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In just five years, Give Kids A Smile® has become the ADA's signature charitable event, involving nearly 10% of the ADA's members and touching close to one million underserved children. We can all be proud of this wonderful program. Give Kids A Smile occasionally draws some criticism because it isn't a solution to the access-to-care problem, but that type of comment risks letting the perfect be the enemy of the good. Give Kids A Smile was never intended to solve the problem, just draw attention to it and help a lot of kids in the process. We think we've achieved that goal and will be able to point to more success stories as we expand the program.

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## PHENOMENAL GROWTH IN GIVE KIDS A SMILE PROGRAM

No matter how you cut it, Give Kids A Smile's growth during its first five years has been phenomenal. Over time, data collection has been refined substantially, and the numbers tell a compelling story.

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## GIVE KIDS A SMILE YEAR 'ROUND

With Give Kids A Smile celebrating its 5th anniversary, and with the program firmly entrenched as a signature annual event for dentistry, the ADA Board of Trustees gave the go-ahead last year to expand the initiative.

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## ADA Community Brief

May, 2007

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### Introduction

In just five years, Give Kids A Smile® has become the ADA's signature charitable event, involving nearly 10% of the ADA's members and touching close to one million underserved children. We can all be proud of this wonderful program. Give Kids A Smile occasionally draws some criticism because it isn't a solution to the access-to-care problem, but that type of comment risks letting the perfect be the enemy of the good. Give Kids A Smile was never intended to solve the problem, just draw attention to it and help a lot of kids in the process. We think we've achieved that goal and will be able to point to more success stories as we expand the program.

### Phenomenal Growth in Give Kids A Smile Program

No matter how you cut it, Give Kids A Smile's growth during its first five years has been phenomenal. In its first two years, 2003 and 2004, the ADA's data-gathering mechanisms were not very sophisticated. As best we could tell, some 12,000 volunteers, including 3,000 dentists, took part in 2003. The next year, 2004, it is estimated that there were some 2,500 Give Kids A Smile programs around the country, but that number is believed to have included a very large number of small programs run in private practices.

From the program's beginning, data collection depended on Give Kids A Smile program directors visiting ADA.org and filling out a rather comprehensive form, no doubt a deterrent to many, and a requirement that almost certainly continues to result in a high degree of underreporting.

Since that time, data collection, although still online, has been refined substantially, and the numbers tell a compelling story.

	<b>Programs</b>	<b>Dentist Volunteers</b>	<b>Other Volunteers</b>	<b>Kids Treated</b>
<b>2005</b>	1,800	10,700	Almost 30,000	485,700
<b>2006</b>	2,012	12,246	27,402	512,649
<b>2007</b>	2,522	14,429	39,086	758,954

In addition, an estimated \$32 million-plus in free care was delivered in 2005 and \$41 million in 2006.

The numbers above tell a compelling story, about both the willingness of dental team members to fill an unmet need in this country, and about how significant that unmet need is. The numbers also arm child health advocates, like the ADA and tripartite dental societies, with impossible-to-ignore facts when arguing for expanded oral health programs for children.

Every Give Kids A Smile volunteer is to be commended for the important work they do on behalf of the underserved.

### **Find Out More**

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

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## **Give Kids A Smile Year 'Round**

With Give Kids A Smile celebrating its 5th anniversary, and with the program firmly entrenched as a signature annual event for dentistry, the ADA Board of Trustees gave the go-ahead last year to expand the initiative.

To oversee that expansion, a Give Kids A Smile Advisory Board was formed and held its initial meeting at the ADA in January. The new board is a first for the ADA, in that it is chaired by an industry representative, Steve Kess, Henry Schein, Inc.'s vice president for professional relations. Mr. Kess resigned a position as ADA Foundation vice president to assume his new role. The board also includes representatives from ADA governance, industry and the public health community.

Other board members:

Dr. William Calnon, District 2 ADA Trustee  
Dr. Peter Carroll, ADA Council on Communications  
Liz Cermak, vice president, Professional Sales & Marketing, Johnson & Johnson  
Dr. Burt Edelstein, Children's Dental Health Project  
Dr. Raul Garcia, ADA Foundation Board of Directors  
Cynthia Hearn, vice president, Marketing, CareCredit  
Dr. Robert Henderson, ADA Foundation Board of Directors  
Dr. Joy Ann Jordan  
Robert Joyce, president, Americas, Danaher Dental Equipment  
Dr. Kathleen Roth, ADA president  
Dr. Jeanne Strathearn, District 1 ADA Trustee

The first major Give Kids A Smile expansion activity will be a Promising Practices Symposium slated for August 27 at the ADA, cosponsored by the ADA and the Dental Trade Alliance Foundation. The symposium will seek to identify and promulgate successful community-based program practices that support Give Kids A Smile. The symposium will be free and open to the first 100 registrants. Coordinators of Give Kids A Smile programs nationwide will be invited. Registration will be open May 30–July 13, and is first come, first served. Visit ADA.org ([http://www.ada.org/prof/events/featured/gkas/index.asp?WT.svl=hm\\_prof#symposium](http://www.ada.org/prof/events/featured/gkas/index.asp?WT.svl=hm_prof#symposium)) starting May 30 to register.

Give Kids A Smile also will now include two partner categories, Strategic Partners and Affiliate

Partners, the primary difference being that Strategic Partners must be national in scope. The ADA expects to make an announcement soon that several major national programs have joined Give Kids A Smile.

### **Find Out More**

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

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### **Team Effort Leads to Successful Program**

Almost 50 children received treatment Feb. 2 at the Northwest District Dental Society's 5th annual Give Kids A Smile (GKAS) event at San Juan College in Farmington, NM. Some 15 volunteer dentists and at least 20 hygienists, assistants and hygiene students took part in the event. Society members trained school nurses to triage children age 4 to 12, and the San Juan United Way set up appointments to ensure these children—the ones with dental pain who fall through the cracks between Medicaid and private insurance—received care.

"We were almost ready to scrap the idea of participating in the event," said Dr. Marilyn Ketcham, chair of the society's GKAS committee. In past years the society's event had used private offices and referred complex cases to pediatric specialists. "There is so much need here, it ended up putting a tremendous burden on the pediatric dentists," noted Dr. Ketcham. Complicating matters was a lack of follow-through by many parents when it came to taking their kids to the follow-up appointments.

With San Juan College's 11-chair dental hygiene clinic in town, Dr. Ketcham seized the opportunity to engage volunteers who would either provide dental treatment or donate funds to support the society's effort. "The response was overwhelming. It's obvious people are still excited about Give Kids A Smile," said Dr. Ketcham. "We collected \$1,200 in donations from members who opted to support us without providing actual treatment, the New Mexico Dental Foundation donated 12 handpieces, and an orthodontist agreed to take one orthodontic referral free of charge."

"The message we're sending here is that no one can do this by themselves," said Dr. Ketcham, who divides her time between private practice, the Farmington Community Health Center of Presbyterian Medical Services and teaching at San Juan College. "It takes the entire community—San Juan College, the Boys and Girls Clubs of Farmington, the San Juan United Way, the public schools and local businesses. It takes a team effort to accomplish this."

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### **Hot Button**

#### **Annual Session Courses Focus on Pediatric Dentistry**

Prepare for the Give Kids a Smile 2008 event by learning up-to-date pediatric treatment methods at this year's Annual Session, September 27–30 in San Francisco's Moscone Center.

#### **Stainless Steel Crowns Are A Snap (Workshop)**

Gregory L. Psaltis, DDS and Dayna L. Dayton, RDH  
Thursday, Sep. 27, 9–11:30am (Course #5206)

Advance: \$325 Dentist/\$275 Staff/\$275 CND  
On-Site: \$345 Dentist/\$295 Staff/\$295 CND

### **If You Can't Beat 'Em, Enjoy 'Em**

Gregory L. Psaltis, DDS  
Friday, Sept. 28, 2:45–5:15pm (Course #6345)  
Or Saturday, Sept. 29, 10am–12:30pm (Course #7302)  
Advance/On-Site: No Fee

### **Doctor, There's an Infant in the Waiting Room**

A. Jeffrey Wood, DDS  
Saturday, Sept. 29, 10:30am–1pm (Course #7323)  
Advance/On-Site: No Fee

### **So Little Room, So Much To See**

Gregory L. Psaltis, DDS  
Saturday, Sept. 29, 1:30–4pm (Course #7330)  
Advance/On-Site: No Fee

### **Infant Oral Care Procedures (Workshop)**

A. Jeffrey Wood, DDS  
Saturday, Sept. 29, 2:30–5pm (Course #7211)  
Advance: \$215 Dentist/\$165 Staff  
On-Site: \$235 Dentist/\$185 Staff

### **Find Out More/Register**

Online: [www.ada.org/goto/session](http://www.ada.org/goto/session)

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### **Member Profile: Patricia Hudetz, D.D.S.**

Naperville, IL, ADA member for 25 years

Dr Hudetz notes, "I have had the pleasure of working for a time as a dentist with my father and now my son has joined my professional life as a dentist in my practice." Read more of this month's Member Profile.

### **Find Out More**

Online: [http://www.ada.org/prof/center/profiles/profile\\_hudetz.asp](http://www.ada.org/prof/center/profiles/profile_hudetz.asp)

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### **Check Out ADA Podcasts**

The ADA's podcast audience continues to build based on statistics for the first series launched in 2006. Again this year, new dentists are the primary target audience but all practitioners will find the podcasts relevant and informative.

The 2007 podcasts feature the following speakers and topics: Dr. Irvin Kaw, "Kellogg Executive Management Program for Dentists"; Mary Byers, "Be a Great Boss"; Dr. Bill Crouse, "Important Healthcare Trends"; Dr. Larry Emmot, "Technology" (two parts); David Catalano "Cash Flow" and

“Managing Your Debt”; Cathy Jameson “Cash Flow”; and Lee Ann Brady “Team Development” (two parts). A podcast will be released for subscribers every 3–4 weeks throughout 2007.

ADA Podcasts can be found in all major podcast directories, including iTunes, Odeo, Podfeed.net and others. Listeners can subscribe to the podcast, stream it directly from ADA.org, or save it to their hard drives and listen to it later, either on their computer or from a digital mp3 player or iPod.

### **Find Out More**

Online: <http://www.ada.org/goto/podcast>. (If you're new to podcasts, you'll find the online [Podcast FAQ](#) very helpful)

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### **What do you think?**

**Question:** What has been the most rewarding experience you've encountered while participating in GKAS Day?

[Respond Now!](#)

**Responses to Last Issue's Question:** What do you think is the biggest legislative or regulatory challenge facing the dental profession today?

- Hygienists wanting independent practice
- Staff issues!!!!
- Getting medicare to cover more procedures
- Groups that want to take over the role of the dentist as the caregiver. Insurance companies and others that believe they are better suited to make decisions for the patients that we are entrusted to serve.
- Mobility with respect to licensing
- Shortage of hygienists, access to care
- Professional ethics
- Without a doubt it is a national licensure bill which would allow properly credentialed dentists to work in any of the 50 states
- Oral Health care for the underprivileged and underserved, both urban and rural
- The biggest challenge is the regulation of health care to increase care to the uninsured and to reduce the costs to the payers. The even bigger challenge is getting more dentists to realize that the solution to our many issues requires their active participation in the political and business arena.

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