

# WHY WE JOINED CDHA...



**CAREER  
C D  
D INSURANCE  
H C  
ADVOCACY  
T  
COMMUNICATION  
O  
TECHNOLOGY**

## AND YOU SHOULD, TOO!

**Meet the CDHA  
Legislative Advocates**  
Page Two

**CDHA Legislative Advocacy  
and Government Affairs**  
Page Three

**CalHyPAC**  
Page Four

**What is DHAI?**  
Page Five

**Strategic Directions**  
Page Six

**Components**  
Page Seven

**Membership Application**  
Back Cover

### ***It's All Included in Your CDHA Membership:***

#### **Broaden Your Knowledge & Continuing Education**

CDHA sponsors scientific sessions in the spring and fall featuring nationally recognized speakers, student table clinics and exhibitors, in addition to providing continuing education. Local components also sponsor CE programs keeping members current with the state continuing education requirements and informed on the latest developments in the dental hygiene profession. Combined with the local components and home study courses, CDHA offers 225 CE units per year! These CE units are either highly discounted or complimentary to CDHA members. Staying informed of your industry's trends will only help you in the long-run and will put you one step ahead of the competition!

#### **Communications and the CDHA Journal**

Members receive the *CDHA Journal* and E-Newsletter. Many components also have a newsletter to keep members informed at the grassroots level. The 25 local components make CDHA accessible to every member. Local and state officers, in addition to our Sacramento Office, are available to assist any member with specific needs.

*Continued page 2*

## Save-the-date

### Spring Scientific Session

Thursday, May 4 –  
Friday May 5, 2017  
Sheraton Park Anaheim

#### **Speaker: Olga Ibsen, RDH, MS**

*Oral Pathology for the Dental Professional* (2 CEUs)

*Common and Unusual Oral Pathological Lesions* (3 CEUs)

#### **Speaker: Heather Rogers** *Providing Care in a Marijuana Legal World* (2 CEUs)

Registration and program details:  
<https://estore.cdha.org/spring-scientific-session>



## ***It's All Included in Your CDHA Membership:***

### **Take Charge of Your Career- Competitive Advantage and Job Placement**

Most local components have employment referral contacts to help bring dental hygiene job openings to the attention of member hygienists looking for employment.

You can also visit the CDHA employment page where members receive a complimentary three month Premium Membership to our preferred job board website.

### **Inside Access to Innovations and New Developments**

CDHA Corporate Sponsors regularly host complimentary Product Review Sessions for members showcasing the latest and greatest dental products and technology. All CDHA trade shows are complimentary to CDHA members.

### **Insurance**

Outstanding insurance coverage is vital to the dental hygienist. CDHA will be rolling out several insurance plan options for members in 2017. Visit [www.cdha.org](http://www.cdha.org) or call (916) 993-9102 for complete details.

#### ***Insurance Coverages Coming to CDHA in 2017:***

- Disability Insurance
- Liability Insurance
- Errors and Omissions Insurance
- Automobile, Motorcycle, and recreational vehicle insurance (Motorhome, RV, Travel Trailer, Golf Cart, Snowmobile, Antique Car, Mobile Homes, Dune Buggies and Boat)
- Homeowners Insurance
- Renters Insurance
- Condominium and Townhome Insurance
- Umbrella Liability
- Flood Insurance
- Pet Insurance
- Earthquake Insurance
- ...Stay tuned for more info!

## ***Meet the CDHA Legislative Advocates***

**Aaron Read & Associates, LLC** (ARA), now in its 38th year, has earned a reputation for honest, effective and aggressive work on behalf of its clients. Located across the street from the California State Capitol, ARA has grown into one of the most influential lobbying firms in California.

The legislative advocates within ARA have more than 250 years of collective lobbying, campaign and public relations experience.

The relationships that ARA has built and maintained since conception in 1978 allow clients unparalleled access to key stakeholders in California.



## CDHA Legislative Advocacy and Government Affairs

CDHA supports YOUR PROFESSION! The Government Relations Council (GRC) of CDHA represents the interests of CDHA in legislative matters affecting the licensure and practice of dental hygienists in the state of California. We are your Voice, and attend all meetings of the Dental Hygiene Committee of California (DHCC), the Dental Board of California (DBC), as well as legislative hearings on bills important to the profession of dental hygiene. We are fortunate to work in collaboration with our Political Action Committee (CalHyPAC) and our legislative advocates Aaron Read & Associates, LLC. that have worked with CDHA for more than 25 years and are prominent and trusted organizations protecting CDHA's interests. For a complete list and updates on legislative activities, visit: <http://cdha.org/government-relations>

CDHA Government Relations Council and Aaron Read & Associates have played a major role in bills signed into law improving the dental hygiene scope of practice in California. Some recent bills signed into law by Governor Jerry Brown influenced by CDHA and its advocates include:

- AB 1174 - Expands Scope of Practice for all hygienists with additional education, RDH and RDHAP alike, allowing the placement of Interim Therapeutic Restorations (ITR), in the office as well as in other settings with telehealth supervision.
- SB 850 - Dental hygiene baccalaureate pilot programs at Foothill College and West Los Angeles College.
- SB 1245 – Allows continued DHCC operations to 2019.
- AB 1522 - The Healthy Workplaces, Healthy Families Act of 2014 mandates paid sick leave. Effective July 2015, after 30 days worked within a year, all employees will accrue one hour of paid leave for every 30 hours worked, up to a maximum required three days per year.
- AB 502 allows RDHAP to incorporate effective January 2016. RDH, RDHEF, licensed dentists and RDAs may be minority co-owners and/or employees of an RDHAP corporation.

In addition to a strong bipartisan advocacy team at ARA, the firm also provides public relations, grassroots organization and strategic planning. Building on hard work, honesty and integrity, the firm stands ready to assist its clients at many levels.

ARA has a long history of employing the highest quality methods to deliver their message honestly and effectively.

**Aaron Read & Associates:** looking out for CDHA.

## Save-the-Date

### CDHA Legislative Day

Tuesday, March 21, 2017

9:30 a.m. – 4:00 p.m.

State Capitol – Sacramento, CA



RSVP and details at <https://estore.cdha.org/legday>



## Save-the-Date

### House of Delegates

Friday, June 2 –  
Sunday, June 4, 2017  
Hyatt Regency Mission Bay



Program and registration details:  
<https://estore.cdha.org/house-of-delegates>

sponsored by:



**PHILIPS**

### CalHyPAC

CDHA has a Political Action Committee (PAC) which is a voluntary, non-partisan, Political Advocacy Committee. It is an essential part of CDHA's government relations program.

#### Why do we need CalHyPAC?

CalHyPAC is the only California PAC that represents California dental hygienists. CalHyPAC takes an exceptionally studied approach to candidates for state elected office. We do our research. We learn which candidates best align with our views on access to care and improving oral health for all Californians. All of this effort ensures your contributions are spent on candidates that share those values.

#### How CalHyPAC Works:

We encourage and welcome your input and recommendations for those candidates who will receive support from CalHyPAC. Candidate recommendations go to the PAC Committee for review and selection. The PAC consists of six to ten dental hygienists who are appointed by the CDHA President.

#### CDHA's Victories

- Allow the RDHAP to provide services without a prescription from a dentist for 18 months.
- Allow dental hygienists to place antimicrobial/antibiotic medicaments that do not have to be later removed.
- The establishment of a dental hygiene regulatory committee: DHCC
- Establishment of a new category for dental hygienists: RDHAP (RDH in Alternative Practice).

Questions/inquires [calhypac@gmail.com](mailto:calhypac@gmail.com)



**CalHyPAC**  
KEEPING OUR POLITICAL VOICE STRONG

## What is DHAI?

Dental Hygiene Associates, Inc. (DHAI) is the non-profit 501(c)3 foundation for CDHA; all donations are tax deductible.



## PURPOSE and GOALS:

The most current objective is raising funds for dental hygiene student scholarships. DHAI plans to fund future scholarships for dental hygienists to advance their educational goals. DHAI also serves as a grant administrator for hygienists and components.

## OBJECTIVES:

- To increase public access to quality dental hygiene and preventive services by licensed dental hygienists.
- To encourage and promote professional advancement through scholarship and quality research, in collaboration with CDHA.
- To broaden the capabilities of dental hygienists, thereby strengthening health manpower resources and creating alternate employment opportunities for licensed dental hygienists.
- To solicit and receive donations for scholarships and for the support of dental hygiene research promoting public welfare.
- Promote community-based interventions and prevention of oral disease toward advancement of oral health.

## CORA UELAND SCHOLARSHIP FOR CALIFORNIA DENTAL HYGIENE STUDENTS:

Cora Ueland was founder and first director of the USC Dental Hygiene Program. She was director for 28 years, 1928-1956. Ms. Ueland received her dental hygiene certificate in 1920 from the University of Minnesota. She went on to earn her Master's Degree from USC.

During her tenure at USC, she challenged the attending educators to "produce women who can educate and think in terms of highest service and that education is not a static thing, but is ever changing to meet the requirements of the people." She further stated, "that we urge members of our profession everywhere that ours is a needed and important profession, and that our responsibility is as great as that of any other line of human endeavor."

It was during her time at USC the Cora Ueland Loan Program was created for students to assist them in times of financial need. This loan program was transferred to CDHA and subsequently became a scholarship program which continues to this day.

To carry on the goal of Cora Ueland to support and encourage dental hygiene students, DHAI actively promotes and requests donations from anyone interested in dental hygiene students and education.

## Strategic Directions 2015 - 2020

The CDHA five-year Strategic Direction plan outlines the mission, priorities and values of the Association. A concrete strategic direction is vital to associations as all development and council projects can trace their purpose all the way back to the Association's strategic goals.

### • STRATEGIC DIRECTIONS

#### EDUCATION:

Dental hygiene professionals will be prepared for the evolving scope of professional practice and settings.

##### **Key Priorities:**

- Strengthen collaborative partnerships to transform the formal education of dental hygiene professionals.
- Expand professional development opportunities for lifelong learners.
- Build stakeholder knowledge of the profession.

#### ALLIANCES:

CDHA is better positioning the profession to be viewed as an integrated part of the healthcare system through strategic partnerships.

##### **Key Priorities:**

- Expand efforts to fund research to support dental hygiene integration within the health care system.
- Increase strategic partnerships with other provider organizations.
- Increase organized dental hygiene involvement in the development of new workforce models.

#### ADVOCACY:

The profession of dental hygiene will advance at the local and state level.

##### **Key Priorities:**

- Target active legislation that supports our core ideology.
- Educate allied health professionals of all CDHA legislative resources.
- Maximize representation with our local, state, and national partners.
- Maximize the ability of dental hygienists to take advantage of opportunities in more integrated health systems.

### • MISSION STATEMENT

To improve the public's total health through advancing the art and science of dental hygiene by:

- Increasing awareness of the cost effective benefits of prevention,
- Ensuring access to quality oral health care,
- Promoting the highest standards of dental hygiene education, licensure, practice and research; and
- Promoting the interests of dental hygienists.

## Components

CDHA is comprised of 25 local component dental hygiene societies. Each component is governed by its own Board Members and hosts regular meetings, CE events, and actively promotes the interests of the Association at the grassroots level. By joining CDHA, you automatically become a member of your local component!



Central Coast  
East Bay  
Kern County  
Long Beach  
Los Angeles  
Monterey Bay  
Mt. Diablo  
Napa – Solano  
Orange County  
Peninsula  
Redwood  
Sacramento Valley  
San Diego  
San Fernando Valley  
San Francisco  
San Gabriel Valley  
San Joaquin Valley  
Santa Barbara  
Santa Clara Valley  
Shasta  
Six Rivers  
South Bay  
Tri-County  
Valley Oaks  
Ventura



**California Dental Hygienists' Association**  
*The Voice of Dental Hygiene*

**MEMBERSHIP APPLICATION – Renew Online at [www.cdha.org](http://www.cdha.org)!**

Name (Last, First, Middle Initial)

Please circle your credential:

RDH RDHEF RDHAP Other: \_\_\_\_\_

Maiden Name (if applicable)

Email address

Street Address

Daytime Phone (include area code)

City/State/Zip Code

Evening Phone (include area code)

Dental Hygiene School Attended

State

Year of Graduation

**To qualify for Professional membership, you must have been granted a license to practice dental hygiene in California.**

License Number

Please circle the highest educational level attained:

Certificate      Associate      Baccalaureate      Master's      Doctorate

**CDHA Annual Dues (circle one)**

**Professionals: \$210.00**

**Senior: \$105**

**Disabled: \$105.00**

**New Professionals: \$105.00**

Membership is based on your date of application and expires one year later. Renewal dues must be paid before the anniversary date of your membership.

**Please circle your Component Number and add the Component Dues to your membership fee total:**

CODE	COMPONENT	CODE	COMPONENT
CA01	Central Coast: \$25	CA13	San Diego County: \$25
CA02	East Bay: \$20	CA14	San Fernando: \$25
CA03	Kern County: \$20	CA15	San Francisco: \$25
CA04	Long Beach: \$20	CA16	San Gabriel Valley: \$25
CA05	Los Angeles: \$20	CA17	San Joaquin Valley: \$20
CA06	Monterey Bay: \$25	CA18	Santa Barbara: \$20
CA07	Mt. Diablo: \$20	CA19	Santa Clara Valley: \$20
CA08	Napa-Solano: \$20	CA20	Six Rivers: \$20
CA09	Orange County: \$30	CA21	South Bay: \$25
CA10	Peninsula: \$20	CA22	Tri-County: \$22
CA11	Redwood \$20	CA23	Valley Oaks: \$20
CA12	Sacramento Valley: \$20	CA24	Ventura County: \$25
		CA25	Shasta: \$20

**Membership Dues Totals and Method of Payment**

Enclosed is my payment of \$ \_\_\_\_\_ by check made payable to CDHA for the amount of my annual dues. Check # \_\_\_\_\_

Please charge my annual dues to my credit card listed below (CDHA accepts VISA, MasterCard and AMEX). My signature is authorization to charge the \$ \_\_\_\_\_ one time annual CDHA membership dues to the card number provided.

Quarterly payment plan. Please split my annual dues payment into quarterly payments. Each quarterly payment is \$65 that includes CDHA, component and processing fees. (CDHA accepts VISA, MasterCard and AMEX). My signature is authorization to charge the \$65 each quarter.

Card Number

Billing address (if different from address above)

/  
Expiration Date

CVV Code

City, State, Zip

Signature

**Dues are not deductible as a charitable contribution for federal income tax purposes. They may be deducted as a business expense. The portion of your dues that is allocable to lobbying for 2017 is 4%. That portion of your dues is not tax deductible.**