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Dear Colleague:

Meth mouth is getting a lot of media attention lately as one of the sequelae of methamphetamine use. To help you recognize this oral health condition and address it with your patients, we've created a new professional topic on [ADA.org](#) that summarizes the literature and links to more detailed information. We've also prepared a new topic in the "Your Oral Health" public area on [ADA.org](#) to alert your patients to the oral health risks of methamphetamine use. You also can contact the [ADA Library](#) for more information on this topic. We hope you find this timely information helpful and welcome your feedback on how we can better serve you and your patients.

In a continuing effort to help dentists understand the new **HIPAA** security rules, we've posted a series of FAQs on [ADA.org](#) to supplement guidance we've already provided. We'll also mention this new resource in an upcoming *ADA News*.

Be sure and check out our new **Directory of Dental Waste Recyclers** on [ADA.org](#). You'll find a list of companies with the types of programs they have and what kind of both amalgam- and radiograph-related waste they handle. The list isn't meant to be a substitute for dentists' own evaluation of recyclers, nor is it an endorsement by the ADA of recyclers.

The ADA, in conjunction with the CDC, celebrated the 60th anniversary of community **water fluoridation** with a four-day symposium last month in Chicago. It began with an early-morning satellite media tour, followed by a fluoridated bottled water give-away at ADA HQ. Later in the day, commemoration ceremonies and a reception were held at Millennium Park. More than 230 people from across the United States and 34 participants from seven foreign countries registered to attend the two-day scientific and policy sessions. Just a reminder that you also should have received, via e-mail, ADA talking points on the recent media coverage of a Harvard grad student's thesis that reportedly found that fluoridated water increases the risk of a rare bone cancer. The talking points also are posted on ADA.org.

JADA Editor Dr. Michael Glick was interviewed in July by the *New York Times* about his August editorial on **smoking cessation**. "Embracing smoking-cessation activities as part of unabridged oral health care no longer should be a choice" for dentists as health care providers, he says. Dr. Glick's editorial relates to two studies also published in the August *JADA*. One is on the value of having adolescents privately complete their own dental office health history forms (instead of having their parents do so) to help identify adolescent smokers. The other is on the general dentist's role in smoking cessation and diabetes management. Dr. Glick reports that cigarette smoking and secondhand smoke accounted for about 438,000 deaths each year between 1997 and 2001 and that it will kill as many as 450 million people worldwide over the next 50 years. Dentists owe it to their patients to become more involved in helping them kick the tobacco habit, he says.

We've joined other national organizations to sponsor a simple but elegant [Medicaid reform ad](#) in the Capitol Hill newspaper *Roll Call*. The paper runs this expanded health care section once a year, and it's used on the Hill to generate discussion and consideration of health policy issues. The visually strong ad makes reference to our new Medicaid principles.

The President has signed an ADA-opposed measure that implements the Central American Free Trade Agreement (**CAFTA**). It contains provisions with potential to negatively affect state licensing standards, although the U.S. Trade Representative (the federal agency that negotiated the agreement) previously assured us that state licensing standards would remain unchanged if the law passed. With the trade agreement in effect, we'll work with the Office of the U.S. Trade Representative (USTR), the federal agency that negotiated the agreement, to hold it to previous assurances that licensing standards won't change.

The Wisconsin Dental Assn. and the Dane County (WI) Dental Society have cooperated with the Madison Metropolitan Sewerage District (the publicly owned wastewater treatment facility) in sending a letter urging their members in the Madison area who are connected to the sewer system to voluntarily install **amalgam separators**. The concern in Wisconsin was that mandatory regulations would be imposed. The voluntary effort by WDA slows the impetus for mandatory controls and allows Wisconsin dentists to better influence future attempts at coercive regulation of dental office wastes. In some parts of the country, voluntary efforts by dentists have proven successful in avoiding what otherwise appeared to be inevitable mandatory controls.

Though they provide less than 5% of overall dental care, **dental safety-net clinics** are "a viable model" for helping low-income and other underserved patients get the care they need, notes a study published in the July *JADA*. Researchers at the University of Illinois, Chicago, focused on 57 safety-net dental clinics offered through community health centers, local health departments and private, not-for-profit groups in Illinois. Because of the services they provide the needy, "support for and

expansion of the dental components of safety-net and other community clinics should continue" as a partial response to the access problem.

Ever feel lost on ADA.org? Now visitors have a great new search tool with technology powered by **Google**. Google's technology delivers easier and more complete searches of ADA.org content and greater relevancy of search returns. Advanced search options include searching by exact phrase, by page title or web address and sorting returns by date or relevance. The Google-powered search can find results in Web pages as well as PDF and Microsoft Office documents posted on ADA.org and offers direct searching of much of the information delivered to the site via database, including the ADA Seal, Annual Session speakers/programs and ADA News article databases. The search engine is accessible through the navigation bar at the top of any page on ADA.org. For guidance on getting the most out of the new search engine, follow "Search Tips" at the top of the results page from any search.

Last month we sent a cease and desist letter to American Credit Bureau, which was e-mailing dentists about their services in a way that implied ADA endorsement or affiliation. We're now told that another company, **American Finance Benefit Credit**, is engaging in similar activities that imply endorsement by several state societies. These two examples show why it's important to do some homework with the ADA, local or state societies on products or services claiming endorsement.

For the third consecutive year, we'll collaborate with the American Academy of Pediatrics (AAP) on a **back-to-school Satellite Media Tour (SMT)** Aug. 10. Our previous SMTs with AAP have been very successful. Although the SMT's focus will be on mouthguards, we'll continue to stress that it's just as important to examine the mouth as the rest of the body, encouraging parents to make dental exams a regular part of their children's back-to-school routine.

Six grant recipients have been announced as part of the ADA/ADA Foundation/GlaxoSmithKline Access to Oral Health Care of **Older Adults Initiative**. These included awards to the American Red Cross, the National Foundation of Dentistry for the Handicapped, the New York State Dental Foundation, the Ohio Dental Assn., the Medical College of Georgia/School of Dentistry and Spokane Regional Health District. The initiative is funded by a \$250,000 grant from GSK Consumer Healthcare. The grant program's main objective is to stimulate development of promising programs that reach out to semi-dependent older adults with appropriate oral health education and treatment. We believe these initiatives can provide examples of innovative, community-based programs.

Winners of this year's \$5,000 Give Kids A Smile® dental school scholarship program, sponsored by Crest Healthy Smiles 2010, have been announced. The state dental society winner is the **DC Dental Society**, which screened 476 children at two elementary schools two months prior to GKAS Day so they could plan ahead for treatment. At Howard University College of Dentistry on Feb. 4, 60 dentists, 35 faculty, 130 dental students and 30 hygiene students treated 237 children at a value of \$125,401. In a very successful PR effort, the Society got a DC City Council member to be Honorary Chair of the GKAS event, set up access-to-care meetings with two other Council members, got extensive local media coverage (including TV news segments and an article in the Washington Post) and arranged follow-up care for children who needed it.

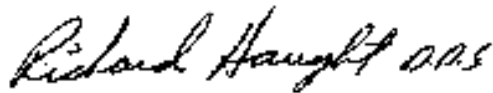
The local society winner is the **Central Arizona Dental Society (CADS)**, which provided care to more than 350 children at five events in Phoenix. Another 50 children received care at area dental offices for a total of \$175,000 in free treatment. More than 300 volunteers worked almost 2,000 hours. Eight businesses donated materials and supplies. Media coverage included articles in Arizona's major daily

and local TV and radio coverage, including in-depth reports on a local Hispanic channel (90% of children treated were Hispanic). The Governor's office sent two dignitaries who presented a proclamation and spent more than an hour learning about the event and interacting with children.


With hurricane season upon us, Sullivan-Schein has once again set up a **hurricane relief hotline** for dentists with storm-related operational, logistical or financial problems. Call 800-999-9729 from 8am–6:30pm ET for help. This is the second straight year Sullivan-Schein has offered a hurricane relief hotline to support dentists hit by regional hurricanes.

The hurricane threats also make this a great time to tell you about a new **disaster preparedness** manual for dentists that the Florida Dental Health Foundation created this year, with partial help from an ADA Foundation grant. This new electronic resource guides dentists on everything they should think about to prepare their businesses for a natural disaster. It's based on first-hand, painful experiences in Florida in 2004 so the guidance is timely and real. While some of the information is geared toward Florida dentists (references to Florida agencies that can help with various issues), the bulk of the material is readily transferable to dentists throughout the United States. The manual is available on ADA.org.

Sincerely,



Richard Haught, DDS,
president



James B. Bramson, DDS, executive director

ADA. Update

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