

Annual Report of the British Columbia Dental Hygienists' Association



2016-2017

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Our Mission

The British Columbia Dental Hygienists' Association (BCDHA) exists so that members are connected to a growing, vibrant, professional community.

About BCDHA

Formed in 1964, the BCDHA represents nearly 3,000 member dental hygienists across the province. The BCDHA is dedicated to the principle that all British Columbians should have access to the quality preventative oral health services dental hygienists provide. BCDHA collaborates with government, the provincial dental hygiene regulatory body and clients to effectively serve members and the public.

Dental hygienists who are members of the BCDHA enjoy a range of member benefits and services, including continuing education, advocacy, promotion of the profession and information on employment issues and guidelines. Through a joint membership with the Canadian Dental Hygienists Association, members receive superior professional negligence insurance and discounts, and special offers from a number of suppliers and services.



Message from the Chair



Our 2016/2017 year is an exceptional fiscal year as it is was only 5 months in length and encompassed October 1, 2016-February 28, 2017. This variation is due to a change that was made to align our fiscal year with the new membership year which begins on March 1st. Because it is such a short timeframe this report is also greatly reduced in content.

Dental Hygienists across BC are passionate and committed to their role in improving the oral and overall health of British Columbians. As I write this, British Columbians will be heading to the polls to elect our provincial government. Dental hygienists currently have a lot at stake with the College of Dental Hygienists of BC's proposed regulation and bylaw changes still awaiting government approval. We will need to keep a close eye on the political climate and be strategic in our approach to improving dental hygiene access to care.

Once again, we must reflect on the benefits of having a strong professional association to support our journey into the future. As challenges arise, the British Columbia Dental Hygienists' Association (BCDHA) and the Canadian Dental Hygienists Association (CDHA) will be strong voices to advocate for our profession. There are many valuable services provided to our member-owners such as professional liability insurance, discounted insurance and products, the e-CPS, and many others, but the advocacy role is the important outcome of a strong professional body.

Thank you for your support of our profession and I look forward to working with you as we continue to promote oral health and the profession of Dental Hygiene.

Sincerely,

Tammy Gulevich, RDH
Chair
BCDHA Board of Directors



*Tammy Gulevich , Chair,
addresses the membership at
the BCDHA Annual General
Meeting, February 2017.*

The Board of Directors

The British Columbia Dental Hygienists' Association is governed by a Board of Directors. Seven Directors are selected through a regional election process administered by BCDHA and one Director is appointed by the Dental Hygiene Education Articulation Committee.

Through consultation with members, the Board determines the goals and direction for the Association.



Tammy Gulevich, Chair
Northern BC Director
2016-2019



Karl Gunderson - Vice Chair
Interior Director
2015-2017



Brenda Currie
Fraser Valley Director
2016-2019



Christina Cagy
Greater Vancouver Director
2016-2019



Connie Goertson
Kootenay Director
2015-2017



Bev Jackson
Victoria Director
2015-2017



Brenda Wisdom
Upper Island Director
2016-2019



Mandy Hayre
Education Director
2016-2020

The term for the Kootenay Director, Connie Goertson ended at the Annual General Meeting in February 2017. Mandy McGill was installed as the new Kootenay Director, for a three year term.

Directors Karl Gunderson (Interior) and Bev Jackson (Victoria) were both re-elected by the membership for another 3-year term, starting February 2017.

BCDHA welcomes members to attend Board meetings to observe the proceedings. Dates and locations of upcoming Board meetings are listed on the BCDHA website at www.bcdha.com.

The Board of Directors also welcomes input and comments from members. The Board can be reached via email at boardofdirectors@bcdha.bc.ca.

BCDHA Staff and Office

The staff is tasked with achieving the Ends (or goals) established by the Board of Directors. Projects and initiatives are developed and implemented in accordance with the Board's strategic directions.



Cindy Fletcher
Executive Director



Wendy Jobs
Dental Hygiene
Practice Consultant



Chris Kilmaster
Member Services



Denise Pulice
Communications &
Corporate Relations

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Members always welcome!

BCDHA Activities 2016-2017

The Board of Directors focuses on setting the vision and long term goals for the Association. These policies are known as the “Ends”. The staff then plan and implement programs and activities that will move the Association toward achieving these goals.

BCDHA EXISTS SO THAT ... MEMBERS ARE CONNECTED TO A GROWING, VIBRANT PROFESSIONAL COMMUNITY

This is further interpreted in these subsequent Ends levels, in order of priority, as:

END #1 MEMBERS INCLUDE ALL DENTAL HYGIENISTS IN THE PROVINCE.

The CDHA/BCDHA membership year has traditionally run from November 1 to October 31 annually. As we transitioned towards Streamlined Professional Renewal on March 1, 2017, an interim membership was offered from November 1, 2016 to February 28, 2017.

Once again this year, efforts have been made to ensure that all dental hygiene students receive the benefit of membership in their professional association prior to graduation. A virtual student membership is available free of charge to all students enrolled in an entry level dental hygiene program.

At the close of the 2016-2017 membership year BCDHA had 2832 members.

Streamlined Professional Renewal

BCDHA worked closely with the Canadian Dental Hygienists Association to finalize the details regarding the Streamlined Professional Renewal process. Starting March 1, 2017, all practicing dental hygienists in British Columbia will pay fees to the College of Dental Hygienists of British Columbia (CDHBC), the Canadian Dental Hygienists Association (CDHA) and the British Columbia Dental Hygienists Association (BCDHA) at one time.

BCDHA surveyed its membership in 2012 to determine if there was support for a requirement for all practicing dental hygienists in BC to be members of their professional association. Seventy-two percent of respondents indicated they “strongly agree” or “agree” with the requirement for all practicing dental hygienists to be members of the professional associations.

BC dental hygienists will now all equally financially support our advocacy efforts and will be represented with one united voice on national and provincial issues. At the same time, all BC dental hygienists will have access to quality continuing education and other professional tools to ensure they meet their regulatory obligation of maintaining safe and current care.

Support and Services to Members

BCDHA provides a range of services and benefits to members to support them in their professional practice and personal life.

Continuing Education:

- On February 8, 2017 hosted the webinar “What is Gift from the Heart?” with the founder of the program, Bev Woods. Gift from the Heart is an annual event during which dental hygienists volunteer their time to provide oral care to persons who may not otherwise be able to access care.

- BCDHA is facilitating the establishment of one or more virtual study clubs. Members from around the province will be able to meet online to hear presentations and discuss issues of interest to the dental hygiene profession.
- The Refresher Program Modules continue to be well-received by members who are using them to prepare for the College of Dental Hygienists of BC Quality Assurance Program (QAP) or using them to meet their Learning Plan needs after completing the QAP.

Practice Support

- Wendy Jobs, the BCDHA Dental Hygiene Practice Consultant assists members with inquiries around employment issues, self-employment, dental hygiene practice and independent practice. Members have access to this support service by phone or email.
- BCDHA offers a wide range of resources available free of charge to members. Resources include oral health education materials and practice tools (salary survey, sample contracts, information on self-employment, articles and more.)
- BCDHA offers two guides, *"The BC Dental Hygienists' Guide to Dental Hygiene Clinic Ownership"* and *"The BCDHA Dental Hygienists' Guide to Independent Practice in Residential Care"*. These resources provide a framework for the steps involved in translating stand alone or residential care practice visions into reality.

Member Benefits

- The Association is committed to ensuring that every member finds value in their membership that exceeds its annual cost.
- BCDHA members enjoy personal benefits and discounts from a range of corporate sponsors and agencies.
- These discount services can save members hundreds, even thousands of dollars over the course of a year.
- Savings can range from 2 for 1 meals, to entertainment deals, uniform discounts and travel discounts.

Resources

- Outlook Newsletter
- Electronic Monthly Newsletter
- Business Cards & Nametags
- Public Education Materials
- Website

Visit www.bcdha.com
Or call
1.888.305.3338

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BCDHA Awards and Recognition

BCDHA is proud to recognize the accomplishments and contributions of our members. In the 2016-2017 year, BCDHA honoured the following deserving members.

- **Barbara J Heisterman Award for Innovation and Commitment to Care**

The *Barbara J. Heisterman Award for Outstanding Innovation and Commitment to Care* is given annually to a Registered Dental Hygienist who best exemplifies the outstanding and unique attributes and values of Barbara J. Heisterman, BC's first mobile Registered Dental Hygienist.

The recipient of the award is chosen by the Board of Directors, and is someone who meets some or all of the following criteria:

- Improves access to dental hygiene care;
- Delivers innovative services;
- Pioneers new ideas;
- Mentors other dental hygienists;
- Practices collaboratively;
- Advocates for inclusivity for all persons regardless of age, physical or cognitive ability, economic status, culture or race;
- Demonstrates commitment to membership in BCDHA.

Heather Cooper of Nanaimo, BC was selected by the Board of Directors as the recipient of the 2017 Barbara J. Heisterman Award. Heather improves access to dental hygiene care through her independent dental hygiene clinic, Harbour City Dental Hygiene, as well as providing care at residential care facilities.

Heather is the founder of the nonprofit, Share A Smile Society, which provides free dental and dental hygiene care to remote communities. She organizes an annual trip to Nootka Sound, which includes 4 villages on the west coast of Vancouver Island, to provide dental or dental hygiene services to all residents, including many First Nations people.

Heather is also a mentor to those who join her on the volunteer opportunities with Share A Smile Society, where she organizes and collaborates with many professionals in order to provide access to care and advocate for inclusivity of all persons.

She also works at Vancouver Island University

with dental hygiene students to teach the new generation of oral care professionals.



Heather Cooper (l) receives the Barbara J Heisterman Award for Innovation and Commitment to Care from BCDHA Chair Tammy Gulevich.

- **Recognition of Distinguished Service**

Outgoing Director Connie Goertson was recognized at the Annual General Meeting in February 2017 for her service on the Board of Directors as the Kootenay representative (2013-2017).

*Connie Goertson (r)
with Chair Tammy
Gulevich at the February
2017 Annual General
Meeting.*



END # 2 THE PUBLIC RECOGNIZES DENTAL HYGIENISTS AS PRIMARY CARE PROVIDERS.

BCDHA plays an important role in educating the public about the role that dental hygienists can play as primary care providers with a focus on therapeutic care, health promotion and disease prevention.

The Oral Systemic Link and the Role of the Dental Hygienist

Public Education Events

These events promote the role of the dental hygienist and the importance of oral health. In the period November 2016 to February 2017, BCDHA supported members participating in the following events :

- Invermere Career Fair
- Hope Career Fair
- Daycare Education – Downtown Eastside
- UBC Student Awareness
- Kamloops Public Health Display
- Salmon Arm Public Health Display



Improving Access to Dental Hygiene Care

Interim Stabilization Therapy

Based on changes made by the Canadian Dental Hygienists Association to the National List of Service Codes, BCDHA introduced a new code and descriptor for Interim Stabilization Therapy (IST) in the 2017 Dental Hygiene Services Fee Guide.

Pacific Blue Cross, the province's leading dental insurance provider, has incorporated IST into their payment schedule for Independent Dental Hygienists effective February 1, 2017. BCDHA has also asked the Ministry of Social Development & Social Innovation to include IST in their "Schedule – Dental Hygienists" to enable Independent Practitioners to provide (and bill for) this service for Ministry clients.

The federal Non-Insured Health Benefits (NIHB) Program added IST as an eligible service for their First Nations and Inuit clients in 2016.

END #3 DENTAL HYGIENISTS PARTICIPATE IN EDUCATION, REGULATION, COMMUNITY SERVICE, HEALTH PROMOTION, RESEARCH AND COLLABORATIVE PRACTICE.

BCDHA creates and supports opportunities for dental hygienists to have direct influence on new and existing policies and programs which impact dental hygiene education, regulation, community service, health promotion and collaborative practice.

Influencing Healthy Public Policy

Gender Neutral HPV Vaccine Initiative

In June 2016, the Canadian Cancer Society spearheaded a campaign to lobby the provincial government to make the HPV vaccine equally available to all genders through the school-based immunization program. The Cancer Society sent a letter to Health Minister Terry Lake, Opposition Health Spokesperson Judy Darcy and Provincial Health Officer Dr. Perry Kendall on behalf of 25 health organizations (including BCDHA).

Early in 2017, the BC government announced that the HPV vaccine would become available to males and females through the school immunization programs.

BCDHA is continuing to collaborate with the Canadian Cancer Society to raise the awareness of our members about the relationship between HPV and oral cancer, and the public's awareness about the benefits of HPV vaccination with a hope to see a measurable increase in vaccination rates in all genders.

Taxation of Health Benefits

Early in 2017 the federal Liberal government announced a possible taxation of employer paid health benefits. Through social media, BCDHA encouraged our members and the public to voice their concerns through the website <http://donttaxmyhealthbenefits.ca/>.

On February 1, 2017 the federal government announced that no new taxes on these benefits would be implemented.

Supporting Dental Hygiene Education

- BCDHA is currently represented on the Dental Hygiene Program Advisory Committees at Camosun College, Vancouver Island University and Vancouver Community College.
- The Chair of the Board of Directors represents BCDHA on the UBC Board of Counselors of the Faculty of Dentistry at UBC.
- In January 2017, BCDHA Executive Director Cindy Fletcher was invited to meet with the two short-listed candidates for the Dean of the UBC Faculty of Dentistry. Feedback was provided to the President's Advisory Committee for the Selection of a New Dean for the Faculty of Dentistry.

Supporting Dental Hygiene Research

BCDHA supported a joint research team of dental hygiene regulatory bodies of Alberta, British Columbia, and Ontario by facilitating a survey of dental hygiene student members.

The three regulatory bodies were working on a joint project involving the development of a National Clinical Exam for Dental Hygiene. This clinical exam is intended to replace the existing provincial clinical exams, and allows applicants for registration/licensure to demonstrate competence (knowledge, skills, judgement, and attitude) at an entry to practice competency level.

Participants in the student survey assisted in the validation of the evaluation tool referred to as the Global Rating Scale that will be used to assess candidate performance.

Supporting Collaborative Practice

BCDHA attended the Ending Violence Association of BC (EVA BC) annual training forum, “*#OurTimesNow: Ending Gender-Based Violence*” in Richmond on November 24 -25, 2016.

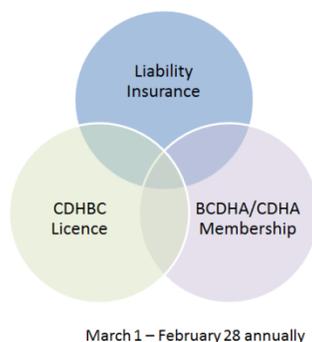
BCDHA participated as an exhibitor and speaker at this training forum and had the opportunity to connect and discuss opportunities for collaboration with a number of health care providers, and social service and police agencies.

BCDHA Executive Director Cindy Fletcher addresses those attending the “Ending Gender Violence” conference.



Special Meeting

Historically, the BCDHA fiscal year has run from October 1 to September 30 annually. The membership year ran from November 1 to October 31. As of March 1, 2017, the BCDHA and CDHA membership year will run from March 1 to February 28. Fees are collected from practicing dental hygienists at the time of renewal of their CDHBC registration.



The Board felt it was in the best interest of the Association to align the fiscal year with the new membership year, as well as the liability policy year. A Special Meeting of the BCDHA membership was held on November 23, 2016 to approve a Bylaw change which changed the fiscal year end from September 30 to February 28 annually.

Therefore to facilitate the transition of the timing of the fiscal year, the 2016-2017 fiscal year was shortened to October 1, 2016 to February 28, 2017.



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