


The 5 W's of Your New Strategic Partner: Dental Students

Colleen Greene, M.A.T., dental student,
Harvard School of Dental Medicine/Harvard School of Public Health

Breakout Session Description:

Expand your GKAS volunteer labor force with the future of the profession: dental students! Learn from a current dental student whose school has dramatically expanded their student-led GKAS over the past few years. Entrance to dental school has never been more competitive, even with several new schools opening, which means students are increasingly prepared to learn, serve, and lead. Find out specific valuable ways that today's dental student can support your own program planning. Whether you're looking to grow your program or maintain strong annual outcomes, dental students will exceed your expectations in a wide range of roles.

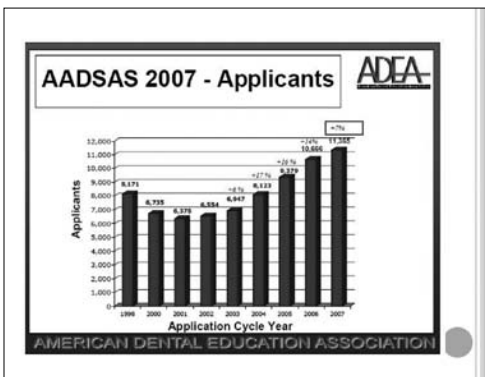
THE 5 W'S OF
YOUR NEW STRATEGIC
PARTNER: DENTAL
STUDENTS



Colleen Greene, MAT
DMD/MPH Candidate, 2013
Harvard School of Dental Medicine/Harvard School of Public Health

THE 5 W'S

- Who?
- Where?
- When?
- What?
- Why?



WHO MAKES IT TO DENTAL SCHOOL?

	2000	2007
Applicants	7,770	13,742
% who enroll	54.5%	33.6%
Total enrollees	4,327	4,770

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WHO ATTENDS DENTAL SCHOOL?

o GPA

- >55%: 3.5 +
- *"The average GPA and DAT score for dental enrollees continue to rise."*

o AGE

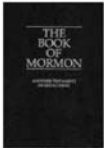
- >30%: 25 years or older
- Average age: 22.5 years

WHO ARE TODAY'S DENTAL STUDENTS?

	Baby Boomers	Gen Xers	Millennials
Level of Trust	Confident in self, not authority	Low toward authority	High toward authority
Loyalty to Institutions	Cynical	Considered naive	Committed
Most Admire	Taking charge	Creating enterprise	Following a hero of integrity

WHICH SCHOOLS DO THEY COME FROM?

- o 68% percent of top "feeder" schools are affiliated with a particular religion
- o Especially Seventh-Day Adventist and Church of Latter-Day Saints (Mormon)



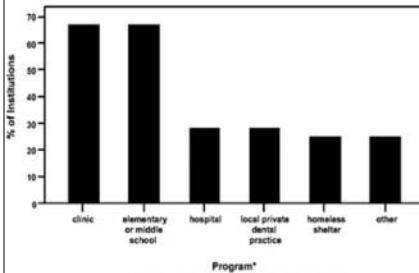
WHICH SCHOOLS DO THEY COME FROM?

- o < 1 % attended the nation's most competitive schools.



- o California and Utah = 28 % of the total applicants from feeder institutions

WHAT DID THEY DO AS "PRE-DENTALS"?



WHEN ARE THEY AVAILABLE?

The first- and second-year students also created fun ways for the children to learn about oral health, with everything from the Floss Challenge—in which the children smeared peanut butter on a gloved hand then "flossed" in between the fingers—to the stuffed dinosaurs with big teeth who helped the children learn about brushing. Students also talked with some of the older youth about the rewards of a career in dentistry.

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WHEN ARE THEY AVAILABLE?

*“As a third-year student, I can
now do exams. It’s great!”*

—Robert Tarby, third-year student participant

WHAT CAN YOU EXPECT FROM US?

- **Define roles *clearly*:**
 - “Day of” support
 - Language translation (written & spoken)
 - Creative design & promotion
 - Media relations (before & after)
 - Data collection & evaluation

WHY SHOULD YOU BELIEVE ME?



GKAS 2009 @ HSDM

- Created planning committees:
 - Outreach
 - Design and Translation
 - Education
 - Clinical
- Secured first ever grant!

GKAS 2009 @ HSDM

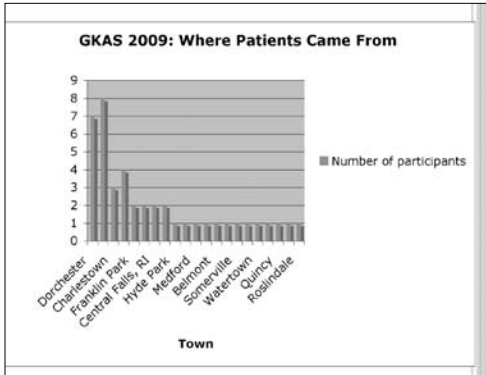
- Doubled the number of children treated
- Included adolescents in recruitment
- Provided sealant treatment

GKAS 2009 @ HSDM

- 48 children treated
- 85% increase
- 8 languages spoken
- Portuguese, Vietnamese, Russian, etc.
- 65 student volunteers
- 45% HSDM pre-doctoral student body
- 10 faculty/staff/resident volunteers

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SURPRISES

- Families traveled from all over Boston and beyond
- Participants became official Harvard Dental Center patients
- Patient turnout still lagged behind student-volunteer service capacity

FOLLOW-UP PRESS

- "Attendance grows at Dental School's 'free care day'"
 - *Harvard Gazette*, 2/19/09
- "Dental Students Give Kids a Smile"
 - *HMS Focus*, 2/20/09
- "Harvard Serves up Healthy Smiles"
 - *ASDA News*, 4/09
- *Other publications: MDS Access Update, HSDM Dental Bulletin*

GKAS 2010 @ HSDM

- 105 children from 60 families (+ 218%)
- 2/3 had no dental insurance

"I was surprised at how willing dental students from all years were to help out with both the planning and actual event."
Elyse Maiorini, co-planner of GKAS 2010 @ HSDM

GKAS 2010 @ HSDM

"I was really thrilled to see how enthusiastic our classmates were about GKAS. I think what impressed me the most was how willing everyone was to help on the actual day of the event."

Elisabeth Shamoan, co-planner of GKAS 2010 @ HSDM

SOURCES

- M. Coomes and R. DeBard. (2004). *Serving the Millennial Generation*. p. 40
- *Journal of Dental Education*
 - www.jdent.org - free full text articles!

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THANK YOU VERY MUCH;
STAY IN TOUCH!



Colleen_Greene@hsdm.harvard.edu

810-394-6539