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REPORT ON FIRST NATIONAL PR MEETING

(See Pages 2, 3, 4)

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AFL-CIO AND ADA AGREE ON GUIDELINES FOR PREPAID DENTAL HEALTH PLANS

The AFL-CIO Executive Council and the American Dental Association have issued a joint statement setting up guidelines for development of dental prepayment programs for AFL-CIO affiliated unions. George Meany, AFL-CIO president, in commenting on the Joint Statement on Principles for Dental Prepayment Programs said: "With more than one million Americans currently covered by dental prepayment plans - many of them under provisions of AFL-CIO collective bargaining agreements - and the number increasing rapidly, this basic understanding is of far-reaching importance." Dr. James P. Hollers, San Antonio, Tex., ADA president, said in commenting on the joint statement: "The dental profession is profoundly pleased with the agreement reached here today because it represents a practical and effective step toward providing the best possible dental care to more people."

"I am confident that the AFL-CIO action will have a strong impact on further expansion of prepaid dental care plans and stimulate other national organizations to initiate similar steps," he stated. The complete text of the joint statement follows: Principles for Dental Prepayment Programs: Joint Statement of AFL-CIO and American Dental Association.

The purpose of medical, dental and mental health services and organizations is to maximize the health and well-being of all citizens. It is the common objective of the providers as well as of the consumers of such services that health care should be

ADA Opposes Social Security Bill Change

The ADA last week testified before the Senate Finance Committee reaffirming the Association's continued opposition to health care for the aged under Federal Social Security. Dr. I. Lawrence Kerr, Endicott, N.Y., a member of the ADA Council on Legislation, and Hal M. Christensen, director of the ADA Washington Office, stated that if Federal resources are concentrated on a new and massive treatment program, this would inevitably deter Congress from continuing to support adequately many other essential activities. The Council on Legislation last week also urged all component and constituent societies to contact their Senators and express opposition to any amendment to the Social Security bill which would attach a program of health care under OASDI.

Kansas City Starts Fluoridation

Fluoridation was recently initiated in Kansas City, Kan. The measure benefits some 200,000 persons in the city and three townships. There are now 48 communities in the state of Kansas with a total population of more than 600,000 receiving fluoridated water. Kenosha, Wis., with a population of 68,000 also approved fluoridation recently. The Town Board of Riverhead, L.I., N.Y., a community of 7,000, recently voted to end fluoridation after seven years.

FIRST NATIONAL DENTAL PUBLIC RELATIONS CONFERENCE HELD IN CENTRAL OFFICE

The First National Conference on Dental Public Relations, sponsored by the ADA Bureau of Public Information, was held last week at the Central Office. Represented at the Conference were 31 state societies, eight component societies, individuals from allied dental organizations and several representatives from the Canadian Dental Association. Theme for the Conference was "Telling Your Story to the Public" and a variety of speakers from the dental profession, public relations firms and the various news media discussed the basic activities and problems related to their particular fields.

Monday's program discussed the ADA national public relations programs and the activities, in both legislative matters and public relations, of its Washington Office. Richard E. Augenstein, executive assistant of the Michigan State Dental Association, presented his society's state-wide public relations program. Among the most effective programs administered, he said, were: emergency dental care; dental care for the indigent, including children; dental health education programs for schools; broad media programs for the public, and a mouth protector program. Dr. Robert Lumpkin, chairman of the Alabama Dental Association public relations committee, talked on effectiveness and management of a state speakers bureau. He outlined these points as being essential to his program: (1) each district should survey its members as speaking prospects; (2) instructional seminars on public speaking should be held; (3) coordination of speaking engagements should be placed on the district level, and (4) a brochure describing the program should be prepared and sent to schools, PTA groups, high school guidance counselors, civic organizations, etc. William MacKay, president of a public relations firm that handles the Minnesota State Dental Association public relations program said in his paper: "Dentistry's big communication job -- and its only communications job -- is to educate the public" and the public relations agency "can serve as liaison between you and the public. It can take your dental health message, dramatize it and spread it to the public at large." Ruth Hart, executive secretary of the Los Angeles County Dental Society,

pointed out that a public relations agency "must be completely indoctrinated to the policies to be observed and the procedure for working closely with the administrative staff or Public Relations Committee Chairman." In turn, she added, the society must provide "well-defined objectives" of its overall program to the agency.

Tuesday morning the roles of the various media -- newspapers, radio, television -- were the focal point of Conference discussion. James P. McNeile, managing editor of the Mishawaka (Ind.) Times, discussed a successful fluoridation campaign in which his newspaper played an important part in cooperation with the local dental society. He said: "I think this campaign to get fluoride in Mishawaka's water was a perfect example of how the local dental society and the newspaper can work together for a common good." Mr. McNeile listed these pointers for establishing good relations with local newspapers: (1) get to know the people in the newspaper office, particularly those who are apt to write your story; (2) appoint one individual as your spokesman; (3) try to answer all questions from the newspaper as quickly and as accurately as possible, and (4) if there are competing papers, call a press conference so that both publications receive the same story. Dr. Alfred E. Seyler, a dental columnist under the auspices of the Michigan association, stated that a question-answer column on dentistry was an effective way of educating the public on a broad basis. He said that "the dentist-writer himself, and perhaps his material, must be approved by the Ethics Committee of the dental society under whose jurisdiction he practices." In addition, "the by-line of the column should indicate it is written by a dentist, with the approval of a recognized dental society..." Dr. Seyler's weekly column appears in the

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PICTURE HIGHLIGHTS OF FIRST NATIONAL DENTAL PR CONFERENCE



Dr. Robert F. Lumpkin (left), chairman of the public relations committee in Alabama, Mr. Richard Augenstein (center), executive assistant of the Michigan society, and William MacKay, public relations counsel for the Minnesota society, check notes before their presentations at the National Conference on Dental Public Relations.



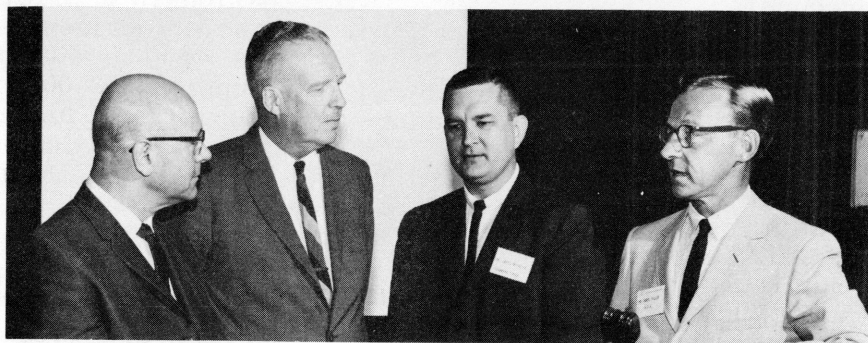
Miss Ruth Hart, executive secretary of the Los Angeles County Dental Society, and Eric Bishop, ADA Washington public information counsel, examine some of the public relations materials produced by the Los Angeles society in recent years.



Dr. Frank Green (left), chairman of the Tennessee society's council on education, and Dr. Kenneth D. Wright, executive secretary of the Tennessee Association of Broadcasters, (right) explain Tennessee's statewide radio and TV programming to Dr. Charles Jay Miller, chairman of the public relations committee of the Odontological Society of Western Pennsylvania. Dr. Miller spoke at the PR Conference on a series of TV programs which he helped organize for his society.



Participating in a panel discussion on Ethics and Publicity were (left to right): Harvey Sarner, secretary of the ADA Judicial Council; Arthur J. Snider, nationally known science writer for the Chicago Daily News, and Dr. Frederick E. Hasty, Jr., past president of the East Coast District Dental Society in Florida.



A dental columnist, a TV official and a newspaper executive were among speakers at the PR Conference. Dr. Alfred E. Seyler (left), conducts a weekly column for the Detroit Free Press and ten other Michigan newspapers under the auspices of the Michigan society. He is shown with Bruce Wallace (left to right), manager of public service and promotion for radio and TV stations WTMJ in Milwaukee; James P. McNeile, managing editor of the Mishawaka (Ind.) Times, and Daryl I. Miller, director of the ADA Bureau of Audiovisual Service.

...First National (Cont. From Page 2)

Detroit Free Press and one week after publication is released to ten other Michigan newspapers through the state association.

Two successful radio and television programs by different state societies were discussed by Dr. Charles Jay Miller of The Odontological Society of Western Pennsylvania, and Dr. Frank Green of Tennessee Dental Association and Kenneth D. Wright, Ph.D., executive secretary of the Tennessee Association of Broadcasters. Dr. Miller's program consisted of a 16-week TV series of panel programs in which specific areas of dentistry were discussed and questions from viewers answered. The Tennessee program consists of radio and TV spot announcements on dental health education mailed twice each month to stations throughout the state.

Ethics and publicity were the final topics under discussion at the Conference. One of the panel members, Arthur J. Snider, science writer for the Chicago Daily News, stressed that codes of ethics "cannot work if emphasis is placed on censorship..." He added that "In being overzealous in silencing dentists of good will, the dental profession will be depriving the public of important health information." Copies of the Conference speeches are available from the Bureau of Public Information, Central Office, upon request.

27 Hotels, 6 Motels Filled

The ADA Housing Bureau has announced that the following hotels and motels have been filled to capacity for the ADA annual session in San Francisco, Nov. 9-12: Bellevue, Manx, Californian, Maurice, Cecil, Pickwick, Senate, Ambassador, Canterbury, Chancellor, Clift, Drake Wilshire, Fairmont, Fielding, Franciscan, Huntington, Jack Tar, La Salle, Mark Hopkins, Richelieu, St. Francis, San Francisco Hilton, Shaw, Sheraton-Palace, Sir Francis Drake, Spaulding and Stewart hotels, and Americana Motor Lodge, Auditorium Travelodge, Civic Manor, Executive, Mart and Royal Pacific motels.

Canada Urges More Fluoridation

The Canadian Royal Commission on Health Services has urged immediate fluoridation of all communities, with part of the cost borne by federal funds. Such action had been recommended by the Canadian Dental Association. In its recently published report, the Commission issued this recommendation on fluoridation: "That every community water system in Canada be immediately equipped to provide, and does provide, the appropriate level of fluoride. That the federal government provide under the Health Facilities Development Fund a grant to the provinces of 75 per cent of the cost of equipment and installation for fluoridating community water supplies. That the Health Sciences Research Council provide for research and evaluation studies for the purpose of assessing the efficacy of fluoridation and the children's dental program. That the federal government immediately provide for fluoridation of all water supplies in areas or institutions under its jurisdiction, viz., the territories, the armed forces establishments where children are located, and the like. That in rural areas where community water systems are non-existent, the public health authorities adopt means for meeting fluoride needs."

Pharmacists Honor ADA

The ADA has received a Certificate of Appreciation from the American Pharmaceutical Association for its participation in a pilot study to determine the effectiveness of the pharmacy as a health education center. The ADA supplied 50,000 copies of each of two booklets-- "Toothbrushing" and "Healthy Teeth - A Happier Child" -- for distribution to the nation's pharmacies. The award was made during the recent APA annual meeting.

International Conference On Health

American dentists have been invited to attend the VI International Conference on Health and Health Education scheduled July 12-17, 1965, in Madrid, Spain. Interested persons should contact Dr. L.P. Aujoulat, secretary general, International Union for Health Education, 1 Rue Tilsit, Paris 8, France.

LABORATORY ACCREDITATION SURVEYS BEGIN; COMMISSION SETS RENEWAL FEES

Miss Helen M. Pugh, director-secretary of the Joint Commission on Accreditation of Dental Laboratories, has announced that the first surveys of dental laboratories were conducted earlier this week. After the dental laboratories filed applications for accreditation, dentists were assigned to survey them to determine if they merit accreditation. Miss Pugh pointed out that the success of the accreditation program depends on individual dentists indicating to their dental laboratory that they support the accreditation program.

The Commission also announced that renewal fees have been set for accredited laboratories. The annual renewal fee for accredited laboratories will be \$15 per laboratory, including the owner or manager, plus \$1.50 per technician with a maximum fee of \$60.

Urge Throat Infection Study By Dentists

The Stickney (Ill.) Public Health District is conducting a study designed to discover streptococcal infections in children who routinely receive dental care through the health department, thus adding a new approach to conventional throat culturing programs. Rheumatic heart disease develops about 40 per cent of the time in persons who have had rheumatic fever, and childhood streptococcal infections are believed to be a major forerunner of rheumatic fever, according to Dr. Gene J. Franchi, acting health officer of the District. "We therefore feel that our public health dentists who see children in the most susceptible 5-15 year age group have a vital role to play in the early detection of streptococcal infection."

NBBB Issues Two Dental Bulletins

The National Better Business Bureau has recently issued two Service Bulletins on dental topics to national news media and local better business bureaus. The first deals with dentifrices and was prepared with the assistance of the ADA Council on Dental Therapeutics. The second discusses dental stain removers and was prepared with the joint assistance of the Councils on Dental Therapeutics and Dental Trade and Laboratory Relations.

1600 Dental Cases Treated Aboard HOPE

Miss Julie Wehrle, dental hygienist aboard the hospital-teaching ship S.S. HOPE, has reported that 1,643 dental cases have been treated by the dental department thus far. The HOPE is currently anchored off Guayaquil, Ecuador. In a letter to Dr. Carl L. Sebelius, ADA Council on International Relations, Miss Wehrle said that of the total, 872 were in oral surgery, 129 in general dentistry, 220 in prosthetics, 177 in pedodontics, 127 in periodontics, 85 in fixed prosthetics and 33 in oral hygiene. Additionally, 73 major and minor oral surgical operations were performed aboard the ship. Miss Wehrle also reports that 9,406 persons were given instruction in general dental hygiene in the area around Guayaquil. She said that HOPE is in need of a hygienist for its next tour in Africa. Interested applicants may obtain additional information on the hygienist program for HOPE by contacting the American Dental Hygienists' Association, 100 East Ohio, Chicago.

Dr. Swerdlow Heads New NIH Branch

Dr. Francis A. Arnold, Jr., director of the National Institute of Dental Research, recently announced appointment of Dr. Herbert Swerdlow as chief of the newly established Dental Services Branch, and of Dr. Jack W. Gamble as deputy branch chief. The new branch will be responsible for providing dental services for patients of all the Institutes. These services were previously provided by the dental department of the Clinical Center.

Dr. Timmons To Receive Award

Dr. Gerald D. Timmons, immediate ADA past president, will receive the Henry Spenadel Award of the First District Dental Society of New York Oct. 5. The award is presented annually for important contributions to humanity in the field of dentistry.

... AFL-CIO (Cont. From Page 1)

of high quality and should be available to all people at reasonable cost.

Systematic programs of prepayment or budgeting are feasible methods of meeting the cost of high quality dental care and making comprehensive dental services available to more people. Exploration of different methods of providing prepaid dental care is needed in order to determine which systems are most effective in meeting the dental health needs of the public. Regardless of the mechanism, experience in prepaid health programs has indicated that these goals can best be accomplished by following these principles:

1. Dental prepayment programs should make provision for ensuring high quality comprehensive dental care.

2. Where dental prepayment programs are organized, preference should be given to programs organized to serve groups within the entire community.

3. Regardless of the organizational structure of a prepaid dental care program, the practice of dentistry is, of course, the exclusive prerogative of the dental profession; however, the provision of dental health services must also be the concern of the consumer and the public.

4. Freedom of choice for individuals under group programs should include not only free choice of dentists but free choice of plan or program as well.

5. Remuneration for professional services may be on a fee-for-service, per capita, salary or other basis, depending upon the plan or program. Such remuneration should meet standards of adequacy in relation to the training and experience of the dentist and to the standards established by the dental profession.

6. Dental prepayment programs should provide for an effective mechanism to insure that the fee procedures stipulated in the contract between the subscribers and the pro-

viders of professional services are maintained.

7. Where funding limitations prevent consideration of a comprehensive prepayment program, deductibles and co-insurance should be considered but the minimization of such features should be given high priority in future developments of the plan or program. High priority should be placed on comprehensive coverage for all patients, particularly children.

8. Any contract between an organization offering dental prepayment plans and a group of consumers should provide a means by which participants may receive the benefit of impartial review of grievances which may arise out of services provided by the plan or its administration.

9. Provision should be made for public, consumer and professional representation on the governing boards of dental prepayment and direct service organizations.

10. Dental health education should be a part of dental prepayment programs and should be jointly planned and conducted by the dental profession and the consumer organizations involved.

ADA Journal News Editor Named

Edwin S. Bryl, Rockford, Ill., has been appointed news editor of ADA Journal, Sec. Harold Hillenbrand has announced. Mr. Bryl previously was news editor of The Observer, a weekly newspaper in Rockford and he also spent 11 years on the sports staff of the Milwaukee Sentinel. He received a degree in journalism from Marquette University, Milwaukee.

AMA Fluoridation Statement Available

The American Medical Association's Department of Environmental Health has published a pamphlet containing the AMA policy statement on fluoridation. Single copies may be obtained by writing the AMA, Dept. of Environmental Health, 535 N. Dearborn St., Chicago 60610.