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American Dental Association

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NEWS
letter

AMERICAN
DENTAL ASSOCIATION
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NEW PATIENT
EDUCATION PROGRAM

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TWO PAN AMERICAN CONFERENCES TO PRECEDE ADA 109TH ANNUAL SESSION

Dental educators and dental health education experts from the Americas will participate in two Pan American Conferences at the 109th annual ADA session in Miami Beach Oct. 27-31. Simultaneous translation in Spanish and English will be provided for both meetings. A Pan American Conference on Dental Education will be held Saturday, Oct. 26, in the French Room of the Fontainebleau Hotel from 9 a.m. to 11:30 a.m. Among speakers will be Dr. Raymond Pauly, dean of the University of Costa Rica dental school, Dr. Rene Puig Benz, dean of the National University Pedro Henriquez Urena dental school of the Dominican Republic, and Dr. Isidro Ronquillo of Lima, Peru, a former Fullbright fellow. Also expected to participate are Dr. Gerald H. Leatherman of London, secretary general of the Federation Dentaire Internationale, Dr. George Ferguson of the State University of New York at Buffalo dental school, and Dr. Paulino Guimaraes, president of Latin American Association of Dental Schools (ALAFD).

A Pan American Conference on Dental Health Education will also be held Saturday, Oct. 26, beginning at 1:30 p.m. in the French Room of the Fontainebleau Hotel. Topics will range from health education and the mass media to health education in the schools and in the dental office. Speakers will include Dr. Alfredo Fermin Alvarez of Buenos Aires, Argentina; Dr. Victor Lopez Camara of Mexico City, Mexico; Dr. Leopoldo Ferreira and Dr. Mario Chaves of Rio De Janeiro, Brazil; Dr. Raul Mejia of Medellin, Colombia; Dr. Otto R. Menendez of Guatemala City,

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3 Named To US Dental Research Council

Dr. James A. Shannon, director of the National Institutes of Health, has announced three appointments to the National Advisory Dental Research Council for four-year terms. Dr. Charles A. McCallum, dean of the University of Alabama dental school; Dr. Donald Galagan, dean of the University of Iowa dental school, and Mrs. Phyllis Virginia Parkins, director of Biosciences Information Service, Philadelphia. The Council advises the director of NIH on research and training grants and fellowships.

Retirement Plan Aids Surtax Saving

The ADA Council on Insurance has called attention to the fact that the recently enacted ten per cent surtax makes the Keogh Act plans even more attractive. Dentists can save all or a part of this surtax by joining the ADA Members Retirement Plan. For complete information, contact the Council on Insurance at ADA headquarters.

ADA Membership At 110,110

Membership in the Association set a new record on July 20 with 110,110. A breakdown follows: active and life members, 94,505; affiliate members, 400; associate members, 58; honorary members, 89, student members, 15,058.

ADA TESTIFIES BEFORE ARMED SERVICES COMMITTEE ON HEALTH CAREER INCENTIVE ACT

The ADA on July 11 testified before the U.S. House of Representatives Armed Services Committee in support of H.R. 16254, the Health Services Career Incentive Act. Testifying was Dr. Francis J. Fabrizio, ADA third-vice president. He said that one part of the bill would give statutory two-star rank to the Air Force chief dental officer. "Such a provision would, for the first time, give the Air Force dental chief parity with his counterparts in the Army, Navy and Public Health Service. The present inequity has long existed and has raised obvious difficulties." He noted that "promotion of the incumbent Air Force chief dental officer came soon after these bills were introduced. At the time he received his second star, nearly four years had elapsed since an Air Force chief dental officer had held the rank of major general."

Dr. Fabrizio also pointed out that Congress, last year, had authorized special promotion provisions for armed services dental officers but that the Department of Defense has not yet implemented these provisions. He said, "the Department apparently chose to accept the authorization for the dental corps and then simply declined to implement it. The result has been a further deterioration of the morale of dental officers in all four services." He also noted that physicians entering the medical corps could receive specialty training at once, while dental corps members often have to serve "at least 18 months before applying for specialty training." In addition, dental corps members usually serve three years on active duty before beginning specialty training. Dr. Fabrizio said that this is an example of "the consistently inequitable and unreasonable attitude displayed by the Department toward the dental corps." He added, however, that "there appears to be good reason to hope for improvement in the administration of health affairs within the Department. The new deputy assistant secretary has met recently with dental representatives and showed himself to be knowledgeable and understanding and we have assured him of our full cooperation."

The ADA also stated its support of a Committee amendment, "which would restore the medical affairs position to the level of assistant secretary and provide him with a deputy for dental affairs. This would be, in our opinion, most beneficial to the health of the young men and women serving in our armed forces," Dr. Fabrizio observed.

Hydroxyapatite Symposium Sept. 12-14

Dental scientists and other researchers interested in calcium phosphate will attend an International Symposium on Structural Properties of Hydroxyapatite and Related Compounds scheduled for Sept. 12-14 at the National Bureau of Standards in Gaithersburg, Md. The meeting is sponsored by the Office of Naval Research and the National Bureau of Standards with the cooperation of the Georgia Institute of Technology and the ADA. Dr. Walter E. Brown of Washington, D.C., and Dr. R.A. Young of Atlanta, Ga., general co-chairmen for the symposium, said the structural properties of hydroxyapatite and related compounds will be examined to provide a basis for understanding the physical and chemical properties of apatite. The limitations and potentialities of the physical methods used to study these materials will also be discussed. Dr. Brown is director of the ADA Research Division at the National Bureau of Standards and Dr. Young is professor of physics at Georgia Institute of Technology. Further information can be obtained from Dr. Brown, Room A145, Polymers Building, National Bureau of Standards, Washington, D.C., 20234.

Relief Fund Correction

Tennessee, which was reported in the July 22 ADA News Letter at 83.1 per cent of its ADA Relief Fund quota, has actually collected total contributions of \$1,785, or 106 per cent of its quota. Tennessee's figures were incorrectly added to Delaware's, which reached 147 per cent of its quota, not 303 per cent, as reported July 22.

ADA TO START NEW PATIENT EDUCATION PROGRAM FOR DENTAL OFFICE

The ADA in 1969 will initiate a new patient education program for use in the dental office, it was announced by Sec. Harold Hillenbrand. The new program will utilize patient counseling films packaged in individual cartridges for use with an automatic TV-type projector allowing viewing of any subject in the series as selected by the dentist for the individual patient. Films and a projector will be made available to dentists on an annual lease basis for \$50 per month. Dr. Hillenbrand said the films will be produced and distributed by Professional Research, Inc., a subsidiary of American Medical Enterprises, Inc., Los Angeles, Calif. The firm will conduct basic research, develop and produce films on subjects recommended by the ADA. It will also create film literature and handle the marketing aspects of the new ADA program.

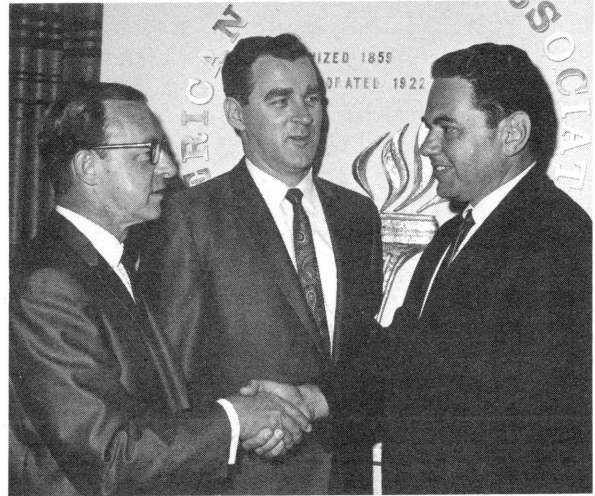
Research and development work on the films will begin immediately. The ADA has named advisory committees to provide consultation on each subject. Production is scheduled to begin in September and distribution of the films will begin next Spring. Dr. S. Jerome Tamkin, president of Professional Research, Inc., said the firm has previously developed a library of patient counseling films on obstetrics, gynecology, ophthalmology, anesthesiology and hospital care. In addition to the patient counseling film subsidiary, American Medical Enterprises, Inc. owns and operates hospitals and biomedical test laboratories.

Dr. Tocchini Resigns As Dean

Dr. John J. Tocchini, dean of the University of the Pacific dental school, is resigning effective Aug. 31 for health reasons, Dr. Robert E. Burns, university president, has announced. Dr. Tocchini who served as dean since 1953, will take a six-month sabbatical, then return to the school as professor of pedodontics. Dr. Thomas J. Beare, assistant dean, was named as acting dean.

CDS Enrollment Rises In 1967

Sixty-nine new groups were enrolled by California Dental Service during 1967 bringing the number of covered organizations to 180.



Daryl I. Miller, left, director of the ADA Bureau of Audiovisual Service, congratulates Dr. S. Jerome Tamkin, president of Professional Research Inc., following appointment of the firm as exclusive producer of the ADA's new patient counseling film program. Looking on is Peter C. Goulding, ADA assistant secretary for public information.

Dental Hygienist Enrollment Increases

Almost twice as many dental hygienists were enrolled in classes in the 1967 school year as in 1960. The 1967/68 Annual Report on Dental Auxiliary Education, published by the ADA, indicates that 4,309 undergraduates were enrolled in 1967. The figure in 1960 was 2,497. Some 1,739 dental hygienists were graduated in 1967 and became eligible to take their state licensing examinations. The report also indicates an increasing number of students in dental assistant training programs. In 1967, 3,819 students were enrolled as compared to 1,419 in 1962. Some 1,963 were graduated in 1967 as compared to only 695 as recently as in 1963.

Dr. Moss Named Columbia Dean

Dr. Melvin L. Moss has been named dean of the Columbia University dental school according to Dr. Grayson Kirk, president of the University. Dr. Moss succeeds Dr. Gilbert P. Smith, who has been appointed dean emeritus.

Dr. Marston Named Director Of NIH

President Lyndon Johnson has appointed Dr. Robert Q. Marston as director of the National Institutes of Health succeeding Dr. James A. Shannon. The appointment of Dr. Marston was announced by Wilbur Cohen, secretary of the Department of Health, Education, and Welfare, at a press conference July 18. Dr. Marston, who has been administrator of the newly created Health Services and Mental Health Administration since April 1, 1968, will assume his new post on Sept. 1.

Sec. Cohen praised Dr. Marston by saying that he has "demonstrated outstanding ability in innovative leadership as the first director of the Regional Medical Program and associate director of NIH and presently as the administrator of the Health Services and Mental Health Administration." Commenting on his new post, Dr. Marston said: "As one looks to the future, one can only do so by recognizing the fact that both the national investment or resources and talent and even more importantly the achievements of the National Institutes of Health has changed and will change. The ultimate constraint on our ability to effect the health of the people is neither dollars nor manpower but the knowledge gained through research."

Dr. Marston served as associate director of NIH and as director of the Division of Regional Medical Programs since 1966. Prior to joining the Public Health Service, he had been dean of the University of Mississippi medical school since 1961, and vice chancellor of the University since 1965.

Colorado Providing Fluoridation Funds

The Colorado Department of Public Health is making funds available to economically depressed communities to assist them in obtaining the benefits of fluoridation, according to Dr. Roy H. Reger of the state dental division. Dr. Reger said that the funds may be used for both the purchase and installation of fluoridation equipment, as well as assisting in the purchase of fluoridation salt for the first year.

Mass., Mich. Pass Fluoridation Laws

Massachusetts Gov. John Volpe on July 9 signed a new fluoridation law for the state. In effect, the new law repeals the previous mandatory referendum law and fluoridation is left to local health departments, which may order institution of the measure. If fluoridation is ordered by the local health department, opponents will have 90 days from the date of order to file petitions to bring the matter to referendum. Opponents must have ten per cent of the voters on the petitions.

In Michigan, Gov. George Romney signed a fluoridation law on July 19 calling for all communities to add fluoride to fluoride-deficient waters within five years. The law also expressly prohibits the state health department, governing boards and other authorities to authorize fluoridation. Local municipalities are given the option to reject the order to fluoridate by public referendum. Five per cent of all votes cast for all candidates of the office of secretary of state at the previous general election are required to bring the matter to vote.

Springfield, Ill., Begins Fluoridating

According to the Illinois Department of Public Health, Springfield began fluoridating its water supply July 1. In addition to the 84,000 people served in Springfield, the water supply also serves 12 smaller communities, with a total population of more than 19,000. Additional Illinois communities fluoridating recently include Orland Park, with a population of 2,500; Barrington, population 5,400; Dixon, population 19,500, and Dwight, population 3,100. Illinois approved a mandatory fluoridation law in 1967.

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(Continued From Page 1)

Guatemala; Dr. Manlio Sardi of Caracas, Venezuela; Dr. Miquelina Serrano of Santiago, Chile, and Dr. Andres Jose Tumang of Piracicaba, Brazil. The Pan American Conference on Dental Health Education is supported by a grant from the Colgate Palmolive Company.