

**Council on Ethics, Bylaws and Judicial Affairs
Unofficial Report of Major Actions
March 28-29, 2024 Meeting**

The Council on Ethics, Bylaws and Judicial Affairs (“the Council” or “CEBJA”) met in person on Thursday and Friday, March 28-29, 2024 at the Association’s Headquarters Building, during which it considered and discussed the following matters and took the following major actions:

1. The Council approved the recommendation of the Administrative and Policy Review subcommittee to substantially revise its self-assessment survey and approved distributing the survey to its members via the Qualtrics survey platform.
2. The Council rescinded a previous resolution on the distribution of the self-assessment survey and adopted a resolution to distribute the survey to all current members of the Council as well as the class of immediate past Council members.
3. The Council received a status report from the Administrative and Policy Review subcommittee on the periodic review of Council statements.
4. The Council approved the retention as currently written of ADA policies entitled Election of Delegates and The Dentist’s Pledge. The Council also received a report from the Administrative and Policy Review subcommittee regarding requests for secondary reviews of policies received from other agencies.
5. The Council received a preliminary report from the Administrative and Policy Review subcommittee regarding the subcommittee’s consideration of ethical issues arising from the use of social media influencers to market dental treatments and practices. To assist the subcommittee in further consideration of these issues, the Council engaged in a generative discussion concerning the engagement of social media influencers by dental practices and dentists acting as influencers in social media channels.
6. The Council reviewed and approved the recommended response developed by the Bylaws subcommittee to the referral of Resolution 217-2023 from the House of Delegates.
7. The Council reviewed and approved the proposal from the Bylaws subcommittee to amend the procedures for adjudicating alleged violations of the ADA Member Conduct Policy so that those procedures align with the procedures for adjudicating alleged violations of the *ADA Principles of Ethics and Code of Professional Conduct*. The Council also engaged in a detailed discussion of distributing the proposed amendments for comment to the communities of interest and otherwise socializing the proposed amendments prior to the

2024 Annual Session.

8. The Council received a report from the Bylaws subcommittee regarding the editorial and conforming revisions that were proposed to the ADA *Bylaws* and *Governance Manual*, and the Council unanimously approved those revisions pursuant to Section K.6.b.ii. of Chapter VIII. of the *Governance Manual*. Those revisions will be reported to the House of Delegates in the Council's Annual Report pursuant to *Governance Manual*, Chapter VIII, Section K.6.b.iii.
9. The Bylaws subcommittee reported to the Council regarding the development of a template Board Code of Conduct for use by the constituent and component dental societies. The Council unanimously approved the template Code of Conduct, following which the Council discussed various means for making the constituent and component dental societies aware of the availability of the template for their use.
10. A status report was presented by the Ethics and Continuing Education subcommittee concerning discussions with ADA staff regarding presenting continuing education presentations at SmileCon® 2024. Two continuing education presentations under development by the subcommittee have been approved for the 2024 meeting; the courses are entitled "Integrity and Professionalism: Addressing Inappropriate Behaviors" and "Promoting Ethical Practices: Identifying Concerns Arising from Health and Wellness Issues."
11. The Ethics and Continuing Education subcommittee also provided a status report to the Council regarding the ongoing development of continuing education toolkits to be offered free of charge to constituent and component dental societies and other interested agencies. As a part of that report, Dr. Kathleen Nichols presided over a "mini workshop" session concerning the preparation of Presentation and Discussion Guides, one of the elements of the Ethics Toolkits, and exhorted members of the Council to prepare several Presentation and Discussion Guides prior to the Council's meeting in July.
12. The Council received a report on the status of Ethical Moment submissions to *The Journal of the American Dental Association* (JADA) and development of episodes for the conclusion of the second season of the Dental Dilemmas™ podcast. Dr. Peters and Dr. Roth also provided a summary report to the Council on the continuing discussions with the American College of Dentists and the Student Professionalism and Ethics Association in Dentistry over collaborating with CEBJA in the recording, editing, marketing, distribution and airing of the Dental Dilemmas™ podcast.

13. Dr. Deb West, CEBJA liaison to the CE committee of Council on Dental Education and Licensure, reported on the activities of the committee.
14. A status report on the 2024 Student Ethics Video Contest was given. The contest opened on March 15, 2024 and has a closing date for entries of September 6, 2024. The Council was informed that the Student Professionalism and Ethics Association in Dentistry (SPEA) is again co-sponsoring the event. and that an email to transmit information about the contest to leaders of the SPEA chapters has been written and sent to the SPEA co-executive director, Dr. Klintmalm, requesting that the student chapter leaders publicize the contest within their schools; the email also is intended to entice SPEA chapters into submitting ethics video entries for the contest. CEBJA Ambassadors were asked to contact dental schools within their Districts and request that the schools provide information concerning the annual contest to their students, and were provided a listing of U.S. dental schools organized by District to assist them in making those contacts. Finally, the Council was informed that a landing page providing information about the contest is available on the ADA.org web site at the URL: <https://www.ada.org/resources/students/dental-student-ethics-video-contest>.
15. The Council received a presentation from the Executive Director, Dr. Raymond A. Cohlma, concerning the projected implementation of the Salesforce customer management system and Fonteva association management system in the next several weeks and how those systems will be used to transform how the ADA conducts business. Dr. Cohlma also discussed the new membership model that is being developed and will be piloted by the ADA and a number of constituent societies over the coming months.