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While most Americans seek care from a dentist regularly, some individuals and families face challenges accessing dental care. These Americans, including racial and ethnic minorities, people with disabilities, and those whose families are economically disadvantaged, may also suffer a disproportionate share of dental disease. Access challenges include difficulty getting to a dental office, prioritizing dental care among other health crises, overcoming financial barriers, and navigating government assistance programs. These dental patients may need special financial arrangements, help accessing a dental office or special oral hygiene instruction. Also, basic awareness of oral health issues for many Americans may be quite limited because of cultural or language barriers or problems with literacy. Learn more about access to care on ADA.org.

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\$100 MILLION DOLLAR VOLUNTEERS



How does reaching a milestone like donating \$100 million dollars worth of comprehensive dental care to disabled, elderly and medically compromised individuals happen?

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SEEKING VOLUNTEERS FOR MINNESOTA INDIAN HEALTH SERVICE FACILITIES



What do YOU think?



What are you doing in your community or state to help enhance access to oral health care for vulnerable populations—low-income families, low-income elderly people, people with disabilities and individuals with complex medical conditions?

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Hot Button

Our work will help resolve critical oral health problems, strengthen communities, create substantial and important relationships between the dental profession and Native Americans, and transform the lives of dentists as we participate fully in community service.

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ADA FOUNDATION ACCESS GRANTS AVAILABLE IN 2007



This program seeks competitive proposals to address state-level oral health planning programs and capacity-building projects, as well as maintaining community water fluoridation via purchase of new or replacement fluoridation equipment.

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GIVE KIDS A SMILE PLANNING APPROACHES

The ADA's 5th annual Give Kids A Smile (GKAS) event will be held Friday, Feb. 2, 2007. On that day 500,000 or more underprivileged children nationwide will receive free dental care via thousands of programs, large and small. We invite you to volunteer this year.

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Printer version

ADA Community Brief

August, 2006

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Introduction

While most Americans seek care from a dentist regularly, some individuals and families face challenges accessing dental care. These Americans, including racial and ethnic minorities, people with disabilities, and those whose families are economically disadvantaged, may also suffer a disproportionate share of dental disease. Access challenges include difficulty getting to a dental office, prioritizing dental care among other health crises, overcoming financial barriers, and navigating government assistance programs. These dental patients may need special financial arrangements, help accessing a dental office or special oral hygiene instruction. Also, basic awareness of oral health issues for many Americans may be quite limited because of cultural or language barriers or problems with literacy. Learn more about access to care on ADA.org.

\$100 Million Dollar Volunteers

Dr. Gregory Zabek is a volunteer dentist who is helping the National Foundation of Dentistry for the Handicapped (NFDH) reach its milestone of \$100 million in donated care through the 20-year old Donated Dental Services (DDS) program. How does reaching a milestone like donating \$100 million dollars worth of comprehensive dental care to disabled, elderly and medically compromised individuals happen? By teaming up NFDH, the ADA and many other professional and business partners; creating a reproducible program—DDS—and rolling it out in 36 states; and assembling a Board of Directors to carry out the vision of dentists whose focus is providing dignity to disabled people every day.

Dr. Zabek became involved with DDS while on the Board of Directors of the San Francisco Dental

Society in 1988, during the inception of the program. He's still a volunteer for DDS, believing in its purpose more than ever. "I hold DDS in very high regard. There is no other program where I can perform my highest level of work and in collaboration with premier specialists and laboratories to provide the highest standards of care."

"The rewards of volunteering for DDS are extremely awesome," Dr. Zabek said. "DDS takes care of everything with no paper headaches." In his opinion, the real reward is felt through the graciousness of the patients. "The smallest thank you can have the biggest impact. One of my first DDS patients was a little girl who was so happy to see the end result of her care she simply said thank you, wrapped her small arms around my knee and hugged my leg. That meant more to me than any amount of monetary payment could have."

As far as Dr. Zabek is concerned, "\$100 million is a stepping stone; proving we can do it and that we can easily do more. **If every ADA member sees one DDS patient a year, we won't have to wait 20 more years to reach the next milestone (\$100 billion?).**" What's more, he explains, is the incredible effect that volunteering for DDS has on staff and on the community. "DDS patients are so attentive and grateful that it is uplifting for the entire staff. The teambuilding that occurs by serving DDS patients is incredible. Its effect on the community is apparent as well, "When people come into my office and see the plaque I received as a DDS volunteer, it really helps form a bond between me and my patients. When my fee-for-service patients see that I'm giving back, it strengthens the sense of community service."

Dr. Zabek believes in DDS so much, he extends the invitation for anyone interested in knowing more to call his personal number, 415-531-8517 or e-mail him at greg@drzabek.com.

Find Out More

Online: <http://www.nfdh.org>

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Seeking Volunteers for Minnesota Indian Health Service Facilities

The ADA is reaching out to provide pro bono dental care in three Indian Health Service (IHS) dental facilities in northern Minnesota: Cass Lake, Red Lake and White Earth. ADA-supported volunteer dentists began serving at these locations in early August. Additional volunteers are being sought for these clinics and IHS dental programs in North and South Dakota. Each volunteer commits to at least two weeks of service and may receive reimbursement for travel and some additional expenses.

"Together, we can share our time and talents," said Dr. Robert E. Barsley, chair of the ADA Council on Access, Prevention and Interprofessional Relations. "We can accomplish great things. Our work will help resolve critical oral health problems, strengthen communities, create substantial and important relationships between the dental profession and Native Americans, and transform the lives of dentists as we participate fully in community service."

Find Out More

Contact: Gary Podschun, 312-440-7487(or the ADA member 800 #), podschung@ada.org

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ADA Foundation Access Grants Available in 2007

The American Dental Association Foundation's (ADAF) "2007 Access to Oral Health Care Grants Program" will seek competitive proposals to address two areas of highest need with regard to access to care: 1) state-level oral health planning programs and capacity-building projects; and 2) requests to initiate and maintain community water fluoridation via purchase of new or replacement fluoridation equipment. The ADAF will award grants as follows:

- Grant 1: Up to \$25,000 will be awarded for oral health planning and capacity-building projects.
- Grant 2: Up to \$10,000 will be awarded for community water fluoridation development and continuance. Applicants for Grant 2 must secure matching funds equal to 50 percent of the grant amount requested.

State-wide efforts to meet the oral health needs of vulnerable populations have significant value when a method is established so that a variety of key stakeholders have input. The potential pool of eligible candidates for Grant 1 is approximately 38 states. Only states that have not received a CDC grant or cooperative agreement funding for capacity building are eligible.

The ADA and the ADAF have witnessed the erosion of available funding to support community water fluoridation infrastructure in the United States due to state and federal budget cutbacks. Grant 2 provides a vehicle to continue support for a time-tested community prevention program that especially benefits vulnerable populations without regular access to oral health care. Priority will be given to the age of the applicant's existing system/equipment, and older systems will be rated highest. Additionally, priority will be given to systems in states that have not met Healthy People 2010's objective calling for 75 percent of the state's population being served by community water systems with optimally fluoridated water.

The Request for Proposals will be announced in October, 2006, with **applications due to the ADAF in mid-January 2007.**

Find Out More

Call: Bob Czarnecki, 312-440-2544 (or the ADA member 800 #)

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Give Kids A Smile Planning Approaches

A one-day event like Give Kids A Smile isn't a cure-all, it's a wake-up call. People shouldn't have to depend on charity for basic dental care. It's time for politicians, parents and others who care to work together toward a solution. The program is meant to accomplish two things, help children get the dental care they desperately need and raise awareness that our children deserve a better health care system that addresses their oral health needs. We need to educate policymakers and parents that good oral health is integral to overall health. We need common sense, market-based solutions and other reforms that will encourage more dentists to participate in public health insurance programs.

The ADA's 5th annual Give Kids A Smile (GKAS) event will be held Friday, Feb. 2, 2007. On that day 500,000 or more underprivileged children nationwide will receive free dental care via

thousands of programs, large and small. We invite you to volunteer this year, whether you are a first-timer or a repeat participant. To prepare for this event, visit [ADA.org](http://www.ada.org) for details.

For information about program planning in your area, contact the Give Kids A Smile coordinator at your local dental society (<http://www.ada.org/ada/organizations/local.asp>). If there is no staffed local dental society, contact your state dental association <http://www.ada.org/ada/organizations/searchcons1.asp>.

Individual participants and program coordinators can sign-up on [ADA.org](http://www.ada.org) from October 1, 2006 through Feb. 2, 2007. At that time, you also can request free product from our corporate sponsors. Product requests will be accepted October 1 through Nov. 15, 2006, only.

Find Out More

Online: <http://www.ada.org/goto/gkas>

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Hot Button

Volunteer Symposium in Las Vegas

The 2006 Volunteer Symposium, “Opportunities, Responsibilities and Rewards,” immediately preceding the ADA Annual Session in Las Vegas is an ideal way for dentists to learn what it’s like to provide volunteer dentistry in a country or community where the culture, customs, language or working conditions might be dramatically different from those in your own office environment. This is a one-and-a-half-day interactive course about cross-cultural communications and other issues that affect volunteers worldwide. Attendance is limited to 45 dentist participants, so sign-up soon to earn 12 CE credits during this fun and educational session.

Presenters include Dr. Jo Frencken, Dr. John Gusha, Dr. Francis Serio, Dr. Christopher Holmgren, and Ms. Susan Berryman. Interactive session topics will include training local providers, sustaining long-term projects, integrating locally specific approaches, coalition building, networking and more.

The course will run October 14, 5:30–9:45pm and October 15, 7:15am–5:30pm. This program was made possible by a generous grant from the ADA Foundation and the Academy of Dentistry International Foundation.

Find Out More

Contact: Josephine Szymczyk, 312-440-2726 (or the ADA member 800 #), szymczyk@ada.org

Online: <http://www.ada.org/goto/session>

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Free Webinar: Hiring and Building an All-Star Team

A live Webinar on “Hiring and Building An All-Star Team” featuring Debra Engelhardt-Nash will be presented free on Friday, Sept. 22, 2006, at 6pm CST (4pm PST, 7pm EST). Ms. Engelhardt-Nash is a founding member of the National Academy of Dental Management Consultants. She has

presented workshops for dental organizations and has worked with hundreds of dental practices to help them achieve their professional goals.

Ms. Engelhardt-Nash will discuss how using effective hiring and interviewing techniques can help practices build an all-star team. Learn how to identify and hire not just great candidates, but great candidates for your practice. This seminar is brought to you by CareCredit patient payment plans, an ADA Member Advantage partner. CareCredit is currently at work in more than 65,000 practices in North America and is used by over five million patients.

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Find Out More

Online: Register for the Webinar by September 21, 2006, <https://hiringallstars.webex.com>
Care Credit Information, http://www.adamemberadvantage.com/dentists/prac_patfinancing.asp

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Access to Care and Post-Disaster Care at Annual Session

For learning opportunities related to access to care and post-disaster care, attend the ADA Annual Session, October 16–19 in Las Vegas. Here are some of the available classes:

Aging Conference: Bringing mainstream dentistry to the aging population

Gordon J Christensen DDS, MSD, PhD, et.al; Wednesday, October 18 (course code 7301)

Advance/Onsite: no fee

The expanded role of the dental professional in addressing HIV disease

Stephen N. Abel, DDS, MS, et. al.; Wed., October 18 (course code 7316)

Advance/Onsite: no fee

Meeting the needs of individuals with dementia

William Theis, PhD; Wed., October 18 (course code 7314)

Advance/Onsite: no fee

Senior Smiles: ADA/Alliance for the American Dental Association Community Outreach Program

Marsha Pyle, DDS, Med; Thurs., October 19 (course code 8344)

Advance/Onsite: no fee

Dentistry's response to bioterrorism

R. Thomas Glass, DDS, PhD; Thurs., October 19 (course code 8120)

Advance: \$70 Dentist/\$45 Staff

Onsite: \$90 Dentist/\$65 Staff

Find Out More

Online: <http://www.ada.org/goto/session>

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Access and the ADA Institute for Diversity in Leadership

Access to care is one of the topics selected by dentists in ADA's Institute for Diversity in Leadership for community leadership projects. Their work reflects the multi-faceted nature of access challenges:

- Dr. Emmanuel Puddicombe (Webster, NY) helps nursing home staff become more aware of oral health needs of elderly residents.
- Dr. Sancerie O'Rourke-Allen (Baton Rouge, LA) seeks ways to bring sealant programs to children still displaced by the hurricanes.
- Helping new mothers link with "dental homes" for their children is a special concern for Dr. Meelin Chin Kit Wells (Buffalo, NY) and Dr. Rosie Roldan (Miami, FL).
- Homeless veterans in San Francisco, Sacramento and other parts of northern California now receive expanded diagnosis and treatment through special efforts by Dr. John Jow (Walnut Creek, CA)
- To increase the dental care capacity of community health centers, Dr. Brian Shue (El Centro, California) and Dr. Shaila Garasia (Rochester, NY) found innovative ways to recruit dentists to practice in health centers.
- Dr. Marija LaSalle (Covington, LA) addressed capacity by advancing state legislation so retired dentists could more easily donate time and care.
- For patients in other countries, Dr. Ron Evans (Royal Oak, MI) recruited dentists to join him for overseas missions.

Their innovations serve patients and add to knowledge on strategies that work.

Find Out More

Online: ADA Institute for Diversity in Leadership, <http://www.ada.org/prof/events/featured/diversity.asp>

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Member Profile

Each month in the Member Center on ADA.org, we feature an ADA Member. This month, read about Rey M. Ortiz, D.D.S. from Daly City, CA, an ADA member for ten years.

Find Out More

Online: http://www.ada.org/prof/center/profiles/profile_ortiz.asp

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Check This Out: Ideas from the ADA Library Staff

Find resources that discuss access to oral care from a variety of viewpoints. Articles and/or books look at access for children, the elderly, minority groups, military personnel and low-income groups. Topics include access for people in rural areas, in short- or long-term care facilities or in prisons. ADA librarians can help you find information on these topics and more.

Find Out More

Library Services and Fees: <http://www.ada.org/members/library/feesum.asp>

Online Library Catalog: <http://www.ada.org/prof/resources/library/catalog.asp>

Call for assistance: 312-440-2653 or 800-621-8099, x2653

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ADA Teams Up with CareerBuilder.com for Job Postings

The ADA has teamed up with CareerBuilder.com to offer ADA members discounted online job postings for the dental team. Members receive a 15 percent discount along with the resumes of up to 25 qualified applicants through CareerBuilder's SmartJob tool, a \$125 value free to ADA members.

Find Out More

Online: <http://www.ada.org/prof/resources/career/index.asp>

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Senior Smiles Outreach and Education Program

Plan to attend a Senior Smiles workshop at ADA Annual Session on Thursday, October 19, 9:15–11:45am (course code: 8344) featuring guest speaker Marsha Pyle, DDS, MEd. Participants will receive the Ohio Dental Association's educational DVD, Smiles for Seniors, developed with a grant from the ADA Foundation. After the workshop, 1,200 Senior Smiles kits will be delivered to Las Vegas home-bound seniors, and a teaching video will be donated to every nursing home in Las Vegas.

Set to launch in August, Senior Smiles is a community outreach and education program that addresses the importance of good oral health for older adults, starting with the daily oral hygiene routine. The program was developed by the Alliance for the American Dental Association in partnership with Sullivan-Schein and GlaxoSmithKline.

Find Out More

Online: <http://www.ada.org/prof/resources/pubs/adanews/adanewsarticle.asp?articleid=1886>, <http://www.ada.org/prof/events/session/sessiondetail.asp?sessionid=8344>

Opportunities for Educators & Students

Alert educators in your area to these exciting programs for students—prevention is key to good oral health. Smile Smarts! is an oral health curriculum for preschool through grade eight students offering flexible, modular lesson plans, support materials, hands-on classroom demonstrations, student activity sheets, and suggestions for further oral health activities.

And, don't forget the MouthPower program developed by the ADA in partnership with The National Museum of Dentistry in Baltimore. MouthPower.org offers an entertaining and educational web experience where participants run experiments, make a tooth timeline, create original posters and more.

Find Out More

Online: Smile Smarts! <http://www.ada.org/public/education/teachers/smilesarts/index.asp>

MouthPower <http://www.mouthpower.org>

What do you think?

Question

What are you doing in your community or state to help enhance access to oral health care for vulnerable populations—low-income families, low-income elderly people, people with disabilities and individuals with complex medical conditions?

Respond Now

Responses to Last Issue's Question:

What do you think is the biggest legislative or regulatory challenge facing the dental profession today?

- The threat of government intrusion into our profession in the form of legislation designed to regulate our practice of dentistry. Whether it's related to mandated fees or patient servicing, we will be best served to regulate ourselves.
- DHATs in Alaska
- Access to care for the underserved
- The "Alaska project" with unlicensed persons delivering dentistry and the move to enlarge this into other "under-served" areas!
- National licensing
- Managed care
- Self regulation before the government has to prevent dentists from becoming a part of the problem as opposed to the solution. When the current cry is advocacy of the treatment of dental disease among children, dentists should apply for grants for prevention rather than funds for building bigger offices and greater purses to treat disease. Children will only be children for 18 years. If those who advocate eliminating disease are sincere, 20 years from now the problem should not be finding enough pediatric dentists to treat disease among children. Dentists should rise to the occasion with a call to ACTION for prevention:
 1. nutrition counseling (build coalitions with other health care entities, community agencies and churches) — poor nutrition not only contributes to decay but the obesity epidemic, which in itself brings an increased burden on the cost of health care.
 2. real oral health care for patients—the general population, those on respirators, those on medications that contribute adversely to oral health. We must work effectively with auxiliary health care workers in our profession to let them provide preventive care that we haven't prioritized above restorative work. I think we have to review our current role as practitioners and see ourselves as we are, then create a workforce model that allows for better oral health.
- I'm concerned there may be in the future an attempt to force private practice dentists to treat public assistance patients. Since there is a legitimate need for dental treatment of underserved populations, organized dentistry must find ways to encourage adequate funding of such treatment.
- Insurance companies controlling dental fees, which results in lack of free market system, which ultimately leads to decrease in overall quality of care.

- Two things: untrained dentists practicing without repercussions (Alaska) and the growing pressure of the public and our governments to provide free care. Free care is great and I do plenty of it, but it is poor public policy
- Legislators allowing hygienists to practice independently. There is no substitute for dental school and undergraduate training.
- Dentistry must become part of the solution to access problems in ways that do not make it look like a self-serving trade guild. States grant us the privilege of a self-policing monopoly on dental care. In return, we have a professional and social obligation to work with states to improve Medicaid. We cannot continue to oppose innovative solutions to increase access to care; dentistry clearly got a black eye on the Alaska DHAT issue. I find it hard to believe that providing some level of basic dental care in areas currently receiving none would hurt dentists. The concern about "irreversible procedures" is hypocrisy; rampant cavitated caries lesions and pulpal necrosis are irreversible. Work with state dental programs to find creative solutions to access and prevention and we'll all be happier and healthier.
- Hygienists performing general dentists' work
- Increasing the number of dental ancillary staff by changing state practice acts to allow them to do a wider range of treatment
- State licensure
- Regulation of the profession by government and third-party intervention
- Not allowing dental assistants to be utilized to their full potential—expanded functions to possibly include supra gingival scaling.
- Maintaining dental insurance benefits or finding other ways to make dental services affordable
- Dental care and access for the elderly/ senior citizen or retired person
- Dental hygienists seeking to become self-employed
- To have reciprocity in every state. As physicians are able to practice in every state after they get a license (with only a few different requirements in every state), but not the hassle of going through different tests. Human bodies are the same in different states as mouths are the same too
- Insurance
- DMO's/insurance
- Fee plans
- The insurance industry is ruining the profession, both in quality of care and altruistic commitment. The health profession is the only one with a moral mandate. Contrary to Supreme Court Justice O'Connor's comments, we are not a trade like electricians or carpenters.