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NEWS letter

AMERICAN DENTAL ASSOCIATION ARCHIVES

DO NOT CIRCULATE **PR CONFERENCE
ROUNDUP REPORT
(SEE PAGE 2)**



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CONGRESSIONAL COMMITTEE APPROVES CHILDREN'S DENTAL PLAN

On Aug. 3, the House Ways and Means Committee reported out a bill, H.R. 12080, to amend the Social Security Act. Included in the bill is an amendment to Title V, section 510, "Special Project Grants for Dental Health of Children." Major change in the bill, from its predecessor H.R. 5710 of the Social Security Act, is that instead of authorizing a separate appropriation for the dental health pilot program the dental projects would share an appropriation with "grants for maternity and infant care" and "special project grants for health of school and preschool children." The total authorization for these activities is \$100 million for fiscal 1969, \$110 million for 1970, \$120 million for 1971 and \$130 million for 1972.

As approved by the Ways and Means Committee, the bill would make grants available to low-income areas to provide services "of a comprehensive nature for dental care and services for children and youth of school age or for preschool." The language of the bill stipulates that "no project shall be eligible for a grant under this section unless it provides that any treatment, correction of defects, or aftercare provided under the project is available only to children who would not otherwise receive it because they are from low-income families or for other reasons beyond their control..." Funds to be appropriated would include pilot programs of "comprehensive dental care" and "research looking toward the development of new methods of diagnosis or treatment, or demonstration of the utilization of dental personnel with various levels of training." Action on the bill by the House is expected this week.

ADA Council, NACDL Board Meet

Representatives of the ADA Council on Dental Education met with representatives of the National Association of Certified Dental Laboratories' National Board for Certification in Washington, D.C., July 28. Main order of business was discussion of a plan to reorganize the NBC to include representation from the dental



Mr. Carper

Dr. Burket

profession. The proposed reorganization calls for a seven-member board: three members to be appointed by the executive council of NACDL; two by the Council on Dental Education, and one by the Federation of Prosthodontic Organizations. The seventh member would be an impartial third party selected by the board and approved by NACDL and the ADA Council. Presently, all NBC members are appointed by NACDL. Presiding at the meeting were Dr. Lester Burket, chairman of the ADA Council on Dental Education and Mr. Harold Carper, chairman of the NBC.

ROLE OF INDIVIDUAL, LOCAL SOCIETY, STRESSED AT PR CONFERENCE

The more than 160 participants attending the Third National Conference on Dental Public Relations at ADA Headquarters Aug. 7-8 were told that the most important and effective roles in dental public relations are those played by the individual dentist and the local dental society. Keynote speaker Mr. Eric M. Bishop, ADA Washington Office public information counsel, commented that "there is a real danger of over-dependence on national public relations programs in a professional field such as dentistry." He said: "I would like to suggest a list of stories that present the dental profession in its true colors, stories that relate directly to this new national effort toward wider distribution of health care services and stories, that, I would suggest, have not been thoroughly exploited as yet on the local level."

He listed the profession's "long-standing, consistent and vigorous concern for children," dental care for the medically indigent and expanded use of dental auxiliaries as professional activities which dentistry at the local level should relate to the public. He added: "There are additional areas that could be mentioned. The profession's strong interest in public health and in basic research is remarkable, relative to the record of any other health group. The creation of dental service corporations, and their already impressive accomplishment in enrolling two million people, is worth local publicity." Mr. Bishop stressed "we have a remarkable record to talk about. And the more opportunities we seize to talk about it to our friends and neighbors, the better future this nation, and this nation's dentists, will have."

Special Programs

Dr. Harold Epstein of the Chicago Dental Society discussed his society's emergency dental care program which, he stressed, "has proved beneficial to the public and to the profession." He offered recent statistics demonstrating the success of, and need for, an emergency program. During the month of May, 269 telephone calls were received. Over the Memorial Day weekend, 66 calls were received.



Eric M. Bishop, ADA Washington Office public relations counsel, delivered the keynote address at the Third National Conference on Dental Public Relations. He told participants that "the dental profession has a stronger, prouder and more progressive story to tell than any other health profession of which I know."

"We should not only publicize this service to the public constantly, but also to our own profession and in addition to the medical profession, interns, nurses, police, firemen, ambulance drivers. Notices should be sent to all public buildings for posting -- such as the post office, hotels, motels, factories and the like." Dr. Epstein added that "there is no question that one of the finest programs the dental profession has to offer the public" is emergency dental service.

The importance of speaker's bureaus was stressed by Mr. James Kelley, executive secretary of the Medical Society of Milwaukee County. "A speakers bureau is a valuable part of an ongoing public relations program. In today's rapidly expanding and developing communications, it remains a potent force for better understanding between an organization and its public." Effective speakers bureaus can answer such questions as how to locate a dentist, what is the average cost of modern dental care and what is a grievance committee, Mr. Kelley said.

Mr. Peter Goulding, director of the ADA Bureau of Public Information, discussed the need for grievance committees. He said that the ADA and

state and local societies receive thousands of complaints each year, and that many more which undoubtedly exist would be reported if all societies had patient relations committees and publicized that fact. "I am afraid that it is a rare instance when we see a completely happy ending to a complaint. In the majority of cases, the patient is left -- at best -- only partially satisfied and with a blurred and perhaps bitter image of the profession." He emphasized that "there is only one sure solution and that is to do everything possible to stop the complaint before it starts -- in the dentist's office." Mr. Goulding suggested that 90 per cent of all patient complaints "could be prevented with the application of common sense and a little sympathetic patience by the practicing dentist."

Successful Component PR

Dr. M.D. Schulke of Orlando, Fla., outlined his society's comprehensive public relations program. He said the society has four "major areas of Dental Public Information: (1) individual dentists, (2) schools, (3) media, (4) special projects." Individual dentists perform the greatest public relations activities, he said, "in the dental office." The committee which deals with the schools



Participants holding an informal discussion prior to the opening of the PR Conference are, from left: Dr. R.R. Drisko, University of Missouri at Kansas City dental school; Dr. Robert Winkler of Phoenix, Ariz.; Dr. James Maniatis of San Antonio, and Mr. Lloyd Bowen of the Canadian Dental Association.



Dr. G. A. Larson of New Berlin, Wis., (left) discusses dental public relations with Dr. Margaret Toalson, St. Louis; Dr. William Black, Cincinnati, and Mr. Paul Flory of Procter & Gamble Co. The PR Conference was supported by a grant from the Procter & Gamble Co.

"is probably the most important committee. By informing the school-age child about modern dentistry, we eventually will have a well-informed public."

Use of Auxiliaries

Dr. Robert J. Vedder of Detroit, Mich., suggested that dental societies make better use of the women's dental auxiliaries in public relations. The Michigan State Dental Association organized a special public relations conference for its own PR committee and members of the auxiliaries. "The individual experience gained, the maturity developed by the various conference committee members representing the three auxiliaries, the understanding gained and the rapport developed between the auxiliaries and the constituent society can't be purchased in many places," he said.

Other speakers were Dr. Robert Winkler of Phoenix, Ariz., who spoke on "Publicizing Your Annual Session"; Dr. R.R. Drisko of Kansas City, Mo., who described "Local Radio Programming: Neglected Medium"; Dr. J.J. Maniatis of San Antonio, Tex., who spoke about "The Dental Patrol: Reaching the Unreachables," and Mr. Robert Marston of the public relations firm, the Rowland Company, Inc., who discussed "How The Media Look At You." The two-day conference was supported by a grant from the Procter & Gamble Co.

Dr. Frank Chowning NDA President

Dr. Frank Chowning of Indianapolis was installed as president of the National Dental Association at its recent annual session in Los Angeles. Named president-elect was Dr. James C. Wallace of Chicago. Dr. James W. Holley III of Portsmouth, Va., was elected vice-president. The NDA adopted a new constitution, creating a Board of Trustees and a House of Delegates. Dr. Edward Smith of Washington, D.C., who received a Zone Vice-President award, was elected speaker of the House. The keynote speaker, Dr. Joseph Henry of Howard University dental school, was given a special award for his long and outstanding contributions to dental education. Dentist of the Year awards were made to two men: Dr. James Catchings of Detroit, immediate NDA past president, and Dr. Robert L. Smith of West Palm Beach, Fla. Dr. Wallace was given the Tri-Annual award from NDA and received a special life membership plaque from the National Association for the Advancement of Colored People at a civil rights luncheon. Presenting the award was Mrs. Medgar Evers, widow of the slain Mississippi civil rights leader.

International Research Symposium

Highlighting the scientific portion of the 108th ADA annual session, Oct. 29-Nov. 2 in Washington, D.C., will be an "International symposium on physical science in the future of dental practice." Supported by a grant from the Minnesota Mining and Manufacturing Company, the symposium will discuss methods to reduce the time lapse between new research discoveries and their implementation in practice. Topics will include the structure of hard tooth tissues, filling materials, use of plastics in operative dentistry and metallurgical processes. Invitations to present papers in the symposium have been issued to dental scientists from the United States, France, Canada, Denmark, Japan and Argentina. The program will be presented Monday afternoon, Oct. 30, at the Sheraton Park Hotel.

W. Stewart Ross Named FDI Head

Dr. W. Stewart Ross of England was installed as president of the Federation Dentaire Internationale for a two-year term during the 14th World Dental Congress of the FDI, held July 7-13 in Paris. He succeeded Prof. Poul O. Pedersen of Denmark. More than 8,000 delegates, including 500 from the United States, participated in the Congress. Dr. Leland C. Hendershot, ADA editor, was named chairman of the FDI Publications Committee. FDI delegates accepted an invitation to hold their 58th annual session in Bucharest, Rumania, in 1970, and they approved an invitation of the Mexican Dental Association to hold the 15th World Dental Congress in Mexico City in 1972. Congresses are held every five years.

Dr. Robert Hoffman of the United States, received the Albert Joachin International Prize for scientific research. Other award winners were Dr. Guttorm Toverud of Norway, the International Miller Prize; Dr. Kare Reitan also of Norway, the Georges Villain Prize, and Dr. Abdul Rashid Arif of Pakistan, the Ernst Jessen Fellowship in Children's Dentistry. Additional officers include: Dr. Jack Stork of the Netherlands, president-elect; Dr. Hans Freihofer of Switzerland, speaker, and Dr. Rolf Braun of Germany, elected treasurer for a five-year term. Dr. Gerald Leatherman was re-elected secretary-general, also for a five-year term.

Add Dentists To Military Bill

The House Committee on Armed Services has reported out a bill which recommends inclusion of dentists in new promotion policies for medical officers in the armed services. The committee report noted that: "Hearings conducted by the committee substantiate the need for increased promotion opportunity for medical officers as recommended by the Department of Defense. However, the Department had not addressed itself to the career retention problem of dental officers and, therefore, had not included them within the original provisions of H.R. 10242." Chairman of the committee is Rep. L. Mendel Rivers (D-S.C.).