporary introduction to the art and science of oral and maxillofacial surgery practice for residents. Packed with practical information and liberally illustrated with simple color diagrams and clinical pictures, the book is written in a succinct style that is easy to understand and follow. Functions as a teaching manual, a basic resource for curriculum development, and a useful guide for the preparation of examinations.

George Dimitroulis
432 pp (approx); 600 illus; US \$158 (Code B4788)



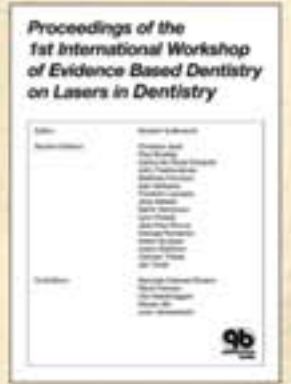
This book includes didactic step-by-step presentations of augmentation techniques for different challenging bone deficiency situations prior to or in conjunction with endosseous implant placement. Clinical and experimental results of close follow-up are presented, as the book shows how careful monitoring with controlled incremental changes of the surgical protocol has led to development of new surgical methods.

Stefan Lundgren and Lars Senterby
136 pp; 561 illus (mostly color); US \$124 (Code B8841)



Transitioning a patient from partial edentulism to full edentulism in the maxilla is a challenge. This book presents the clinical and laboratory protocols for successful treatment of a hopeless dentition using an immediate complete denture. The authors describe a treatment strategy for delivering a functional prosthesis on the same day as the extractions of the anterior dentition, thus facilitating patient adjustment to the edentulous state.

Michel Pomphignoli, Michel Postaire, and Didier Raux
92 pp (softcover); 131 color illus; US \$82 (Code B9304)



With a reliance on evidence-based dental research, these seminal proceedings define the use of lasers in clinical dental applications. The consensus statements from each session cover both research and clinical aspects of laser use in all fields of dentistry. Topics include accepted laser treatment modalities, scientific evidence of postoperative healing for laser treatment, evidence-based results for various laser wavelengths and power settings, and accepted techniques for each laser application.

Edited by Norbert Gunknecht
252 pp; 37 illus; US \$70 (Code B9033)

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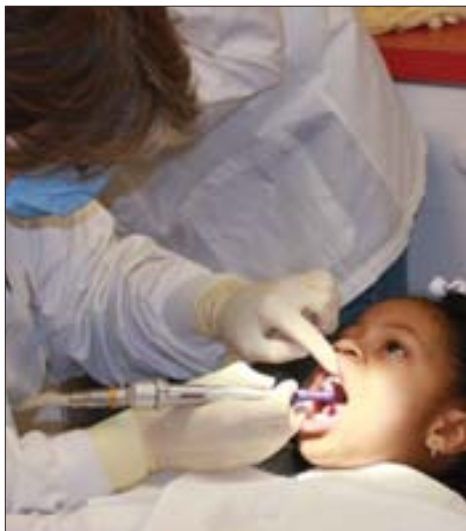
Community

Continued from page 16

already today (that) I'll never smoke when I'm an adult," added Jimani Mwendo, a third year student. Another student asked the ADA News representative, your reporter, whether the Association was committed to community service. "We are," he replied.

Since we can't introduce them all, let's thank upwards of 100 volunteer dentists, hygienists, assistants, dental and pre-dental students, interpreters, office staff, Colgate representatives, artist for the day, food, traffic and other volunteers who served virtually on a one-to-one, volunteer-to-child basis.

"It's beautiful what they're doing here," said Nievelis Bittmann, one of four interpreters on



Open wide: Dr. Karen Barwick and Ashley.

hand for the Spanish-speaking families, some 20 percent of the event's patient population. "Over everything it's a labor of love. Esta es maravilloso sobre todo una labor humana. (This is wonderful humanitarian work.)"

We can't leave without introducing "Dr. K." After all, it's Dr. Elizabeth Krzysztoforska's nine-chair clinic on loan for the day to Give Kids A Smile.

A dentist in Poland, she went back to dental school at the UNC after coming to the United States in 1985. The dental clinic she started 10 years ago serves children to age 21 and pregnant women. "I work real hard. We see a lot of patients (6,000 visits a year). I said, 'I have to give something back.' " No other country, she mused, would offer the opportunity and let her start again this way.

And wish Marshall Gilson, 42, luck. He's the volunteer we spotted with Give Kids A Smile

painted on his shiny pate, a retired civil servant so caught up with the spirit of community dentistry he applied to the UNC dental school and hopes to be admitted this year. Mr. Gilson wants to take dentistry to rural areas, elderly and dentally underserved patients who can't get to a dentist.

"What I lack in youth, I make up in experience and family life," he told us. "Life's been fulfilling." ■

North Carolina GKAS event surpasses goals

Burlington, N.C.—Dr. LaRosa Pinnix-Bailey estimates the GKAS team provided more than \$21,000 in free dental treatment Feb. 2.

"In addition to making history by surpassing our goal of 100 kids, we had dentists and other volunteers show up who were not even expected." She described it as "an outpouring of community love."

Dr. Pinnix-Bailey has organized GKAS events here since 2003.

Colgate, the GKAS national product sponsor, sent a Bright Smiles, Bright Futures mobile dental van to support the GKAS event serving low income children in Alamance and Caswell counties.

During the patient education complement to their clinical experience, children met such characters as Dr. Rabbit, the Tooth Fairy and that rogue of decay, the plaque monster.

On the Colgate van this sunny Carolina morning, dental professionals conducted 151 education presentations and 27 screenings, said Margaret Hooper, event coordinator with Dr. Pinnix-Bailey.

The ADA News thanks Dr. Eric M. Rivera and Mrs. Robin S. Rivera who volunteered to provide Give Kids A Smile photo coverage.

Dr. Rivera is the graduate program director and chair of the department of endodontics at the University of North Carolina at Chapel Hill School of Dentistry. ■

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The PPR is free to ADA members and mails quarterly with The Journal of the American Dental Association. It also is available by subscription to non-members. For subscription information, call 1-312-440-7735.

To see the current issue, visit "www.ada.org/goto/ppr". ■

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Snow can't put a damper on Indianapolis Give Kids A Smile

BY STACIE CROZIER

Indianapolis—A snowstorm forecast for overnight Jan. 31 and the morning of Feb. 1 didn't freeze the enthusiasm of Give Kids A Smile here.

Luckily, most of the snow tracked north, and the 150 or more young patients and their families only had to navigate through an inch or so of

slush to attend the 6th annual Give Kids A Smile at the Indiana University School of Dentistry.

More than 100 dentists, dental hygienists, dental assistants, dental students and others volunteered to make the day a success.

Dr. Judith Chin, associate professor in the Department of Pediatric Dentistry, has coordinat-

ed the annual event each year.

"It's one of my champion causes," says Dr. Chin. "I grew up poor and it's important for us to help where we can."

Dr. Chin also makes time to coordinate a program that provides dental care to children in area homeless shelters—a year-round mission.

IU dental school's first GKAS program started with about 40 children, she added. "We've grown by leaps and bounds."

Children receive a variety of dental services, and those with extensive needs are referred for pro bono follow-up care.

"We have recruited specialists in Indianapolis and statewide to follow up with children who need the expertise of specialists," said Dr. Chin, a pediatric dentist. "We refer for endo, ortho, perio and oral surgery. We have volunteers who specialize in public health dentistry and oral pathology. Every specialty pitches in."



Refugee: Dr. Desiree Dimond of Indianapolis treats a Karenni youngster at the Indiana University School of Dentistry.

Dr. Desiree Dimond, a private practice dentist on the southwest side of Indianapolis, and her dental assistant Jennifer Whetstone, have participated at the dental school event in each of its six years.

"When you saw it was snowing today, you might have thought, 'I don't want to go to work today,' but today it was easy because you wanted to come out and help these kids," said Dr. Dimond. "The kids are great—we get more out of this than they do."

"It's great when you know you're helping kids," added Ms. Whetstone. "I love coming here."

GKAS care crosses cultural boundaries

BY STACIE CROZIER

Indianapolis—At the Indiana University School of Dentistry, the 100 or so GKAS volunteers not only donated their time and professional skills, they enhanced their cultural awareness.

About 30 children who are Karenni refugees (from the nation of Burma/Myanmar) received a variety of dental treatments in the dental school's pediatric dentistry clinic Feb. 1—a follow-up to a prescreening last month.

GKAS coordinator, Dr. Judith Chin, associate professor at Indiana University School of Dentistry, said a call from a local church that helps get Karenni refugees established in Indianapolis gave the dental school a unique opportunity to reach out.

"These refugees don't have a dental home, and we're trying to help them establish one,"

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Far East to Midwest: Dr. Judith Chin treats a young Karenni refugee at Indiana University School of Dentistry.



South Indy: Dr. David Wolf examines Felicia Hazel, a fifth grader from Indianapolis.



Explanation: Dr. Marsha Hickey listens as 5-year-old Levi Hazel of Indianapolis tells her about his teeth.

Children treated Feb. 1 received a variety of services: cleanings, X-rays, exams, sealants and necessary treatments. If needed, they will also receive follow-up care.

In addition to dental care, kids at programs statewide received Smile Sacks filled with dental care products.

The IDA estimates that 200 dentists statewide participated. About 90 percent of dentists, said Laura Barnard, director of communications, provided care. The other 10 percent made donations or conducted education and screenings, then provided follow-up care for kids in need.

"We encourage our dentists to provide dental care. And we hope they can make it fun. If we can make it cool for the kids, especially those experiencing their first dental visit, that's great," she said. ■

—croziers@ada.org

Volunteers also enjoyed breakfast and lunch courtesy of the Alliance of the Indiana Dental Association.

On the city's south side, Drs. Marsha Hickey and David Wolf and many of their 12 office staff members arrived early to treat about 50 children in need of care at their office on Southpointe Drive. The slushy road conditions delayed the 8 a.m. patients a few minutes, but by 8:30, their office's sixth GKAS was under way.

"As health care professionals, it's the least we can do," said Dr. Hickey. "We have a great staff and they volunteer for this also. I wish we could do this more than just one day."

Dr. Wolf says donating a day to treat kids in need is easy for him.

"I was probably worse off growing up than most of the kids we'll see today," said Dr. Wolf. "If I can do for someone else, if I can give back, I'm glad to do it."

Dr. Wolf also dedicates at least two weeks each year to volunteer abroad. He's visited Romania six times and last year also went to Haiti to help open a dental clinic with funds raised by an Evansville, Ind., church.

In Romania, much of his time is spent treating children at a large orphanage.

"The first year, I had a lot of full-mouth treatments," he said, "but now that we return every year, I'm getting a chance to do follow-up care and sealants. It's a good feeling knowing that we're making some progress."

Dr. Hickey and Dr. Wolf work with the Indiana Dental Association, which handles most of the paperwork for GKAS, and work with local school nurses, social service agencies and others to identify children who don't have access to dental care.

"The Indiana Dental Association makes it so easy to implement," said Dr. Hickey. "It's a no-brainer for us."

said Dr. Chin. "These children have seen unspeakable things and lived in impossible situations. We're just trying to make their lives a little easier. And it wrapped right into GKAS."

According to reports in USA Today and other media outlets, thousands of Karenni refugees have settled in Indianapolis and Fort Wayne, Ind. To help break down language barriers, Dr. Chin enlisted the help of seven translators, themselves past Karenni refugees who have settled in Indiana, to help volunteers navigate culture and language barriers.

A special handout sheet cautioned volunteers not to step over things, point fingers or touch a patient's head without saying "excuse me." Volunteers also found a handy language reference guide of dental words posted at each clinic set up to help them make some contact with their young patients. Phonetically speaking, "oh toe cah poo" means "open mouth," "tea" is "water" and "cah lee" is "air."

"Bye-bye" is universal to both English and Karenni. ■

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References: 1. Frenkel WJ et al. J Dent Res. 1981;70(12):1528-1530.
2. Sharma N et al. J Am Dent Assoc. 2004;135(4):496-504.
*Based on a home-use test among subjects with mild to moderate gingivitis. Use as directed.



Managing expectations: Dr. Richard Bialick, co-chair, San Diego County Dental Society's GKAS/National Children's Dental Health Month committee, reassures Kevin Solano Feb. 2.



Treatment: Dr. Robert Kim prepares to treat Vanessa Tellez Feb. 2. Dr. Kim is co-chair with Dr. Bialick (picture at left) of the GKAS/NCDHM committee.



Pals: SDCDS member Dr. Eric Lewis pauses with patient Cindy Sandoval at the dental hygiene program clinic at Southwestern College in National City, Calif.

Photos by David J. Baron

San Diego

Local groups join together to make GKAS special

National City, Calif.—An estimated \$31,240 worth of dental care was delivered here Feb. 2 through a collaboration of area dentists, dental team members, students and community members gathered at the dental hygiene clinic of Southwestern College.

Besides SWC staff and students, other groups on hand included the San Diego County Dental Society, San Diego County Health and Human Services Agency, San Diego County Department of Education Smiles Program, the San Diego County Dental Hygienists' Society, University of California San Diego Pre-Dental Program, the San Diego Dental Health Coalition, San Diego Immunization Branch and Mesa College Dental Assisting Program.

The program was organized through Share the Care, the Dental Health Initiative of San Diego, a public/private partnership that works to ensure optimal oral health for all children in San Diego County, especially those who are underserved and have limited resources. SDCDS said it established Share the Care in 1994 in collaboration with the San Diego Dental Health Coalition, an organization of more than 30 agencies, and the Health and Human Services Agency.

Share the Care reported that 316 children were screened, with 166 receiving varnishes and 137 receiving sealants. Eighteen emergencies were identified and 60 children recommended for follow up.

The dental society reports that the success of STC's ongoing sealant and fluoride varnish clinics/health fairs relies almost completely on the generosity of its volunteers who continuously donate time, materials and facilities. ■



Teaching moment: SDCDS member Dr. John Geis offers his expertise.

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GKAS birthplace

St. Louis program nears \$2 million in donated care

St. Louis—A winter storm that led to local school closings didn't deter organizers from hosting a successful Give Kids A Smile event in the city where the program was born.

More than 400 volunteers treated 438 children Feb. 1 and 2, providing \$173,000 in free comprehensive dental care.

"These children tug at your heart and continue to inspire ordinary people to do extraordinary things."

"We saw children who have never visited a dentist, some with moderate to severe decay, and others who needed complete dental restoration," said Dr. Jeff Dalin, GKAS co-founder, in St. Louis.

"Even more amazing was the work accomplished by the generosity, support and love of our sponsors and volunteers. These children tug at your heart and continue to inspire ordinary people to do extraordinary things."



St. Louis smiles: Dr. Vanessa Keller, a Clayton, Mo., dentist, smiles with Steven Blocker, age 8, of North County during the Give Kids A Smile event.

ple to do extraordinary things."

Billed as St. Louis' most comprehensive clinic to date, volunteers provided care through traditional GKAS clinics.

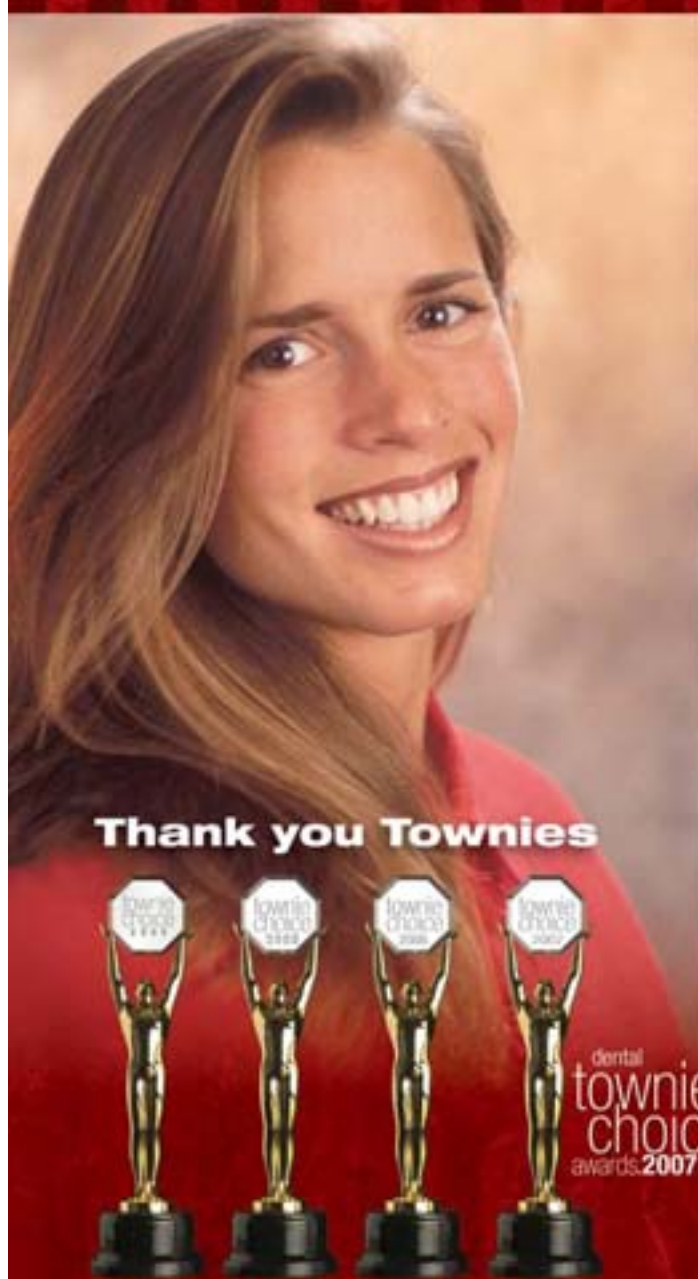
St. Louis volunteers also treated Smile Factories patients—kids requiring extensive follow-up care; and Tiny Smiles patients—babies, toddlers and preschool aged children and guardians—who received dental hygiene education and instruction, screenings, cleanings and fluoride varnishes during the two-day event.

Since GKAS was launched here, St. Louis participants have held 13 biannual GKAS clinics and provided more than \$1.9 million in care. ■



Cross-cultural care: Dr. Dee Pulsipher, Kirkwood, Mo., prepares to provide Eduardo Romera with free dental care with the help of the Tooth Fairy, Fabiola Lopez, a Spanish-speaking interpreter.

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Did you Give Kids A Smile?

If so, be sure to register and/or update your GKAS program results on ADA.org.

Those who do so help the ADA and GKAS sponsors plan for next year, give GKAS weight with legislators and others working on year-round access for children, and have a chance to win \$500 toward their next Give Kids A Smile program.

Log on to "www.ada.org/goto/gkas" by June 2 to update your program results. Click on the red bullet "Sign-up & Update Program Info." Click on the gray box "Update/Add to Program Info." Locate your program and update your actual program results.

Winners will be notified by June 6 and announced at the 2008 Promising Practices Symposium June 13. ■

Widespread collaboration yields big smiles across Milwaukee area

BY KAREN FOX

Milwaukee—From the Madre Angela Dental Clinic and Marquette University downtown to Children's Hospital, Milwaukee Area Technical College and private practices in between, Greater Milwaukee Dental Association volunteers fanned out Feb. 1 in their 6th celebration of Give Kids A Smile.

More than 200 children across this region of southeastern Wisconsin would receive free comprehensive dental care before day's end.

"I cannot stress enough what a wonderful event this is," said Dr. Lynn Lepak-McSorley, the GKAS program chair for the Greater Milwaukee Dental Association. "Working with dental students and volunteers and community agencies to help these patients is incredibly rewarding."

The impressive collaboration involves Milwaukee Public Schools, Head Start, the Milwaukee County Women, Infants and Children Program and the Aurora Health Centers which advertised Give Kids A Smile locations (in Spanish and English) to find the patients most in need.

That outreach resulted in a massive pre-screening event Jan. 19 at the Marquette University School of Dentistry. Subzero windchills didn't stop hundreds of families from waiting in line for dental screenings, treatment and some urgent care. Over 300 children were seen and had their charts readied for follow-up treatment on Give Kids A Smile Day.

"It takes a lot of logistical planning to determine where to assign patients for treatment," said Dr. Lepak-McSorley, who saw patients at Marquette University Feb. 1.

"We are able to have a lot of dentists here at Marquette, which means we can see more complex cases," she said. "But it's always incredibly challenging. For instance, today we had one child who needed 5 extractions and 5 pulpotomies."

Dr. Terence Geary of Brookfield, Wis., volunteered along with his dental assistants to work at Marquette University on Give Kids A Smile Day, while his sister and practice partner worked at the Madre Angela Dental Clinic. He's just seen 4-year-old Jesus, who has occlusal decay in all primary molars, and only one quadrant could be done today. He'll be referred to the Marquette dental school for follow-up treatment.

Across the aisle, Dr. John R. Moser, Wisconsin Dental Association treasurer, has just finished treating Juanita, age 8.

"She had a huge decayed molar—almost down to the pulp," said Dr. Moser. "I did a bonded restoration, so I think we dodged a bullet. She gets to keep the tooth and probably won't need a root canal. She also needed two

Children's Hospital further north is also providing restorative care today, and the newest addition to Milwaukee's Give Kids A Smile is the Milwaukee Area Technical College, where staff dentists and hygiene program students are doing prophylaxis and sealants.

All the patients scheduled for treatment in the office of Dr. Monica Hebl, president of the

he likes coming to the dentist. "They always give me dental floss," he said. "I don't have any dental floss at home."

Dr. Cimrmancic said he needs a composite restoration and X-rays. His mother asks how he can become a regular patient at the clinic.

"This clinic is for people with no resources," Dr. Cimrmancic later tells the ADA News.



Treatment: Dr. Lynn Lepak-McSorley readies 5-year-old José for treatment at the Marquette University School of Dentistry pediatric clinic Feb. 1.

other restorations."

Between seeing patients and managing the clinic, Dr. Cesar Gonzalez stops to talk about the value of the care being provided, and not in monetary terms.

"I think the biggest thing to come out of this is the satisfaction that the students get from giving back," said Dr. Gonzalez, chair of pediatric dentistry at Marquette dental school. "For some, they haven't had exposure to these communities and it's quite eye-opening. They leave here with the satisfaction of knowing they did something for someone not as fortunate as they are."



See here: Dr. Mary Cimrmancic, a staff dentist at Milwaukee's Madre Angela Dental Clinic, shows 7-year-old José his X-rays.

Wisconsin Dental Association, and Dr. Mike Donohoo showed up for care in spite of 5 inches of snow.

"To have all 15 children show for their appointments on this treacherous driving day underscores the tremendous needs of so many innocent children in our communities," said Dr. Hebl. "Events like this go a long way toward earning the social capital we need to be able to increase our credibility in the eyes of the public, policymakers and legislators and show that we truly are a caring profession."

The downtown Madre Angela Dental Clinic, a provider of dental care for people without insurance, is also focused on restorative care. Greater Milwaukee Dental Association members volunteer to provide care on a regular basis at the clinic, which is funded by a variety of local and national foundations and corporate donors and sponsored by the Columbia St. Mary's health organization.

The Madre Angela clinic also administers Smart Smiles, a comprehensive school-based oral health program which last year became the state's largest school-based health program. The program visits schools where often 85 percent of the students are on the federally funded lunch program performing dental screenings and providing treatment. This year, Smart Smiles will reach 2,400 children.

But Feb. 1 at Madre Angela is Give Kids A Smile, which means staff dentist Mary Cimrmancic is administering care to children at the clinic.

Seven-year-old José is one of the first in her chair. With a wide grin he nods when asked if

Patients are required to show their income, and many times still wait up to a year for care.

"We see levels of disease in schoolchildren here that you don't typically see in private practice," she added. "We see decay, gum disease below the gum line, infections. Seeing this in such young patients really gets your attention."

Dr. Michael Shimeta, a GMDA volunteer working at the clinic Feb. 1, has 4-year-old Luis in his chair needing restorations on several teeth. "We'll try to get as much done as we can today," said Dr. Shimeta.

"We're providing a service that is not being addressed," added Dr. Shimeta. "It's only one day but we're seeing children who need it the most. The families are so appreciative, too. It makes you feel good to be able to do something for them."

"Everyone enjoys Give Kids A Smile," said Dr. Jim Morgenroth, a WDA trustee who ran the GMDA program for several years. "Even if they're not comfortable treating children, most will take the time to work at the prescreening event at Marquette."

Holt Dental Supply, Patterson Dental and Omnii provided additional support to the events in Milwaukee, and the Marquette University Language Department provided translators. Five inches of snow are no obstacle when Give Kids A Smile is managed as efficiently as this event.

Before he left, José delivered on his request by asking Dr. Cimrmancic, "I just want to say something before I leave. Do you have any dental floss?"

She did, along with a toothbrush, toothpaste, stickers and a coloring book. ■

—foxk@ada.org

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Mobile treatment: Dr. Ashok Kumar, director of The Ohio State University mobile dental unit, observes as Felicity, one of the four children treated in the dental van parked outside the Ohio Statehouse, receives treatment from fourth-year OSU dental student Jed Little and dental assistant Mary Weekly.



On camera: Dr. Mike Wine of Columbus (in white) talks about what's new in oral health products for children with Johnny DiLoretto of Fox 28 News from the Good Day Columbus show and Mindy Price, third-year dental student at The Ohio State University College of Dentistry in the Statehouse Atrium.

Weather postpones Ohio screening but GKAS show goes on

Columbus, Ohio—Give Kids A Smile planners here know you have to be flexible in winter: a screening set for the Statehouse was postponed until March, but the show did go on when Good Day Columbus broadcast live from the state capitol.

The snowstorm that pelted the middle of the country Feb. 1 led the city of Columbus to cancel school, so the screening event scheduled in the Atrium of the Statehouse couldn't happen, explained Kathy Woodard, Ohio Dental Association spokesperson, but preplanned care was delivered in Ohio State University's mobile van, parked outside the building.

The TV show Good Day Columbus was at the Statehouse from 7-9 a.m., live for two hours in the mobile dental unit. There, four children previously examined received needed restorative care.

Early guests in the Atrium included the president of the Ohio Senate, Bill Harris and House speaker, Jon Husted. Also on hand were Michael Clark, president of Delta Dental of Ohio, and representatives of The Ohio State University College of Dentistry.


A state proclamation was presented to the Ohio Dental Association by Rep. Husted and both Rep. Husted and Sen. Harris spoke on the importance of children having access to dental care and maintaining their oral health. ■

ACOMS to host May dental meeting



Kansas City, Mo.—The American College of Oral and Maxillofacial Surgeons will hold its 29th Annual Scientific Conference and Exhibition here May 4-7. The deadline to submit an abstract for oral and poster presentations is March 1.

All applicants must be registered for the conference to be considered and applications must be submitted on compact disk or diskette. Submitted abstracts will be reviewed and selected on the basis of scientific merit. For more information, contact Greg Maciog by e-mail at "admin@acoms.org" or visit "www.acoms.org". ■

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GKAS is a big hit in Denver

University of Colorado dental school hosts ADA's national event

BY JENNIFER GARVIN

Aurora, Colo.—"I like brushing!" Seth Lua exclaimed as his sister buried her face in her mother's arms.

Seth, age 5, was one of 300 children to attend the 6th annual Give Kids A Smile held Feb. 1 at the University of Colorado Denver School of Dental Medicine. Seth and his sister, Camila, age 3, had fun learning to brush Sammy the Sabre's teeth as they waited to be seen by the volunteers.

ADA Executive Director James B. Bramson called GKAS the Association's "signature event."

UCD served as host to the national event—which aims to get parents and children thinking about oral health year-round—and saw more than 60 dentists and 110 dental students volunteer.

"We're honored to host this event this year," said Dr. Jeanne Salcetti, Colorado Dental Association president. "An estimated 7.8 million of school hours are lost every year in Colorado because of oral pain and infection. The CDA is eager to address these issues and Give Kids A Smile Day is a vehicle to bring attention to the unmet dental need in our state."

Statewide, more than 1,400 children received care from some 250 dentist volunteers, said Molly Pereira, CDA associate executive director, adding that over \$400,000 in care was provided.

ADA Treasurer Edward Leone, from the Denver area, was one of the volunteers on site at the dental school.

"It's a nice environment and a gratifying experience," he said. "To get into this environment and see what our students are learning is very impressive."

Nationally, more than 51,000 dentists volunteered in more than 2,000 locations.

"This has become one of our most honored and most treasured days of the year," said Tim Sullivan, president, Henry Schein Dental, and whose company donated thousands of dental professional product kits to GKAS events all over the country. "The biggest reward of this whole program is seeing the big smiles on the tiniest of faces."

Dr. Foti Panagakos, director of professional relations, clinical studies for Colgate-Palmolive Co. (the GKAS national consumer product sponsor), recalled a past GKAS event when he was a



Fun brushing: Three-year-old Camila Lua gives a brushing lesson at the GKAS event in Denver.

dental educator and participant in Newark, N.J.

"It was very moving," he said. "This day is so important to make a statement."

Seeing the face of a child in pain isn't something easily forgotten, says Candy Ross, director of clinical affairs for DEXIS, which for the sixth year has donated the use of 50 dental radiographic equipment for GKAS across the country.

She recalled a little girl who had "the worst case of baby bottle syndrome" she'd ever seen. The little girl was in pain and it was her grandmother, who'd learned about Give Kids A Smile from a flyer, who brought her for treatment.

Ms. Ross called that GKAS experience from last year her "a-ha" moment in the profession. "We're honored to be here," she said.

"The thing that impresses me about GKAS is that everyone has such a positive attitude," CDA Executive Director Gary Cummins said.

"We try and get our kids to the dentist every six months but it doesn't always happen," said

April Sillemmon, a first-time participant and parent. "I'm so glad we could come here today."

Mrs. Sillemmon and her husband brought their four children, Jeffrey, 16; Jacob, 14; Jocelyn, 8; and Jadah, 7, to the dental school.

Feb. 1 wasn't just a trip to the dentist for Jadah—it was also her birthday.

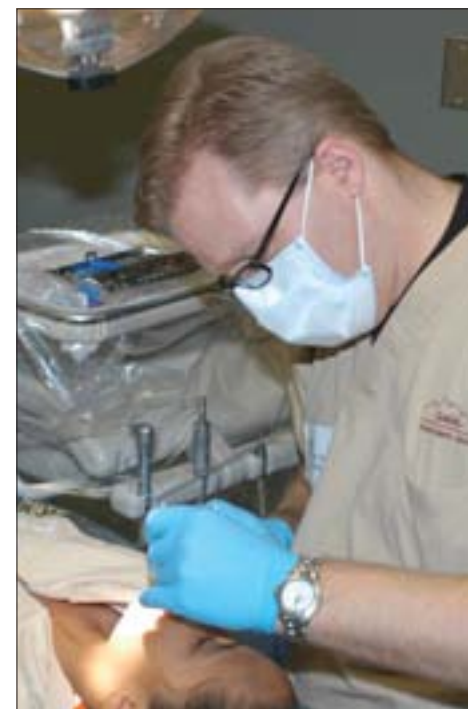
The newly turned 7-year-old was well-behaved as the volunteers talked to her mother about her teeth and how to take care of them.

"It doesn't hurt," Jadah said. "Good."

Most of the children received exams and prophylaxis but the volunteers also did restorations. For those needing it, parents were counseled on where to receive follow-up care.

This year, instead of including travel-sized toothpaste, Colgate gave out full-sized products in hopes of keeping children in the habit of brushing.

As Sarah Upbin, associate brand manager for Colgate pointed out, Colgate isn't "expecting to



Open wide: Dr. Todd Pfortmiller examines Jadah Sillemmon's teeth.

get them to come back" as customers.

"It's about getting products to the kids," she explained.

Added Dr. Panagakos, "Most of these kids aren't going to get more toothpaste."

Others who helped usher in the Colorado event included:

- Dr. Kenneth Versman, 14th District ADA trustee.

- Dr. Jeff Hurst, CDA president-elect; Dr. Tom Pixley, secretary; Dr. Pasco Scarpella, Treasurer; and Dr. Kevin Sessa, speaker of the house.

- Dr. Denise Kassebaum, dean of the UCD School of Dental Medicine.

- Dr. Randy Kluender, a pediatric dentist and associate dean who directs the GKAS program.

- Nancy Spence, Colorado state senator, (R-District 27).

- Dr. Major Tappan, CDA dentist and creator of Total Oral Prevention Strategies. ■

—garvinj@ada.org

Colorado dentist won't retire from helping eliminate childhood caries

BY JENNIFER GARVIN

Aurora, Colo.—At an age when many dentists are long retired, Dr. Major Tappan is still going strong in his quest to eliminate childhood caries.

Dr. Tappan, 83, is the founder of Total Oral Prevention Strategies, which each year treats 300 children from the underserved areas near his Denver practice. Dr. Tappan and his staff provide care to the children from birth up until they enter elementary school, with their goal being to have everyone caries free and engaged in their oral health.

On Feb. 1, the Colorado Dental Association awarded Dr. Tappan with the Exceptional Service Award for his "progressive vision and selfless dedication to children" and the community.

As he accepted his award, Dr. Tappan told the group of volunteers at the Give Kids A Smile event here that he "couldn't do it alone."

He also reminded everyone with a laugh that he wouldn't be "around forever" and so it's

important for the concept to catch on.

"He's given his whole life to helping kids," said Dr. Jeff Hurst, CDA president-elect. "I am very proud that he has taken it upon himself to find a better way to illustrate in his TOPS pilot program what early intervention, education and treatment in a dental home can do to alleviate the extreme needs of the children who have 80 percent of the decay. He is an extremely kind man who is giving this information free of charge to the participants to complete his goal of keeping these kids caries free up to the age of 5 and trying to leave this world a better place than how he found it."

The TOPS program is funded by grants from The Colorado Trust and the Colorado Health Foundation and works by using the combined effects of educating parents, sound oral hygiene practices, fluoride applications and other measures to avoid the transmission of dental cavity-causing bacteria from mother to child. ■

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Well-deserved: Fourteenth District Trustee Ken Versman (left) and Dr. James Bramson, ADA executive director, pose with Dr. Major Tappan at GKAS. Dr. Tappan was honored for his TOPS program which strives to eliminate tooth decay in preschool age children.

Just peachy Hinman meeting to convene in Atlanta in March

Atlanta—The Thomas P. Hinman Dental Meeting will be held March 13-15 at the Georgia World Congress Center.

This year's conference features more than 200 courses and panels, an exhibit hall boasting more than 400 companies and 67 participation workshops. The keynote speaker is Jeanne Robertson, a Southern humorist.

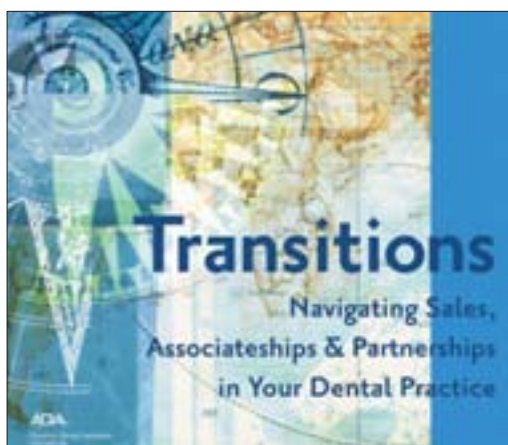
There is also "Concept of Complete Dentistry," which honors Dr. Peter Dawson's life work and Hinman Horizons, an attraction where you can experience the past in an early 20th century operatory.

For more information, contact Sylvia Ratchford by phone at 1-404-231-1663, by fax at 1-404-231-9638 or by e-mail at "scratchford@hinman.org". While at the Hinman Dental Meeting, visit the American Dental Association display at booth No. 1105. ■

Save on ADA products during Hinman meeting

Atlanta—Visit the ADA Booth at the Hinman Dental Meeting March 13-15 and check out the new products available, such as the revised Periodontal Maintenance brochure and New Practice Management titles including OSHA Training for Dental Professionals, Fast-Track Training, The Power of Customer Service, Transitions and more.

While there, pick up free samples of our personalized products. Place an order during the show and receive a 15 percent discount when you spend \$150 or more. It's all at booth No. 1105. ■



New ADA practice resource for dentists

Thinking of changing the structure of your practice or looking for guidance from a trusted source? Transitions: Navigating Sales, Associateships and Partnerships in Your Dental Practice is a great ADA resource for cutting-edge strategies including delayed sales, fractional sales, mergers and partnerships.

The book is available in hard copy (item J043) and as a downloadable e-book (J043D). The cost is \$59.95 for members and \$89.95 for nonmembers. Order today and save 10 percent when you reference priority code 20664N. Visit "www.adacatalog.org" to order online or call 1-800-947-4746. ■



Photo by Dr. Joanna Nayer

Close-up: Hayden keeps his eyes on Dr. Alfred Otero while receiving his first dental screening at Santa Fe Community College in New Mexico during Give Kids A Smile.

New standards available

Two new standards from the ADA Standards Committee on Dental Products are now available.

The revision of ANSI/ADA Specification No. 28 for Endodontic Files and Reamers was approved as an American National Standard and published. This specification is for endodontic files and reamers for hand use only having a working part taper of 2 percent (0.02 millimeter per millimeter of length), as in endodontic preparation or shaping operations.

In addition, new ANSI/ADA Specification No. 122 for Dental Casting and Baseplate Waxes was approved and published. This specification is applicable to dental casting wax and to dental baseplate wax. It specifies the classification of, and

requirements for, dental casting wax and baseplate wax together with the test methods to be employed to determine compliance with these requirements. This specification is an adoption of ISO (International Standards Organization) 15854:2005, Dentistry—Casting and Baseplate Waxes.

ANSI/ADA Specification No. 28, ANSI/ADA Specification No. 122 and all ADA standards and technical reports are available for download purchase from the ADA catalog at "www.adacatalog.org" or by calling 1-800-947-4746.

ADA standards and technical reports are developed to assist ADA members in choosing safe and effective materials, instruments, equipment and information systems. ■

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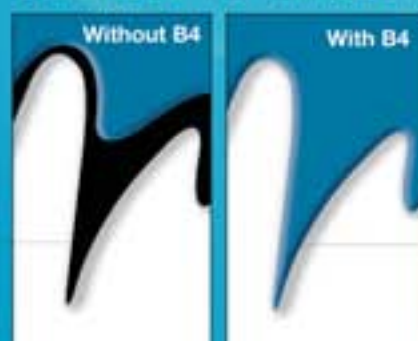
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