ADHA partners with other dental leaders in ‘Image Gently’ campaign

The American Dental Hygienists’ Association (ADHA) is providing support and serving as a member of the Alliance for Radiation Safety in Pediatric Imaging, the Image Gently Alliance.

The alliance is in the process of expanding the scope of its awareness campaign to the oral health care community with its next campaign push — “Image Gently in Dentistry.” As a member of this alliance, the ADHA is promoting the importance of proper radiation dosage for children to the more than 185,000 licensed dental hygienists in the United States for whom the organization serves as a representative and advocate.

“Dental hygienists are an integral part of the dental team — examining children, developing plans of care, consulting with parents or caregivers and working with other oral health professionals to ensure that proper diagnosis and treatment is provided to children,” said ADHA President Kelli Swanson Jaacks, MA, RDH. “It’s critical for both dental hygienists — the oral health profession- als responsible for creating and executing plans of prevention and care — and dental practitioners to discuss with parents the importance of X-rays and proper dosing of radiation at the lowest possible level.”

Imaging can serve an important role in improved dental health. However, children are, in general, more sensitive to radiation than adults. As such, health care providers should reduce radiation dose used in children’s imaging and avoid unwarranted imaging. When dental imaging procedures are considered, dental providers are urged to:

- Select X-rays for individual needs, not as a routine. Use X-rays only when essential for diagnosis and treatment — based on a review of the patient and his or her dental history.
- Use the fastest image receptor available. When film X-ray is used, select E or F speed. Set exposure parameters as low as possible for diagnostic digital imaging.
- Use cone-beam CT (CBCT) only when necessary. CBCT should be restricted in children to cases in which it is essential for diagnosis and treatment planning.
- Collimate beam to area of interest. For intraoral X-rays, collimation should be rectangular to match recording area of detector. For extraoral X-rays, including cone-beam CT, restrict beam to the area needed for diagnosis.
- Always use a thyroid shield. The thyroid gland in children is particularly sensitive to radiation. Use of a properly positioned shield significantly reduces the dose to the thyroid.
- Child-size the exposure time. Less exposure time is needed for children, as their oral structures are smaller than those in adults.
- Imaging cone-beam CT, restrict beam to the area needed for diagnosis.

The “Image Gently” campaign has developed online educational and scientific materials to help dental professionals optimize radiation dose used in imaging exams performed on children. “Image Gently” has also produced downloadable materials to help parents ask more informed questions of their dental providers whenever scans are recommended for their children. All of these materials, newsletters and other valuable information can be found at www.imagegently.org.

“We are incredibly pleased that the major dental societies have opted to take part in ‘Image Gently’ and take steps to ensure that the care they provide is as safe as possible,” said Marilyn Goske, MD, co-chair of the Alliance for Radiation Safety in Pediatric Imaging. “We encourage all dental professionals to take advantage of the materials on the ‘Image Gently’ website and factor them into their clinical decision making.”

“Image Gently” alliance members include:

- American Dental Association
- American Dental Hygienists’ Association
- American College of Prosthodontists
- Academy of General Dentistry
- Academy of Orofacial Pain
- American Association of Dentistry for the Hand
- American Association of Oral and Maxillofacial Radiology
- American Academy of Pediatric Dentistry
- American Association of Oral and Maxillofacial Surgeons
- American Academy of Dental Sleep Medicine
- American Association of Orthodontists
- American Association of Endodontists
- American Academy of Periodontology
- National Association of Regulatory Dental Admisters
- American Academy of Pulp Therapy
- American Academy of Cosmetic Dentistry
- The California Prosthodontic Society
- American Association of Oral Medicine
- The West Virginia Dental Association

The website also contains a section for health professionals so that those who work with older adults can get the most up-to-date information about oral health to use with their patients.

Support OHA efforts with a matched donation

You can help support the work OHA does for older adults and all vulnerable Americans and ensure OHA reaches more Americans next year. From now until the end of 2014, every dollar donated to OHA will be matched by Ivoclar Vivident, up to $50,000. To make a gift and double your impact, call (312) 836-9900 or go to www.oralhealthamerica.org/donate.

Double your impact for America’s oral health through the end of the year

Every dollar donated to OHA will be matched by Ivoclar Vivident, up to $50,000.

Mark Twain said, “Wrinkles only mark where smiles have been.” Oral Health America wants every smile to be healthy, which is why its programs support increased access to oral health care and education for the nation’s most vulnerable populations, including older adults.

Older adults in the United States are facing a crisis when it comes to oral health care, with 70 percent of Americans age 65 and older not having a dental benefit and Medicare not including dental coverage.

With 10,000 Americans turning 65 every day, according to the Pew Research Center, this oral health crisis is only going to continue to grow.

That is why OHA focuses on bringing needed oral health care and education to older adults through the Wisdom Tooth Project. Last year the program launched a first-of-its-kind website, www.toothwisdom.org, to connect older adults and caregivers to expert articles about oral health issues facing older adults and to resources where they live.

The website also contains a section for health professionals so that those who work with older adults can get the most up-to-date information about oral health to use with their patients.

(Double your impact for America’s oral health through the end of the year)

(Source: Oral Health America)

The “Image Gently” campaign is conducted by the Alliance for Radiation Safety in Pediatric Imaging, which was founded by the Society for Pediatric Radiology, the American College of Radiology, the American Society of Radiologic Technologists and the American Association of Physicists in Medicine. The campaign now encompasses more than 80 medical, surgical, dental and other professional health care organizations serving more than a million providers worldwide.

To learn more about the alliance and the campaign, you can visit the website www.imagegently.org.

The American Dental Hygienists’ Association is the largest national organization representing the professional interests of more than 185,000 dental hygienists across the country. Dental hygienists are preventive oral health professionals, licensed in dental hygiene, who provide educational, clinical and therapeutic services that support total health.

For more information about the ADHA, dental hygiene or the link between oral health and general health, visit the ADHA at www.adha.org.

(Source: ADHA)

This two-page brochure is among the many resources available to consumers and dental professionals at www.imagegently.org.

Photo/Provided by Image Gently Alliance
Henry Schein’s annual “Back to School” program, held recently at 28 company locations, will help more than 5,000 children return to the classroom prepared for success, setting a new record for participation in the 17th year of the program. School essentials provided to the children range from new first-day outfits to backpacks filled with classroom supplies, books and hygiene products.

“Back to School” is a flagship initiative of Henry Schein Cares, the global corporate social responsibility program of Henry Schein Inc. In addition to events taking place across North America, this year the Henry Schein “Back to School” program will take place for the first time in Europe, with an event in Madrid, Spain.

In many locations, children received first-day school outfits, which had been personally selected and paid for by Team Schein Members. Classroom supplies are donated by the company. More than 27,000 children have benefited from the Henry Schein “Back to School” program since its inception.

“Since helping the first 150 children in 1998, ‘Back to School’ has been a special event for Team Schein because we directly help to improve the lives of children in need in our local communities,” said Gerry Benjamin, executive vice president and chief administrative officer for Henry Schein. “We are very pleased that this North American tradition has now crossed the ocean with an inaugural event in Spain, and we hope that future programs will expand across Europe and into other countries around the world where we operate.”

Of the U.S.-based events, the largest took place at Henry Schein’s worldwide corporate headquarters in Melville, N.Y., where more than 600 children and their families received their school supplies and clothes. In addition to receiving their new outfits and backpacks at the event, children at the Melville event participated in many fun-filled activities, including dinner, games, balloon animals, face painting and music.

“Back to School” is supported by the Henry Schein Cares Foundation, a 501(c)(3) organization that works to help increase access to health care in underserved communities around the world. Each year, Henry Schein partners with local social service organizations to help identify children and families who would benefit from participation in the program.

For the event at Henry Schein’s worldwide corporate headquarters, the company partnered with 11 local social service organizations, including Bethany House, Madonna Heights, The McCoy Center, Department of Social Services, Family Service League, YES Community Counseling Center, MPowering Kids, Family and Children’s Association, Hispanic Counseling Center, Pederson-Krag Center and The Raymar Children’s Fund.

“Starting school with everything needed to succeed is such an important part of a child’s social life and development,” said Linda Buczynski, FPA, co-coordinator, parent partner, Family Support Services, Pederson-Krag Center. “Henry Schein’s longstanding support of our organization through the ‘Back to School’ program helps promote the academic success of our families’ children. We are proud to be a part of ‘Back to School,’ which continues to empower and bring respect and dignity to our families and children.”
Collaborating with leading clinicians and ceramists, Duckee Lee and the team at Protech Dental Studio are constantly learning and updating their understanding of what doctors and patients need in the fields of cosmetic and implant dentistry.

Keeping pace with emerging technologies, they strive to fulfill the Protech Dental Studio mission to “make every doctor’s vision a reality.”

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