



*By Bev Isman, RDH, MPH, ELS*

We hope everyone enjoyed the summer despite the continuing spikes in COVID-19 and interruptions to our daily lives and work. Despite the fluctuations in activities and guidelines, ASTDD consultants and members continued to be highly productive during the summer months.

**State Dental Director Calls and COVID Related Partnerships**

ASTDD continues to participate in calls and emails of the COVID-19 Public-Private Partner Dental Coordination Group, a group of more than three dozen organizations and a dozen federal entities dedicated to improving the oral health of the nation through coordinated messaging, sharing knowledge about the ongoing pandemic as it relates to oral health, promoting integration of oral health into overall health, and working collectively on oral health topics. ASTDD also participates in the DentaQuest Partnership Oral Health System: Pandemic Response Workgroup.

Dental directors continued to meet virtually during the summer months. Calls in May through August included:

- May 27, 2021: Discussion focused on teledentistry policies with states sharing links to theirs.
- June 10, 2021: John O’Malley reviewed progress on the ASTDD National Oral Health Data Portal.
- June 24, 2021: Russ Dunkel, Jay Kumar, and Mona VanKanegan presented about efforts to reduce the utilization of emergency departments for non-traumatic oral health conditions.
- July 15, 2021: Presentation by Angela Filzen from MS on Head Start screenings; screeners will not actually be looking into the mouths of Head Start children to collect the data themselves. Angela will share information about how they are planning to set this up, collect, analyze, and interpret the data. Tommy Johnson from AL also related how they accomplished a 3<sup>rd</sup> grade BSS during COVID.
- July 29, 2021: Discussion about what states have done to increase Medicaid participation by dentists, in response to a question by Cheri Kiefer in ND, as well as how to establish better relationships with the state dental association.
- August 12, 2021: Discussion about effectively managing staff and staying connected while working remotely. Discussion about TX discontinuing all state health department support for fluoridation.
- August 26: John Welby and Debony Hughes reported on results from Maryland’s focus groups with individuals living with HIV, dentists, and primary care physicians. The focus groups were conducted to inform an access to dental care pilot program for people living with HIV.

The dental directors also created a new WORD cloud that expresses how they feel now that 2021 is half over.



## ASTDD Peer and Member Support Program



Matt Zaborowski (ID), Barbara Carnahan (OH), Matt Horan (MA) and Guy Deyton (MO) are participating in the mentoring program. Two new directors were oriented: Kaz Rafia (OR) and Jonise McDaniel (PA). The second mentee discussion group was held on June 18. Lori Cofano is in the process of reviewing/editing/updating the ASTDD Mentoring Guide. Kimberlie Payne oriented 14 new associate members to ASTDD this summer. Updates were made to the [Dental Public Health 101 ppt](#) and [syllabus](#).

## Data Committee and National Oral Health Data Portal

Kathy Phipps and Mike Manz continue to help states and territories plan for surveys or other surveillance assistance despite many Basic Screening Surveys (BSS) being on hold. Mike has been providing BSS TA to FL for their third grade and adolescent BSS and LA for their third grade BSS, which have been on hold due to the pandemic, as well as helping GA with analysis of their Head Start BSS data. Kathy has been providing BSS and oral health surveillance TA to MD, PA, AL, MI, NE, OH, NJ, MN, VT, NV, IL, CT, KS, DE, and MT. She has also updated the BSS training slides that can be found as part of the [toolkit](#). Mike has also updated the [publications reference document for the Emergency Department surveillance project](#).

The 2021 Synopses full report is posted on the members only section of the website and the [Summary Report](#) is available on the public side. Kathy was the primary author on the [Dissemination of Data from State-Based Surveillance Systems BPAR](#) posted with eight associated state descriptive reports on the [Best Practice](#) portion of the website.

John O'Malley reports that the National Oral Health Data Portal is almost ready for launch. He spent the spring and summer sharing the prototype with many community partners to gather feedback and make the dashboards as useful as possible. John made many modifications and improvements, such as improving load times and making it possible to download datasets directly from within a dashboard. We anticipate that by the end of September the site will be ready for the community to use. Since the project is so large, and more data can always be incorporated, we're asking for help from members to reach out with continuous feedback and ways to make it useful for your organization. We look forward to hearing from you.

## Communications Committee

An ad-hoc committee has been working to create ASTDD design standards and guidelines for new documents including ASTDD logo placement, color, font, line spacing and other elements. This will help standardize documents and the visual themes. The latest Spotlight, May 25, featured Maritza Cabezas discussing [Love Your Baby's Teeth Campaign Launch, Implementation and Analytics](#). She generated many questions from the more than 110 participants. The committee decided on their August call to assess interest from members in participating in a Communication Community of Practice. More than 25 members showed interest, so the committee hopes to hold its first Communication Community of Practice this fall. We have been busy cleaning up the A-Z tab on the website and making sure that documents match the way they are listed on website pages and on the tab.

## Dental Public Health Policy Committee (DPHPC) and Best Practices Committee (BPC)

Judy Feinstein reviewed proposed revisions to the *Sealants and BPA Policy Statement*. On behalf of ASTDD, as a member of ASTHO's Population Health and Informatics Policy Committee, she also reviewed and provided comments on a new ASTHO policy statement *Permanent, Sustainable Medicaid Financing for U.S. Territories* and a related statement, *ASTHO Policy Statement in Support of the Compacts of Free Association (COFA)*. ASTDD's policy statement, *Healthy People 2030 Oral Health Objectives*, was updated to reflect CDC's addition of oral health as a leading health indicator (OH-08: Increase use of the oral health care system). The Policy Committee completed its work on a new policy statement, *Reducing Opioid Prescribing by Oral Health Professionals*, due for review and approval by the BOD in September. The Committee began working with faculty members at Kansas City University who will supervise/mentor predoctoral

students (in dentistry and psychology) in writing a new policy statement on The Relationship Between Oral Health and Social Determinants of Health.

The Best Practices Committee has been very busy over the past few months. In addition to the BPAR mentioned in the Data Committee section, the [Oral Health Care of People with Special Health Care Needs Best Practice Approach Report](#) (BPAR) was posted in early July with eleven descriptive reports from states and organizations. ASTDD and the Best Practices Committee would like to thank Katrina Holt and the National Maternal and Child Health Oral Health Resource Center (OHRC) for their support through the Consortium for Oral Health Systems Integration and Improvement (COHSII) grant funding, Dr. Farah Alam for her work as the primary author, and the members of the work group who provided their expertise. There are currently three other BPARs underway. A new BPAR on teledentistry is in progress with Dr. Scott Howell as the primary author and CareQuest Institute for Oral Health providing support. The goal is to have this BPAR posted by late November 2021. The School-Based Dental Sealant Programs and the State Oral Health Improvement Plans BPARs are both in the process of being updated. A special thank you to all who have volunteered to be on BPAR workgroups, review descriptive reports and review the BPARs. This work could not be done without the support of volunteers!

### School and Adolescent Oral Health Committee (SAOHC) and Dental Sealant Subject Matter Expert

The SAOHC arranged for a webcast presentation by W. Michael Brown, MD, FAAP, Southeast Regional Medical Director for Merck Vaccines, on Wednesday, June 9<sup>th</sup>. The webcast, *Human Papillomavirus Caused Cancers are Preventable*, emphasized the importance of recommending the Gardasil® 9 vaccine as a gender-neutral preventive measure starting at age nine. While the vaccine may be given to those up to age 45, the two-dose regimen for those age nine to fourteen is highly recommended. After age fifteen the regimen changes to a three-dose series. The suggested message is people need to get the vaccine today to prevent HPV-related cancer and disease in the future. Seventy percent of oropharyngeal cancer is HPV positive, and men are five times more likely to have oropharyngeal cancer than women. This webcast was not recorded due to Merck's compliance policies. The slides are available on the [SAOHC webpage](#).



On May 7<sup>th</sup> Wisconsin held a virtual HPV and Oral Health Summit. Guest speakers included Eva Grayzel, who presented her oral cancer story at the NOHC a few years ago, Dr. Kartikey Acharya, Dr. Mark Lingen and Jill Meyer-Lippert. Topics included the myths and science of the HPV vaccine; how to have important conversations with patients and families about HPV prevention; and oral manifestations and considerations of other oral cancers. Presentation recordings are only available to those who attended the summit.

The SAOHC COVID-19 School-Based Programs Workgroup partnered with CareQuest Institute for Oral Health and the National Association of School Nurses to present the webcast *Challenges in Implementing School-Based Oral Health Programs* on Thursday, May 13<sup>th</sup>. The webcast covered the results of a second survey of state/territorial oral health programs done in February 2021, in follow up to a June 2020 survey, on the impact of COVID-19 on school-based oral health programs (SBOHP). A research brief was developed comparing the results of the two surveys, [Challenges in Implementing School-Based Oral Health Programs: Short-and Long-Term Impact of COVID-19](#). There is concern that as a result of SBOHPs not providing full services during the pandemic, there may be an uptick in children who have more severe oral health needs. The [PowerPoint slides](#) and [webinar recording](#) are available.

The SAOHC and the Best Practices Committee are in the process of updating the *School-Based Dental Sealant Programs Best Practice Approach Report* (BPAR). The primary author is Dr. Prasida Khanal who is on sabbatical from her position as Minnesota's state dental director. The update is anticipated to be complete by June 2022. Sandy Tesch has been providing TA to multiple states, posting messages to the sealant listserv, adding resources to the ASTDD Dental Sealants webpage and reviewing documents. She facilitated a Sealant Community of Practice (CoP) call on May 21 where the discussion focused on a "check in" with states regarding the status of their sealant program and their current TA needs. The July 16 CoP call focused on Building Partnerships. Lori Cofano presented ASTDD's BPAR on that topic, a partnership assessment tool, and resource list on various partnership models. She shared ASTDD's rubric for

determining level of engagement for each collaborations/partnership and discussed how state/territorial oral health programs could use the tool. The next Sealant CoP will be in September.

Lori Cofano will be representing ASTDD on the Coordination Team for the CDC project that will perform a systematic review of literature on the effectiveness and efficiency of fluoride varnish in school-based settings. The CDC anticipates the project will take approximately one year to complete, with the research resulting in guidance on fluoride varnish being published in the Community Guide.

### **ASTDD Fluorides Committee (FC)**

Judy Feinstein continued to compile reports on fluoridation activity, mostly challenges, with postings from Google and Curate (a data-mining company that provides a searchable database of local government meeting agendas and minutes). Reports are emailed to state dental directors, the Fluorides Committee, two ASTDD CWF lists, the American Academy of Pediatrics Fluoride Rapid Responders list and the American Network of Oral Health Coalitions. These reports are usually twice a month; emails are sent to individual dental directors if either tool identifies something with more immediacy. Judy collaborated with Tracy Boehmer at CDC to present the *2021 Annual CDC Fluoridation Update* on May 12 on Zoom. This meeting doubled as a meeting for the CWF Community of Practice and also included a presentation by the Pennsylvania Coalition for Oral Health and their partners at the University of Pittsburgh and the Collaboratory for Water Research, Education, and Outreach, *The Development of an Interactive Fluoridation Map for Pennsylvania*. Judy also worked with the American Fluoridation Society to plan their two-session panel discussion, *Defending CWF in the Zoom Era*, on May 26 and June 2. A webinar for the CWF Community of Practice in June recapped the CDC presentation and featured an overview and discussion of the PLOS One article, *State DOH Web Content on Fluoridation* with co-author Matt Jacob. In late July, on the Committee and ASTDD's behalf, Judy presented ASTDD's report to the ADA's National Fluoridation Advisory Committee. The Fluorides Committee continues to monitor reports related to the NASEM (NTP) report on fluoride toxicity and a lawsuit against the EPA by Food and Water Watch, and to provide input for updates to several ASTDD fluoride related resource documents.

### **US Affiliated Pacific Islands Technical Assistance**

Ohnmar Tut continues to provide TA to the USAPI dental and MCH directors focused on the adopting the national Title V performance measures for oral health, providing preventive services for children, and conducting BSS in various grades. Most of the BSS efforts have been on hold due to COVID. Reg Louie and Bev Isman continue to post messages about resources to the USAPI listserv.

### **Healthy Aging Committee (HAC)**

The primary work of the Healthy Aging Committee is being led by a workgroup formed to develop an Older Adult Oral Health Promotion Toolkit with resources to educate a variety of partners and stakeholders on older adult oral health. The project is funded by the Gary and Mary West Foundation with the final product, including evaluation, due to be completed by December 2022. State oral health programs and state units on aging on the workgroup include Alabama, Iowa, Missouri, Nebraska, Virginia and Wisconsin. Kathy Wilson-Gold from the Office of Nutrition and Health Promotion Programs at the Administration on Aging/Administration for Community Living is also on the workgroup. Two residents from Harvard's Dental Public Health Residency Program are developing infographics for two of the focus areas (oral health and overall health; oral health and nutrition) under the guidance of Steffany Chamut. Sam Zwetchkenbaum and Lori Cofano facilitate the workgroup.

### **RESPITE Project**

The University of Pittsburgh, School of Dental Medicine, together with the ADA Science & Research Institute, received a three-year grant from the US Food and Drug Administration (FDA) to develop an evidence-based clinical practice guideline for the management of acute dental pain. Through a contract, ASTDD is providing dental public health expertise to the interdisciplinary team, helping develop and deploy dissemination and implementation strategies and ultimately evaluate the effectiveness of those strategies in changing provider prescribing behavior. State dental directors are contributing valuable feedback about state networks and regulations. Expected outcomes are: 1) guidelines



for an established standard of care, 2) patients will receive safe and effective relief from acute dental pain, and 3) the risk of opioid diversion, opioid use disorder, and overdose will be reduced.

Since May, the project has accomplished many tasks. First, several forums were conducted during which citizens from across the country shared their values and preferences with respect to the management of acute dental pain. The results of these discussions were distilled into a statement, also approved by forum participants, that was shared with guideline panel members to guide their decision making. Second, existing empirical evidence about the effectiveness of various medications for managing acute dental pain was summarized in meta-analyses. At the end of August, the guideline panel began reviewing the evidence and generate recommendations. The guideline panel based their recommendations on both the empirical evidence and the patients' statement of preferences and values. By the end of September, we will have finalized all their recommendations, and the team will begin writing manuscripts to share with clinicians the guideline and the both the evidence and patient values and preferences on which the guideline was based.

Simultaneous with the develop of the guideline, five states were identified as intervention states, and five states were identified as control states. Clinicians in intervention states will receive messaging alerting them to the new guideline and providing them access to a free Continuing Education course introducing them to the guideline. Finally, work began to develop the Continuing Education course.

### National Center on Health, Behavioral Health, and Safety (NCHBHS)



The ASTDD Dental Hygienist Liaison (DHL) Project consultants Kathy Hunt and Gina Sharps recruited new state DHLs for OK (Renetta Reyes), PA (Beth Frushon), IA (Mary Kelly), MT (Katie Glueckert) and for the Region VIII DHL Coordinator (Michelle Baxter). They also presented *Something to Smile About! Head Start and the DHL Project* to the Head Start Regional Health Specialists and promoted new Regional DHL Coordinators (DHLC) for Regions XI (AIAN) and XII (Migrant Farmworker).

Two sessions of NCHBHS Health Leaders Institute training held May 25–27, 2021 were dedicated to oral health. Oral health workgroup member Francisco Ramos-Gomez presented, *Working with Families to Improve Oral Health*, and Beth Stewart, Region VI DHL coordinator and TX DHL, presented *Promoting Oral Health During Pregnancy*; they reached a combined audience of 949 participants. DHL leadership attended as well and promoted new Regional DHLCs for Regions XI and XII and attended the NCHBHS Health Forward webinar.

Harry Goodman participated in a virtual Head Start Oral Health Workgroup meeting to discuss toothbrushing in HS programs and received updates on federal activities and the work of the Dental Hygienist Liaisons. He also attended the OHS Head Start Forward Webinar 4 on *Health and Safety Considerations* that included information on safe toothbrushing in HS Centers. Harry has been providing regular TA to PA Head Start programs.

A new [American Indian and Alaska Native \(AI/AN\) Oral Health webpage](#) has been posted with assistance from Rear Admiral Tim Ricks and our Region XI Head Start DHLC, Juanita Simpson.

In lieu of an annual in-person meeting in Chicago, usually held at the American Dental Hygienists' Association (ADHA) headquarters, two 3-hour virtual meetings for the Regional DHLCs were held on August 13 and 20. The agenda included an overview of NCHBHS priority areas, review of the DHL annual assessment findings and oral health materials, discussion on toothbrushing in Head Start classrooms, review of the Year 02 workplan and identification of potential new activities, and future collaboration with ADHA. Year 01 of the Project ends September 29, and we look forward to starting the new contract on September 30.

### Center for Oral Health Systems Integration and Improvement (COHSII)



For the past three years, the National Maternal and Child Oral Health Resource Center (OHRC), with assistance from the National Network for Oral Health Access, supported the Partnership for Integrating Oral Health Care into Primary Care (PIOHPC) project. The purpose of the project was to

improve access to oral health care by integrating the interprofessional oral health core clinical competencies into primary care. The competences are described in the publication [Integration of Oral Health and Primary Care Practice](#). The PIOHCPC project teams consisted of a state oral health program addressing the Title V MCH national performance measure (NPM) on oral health, NPM 13, and a local primary care setting. Teams from Georgia, Illinois, Maryland, Michigan, and Rhode Island participated in the project. ASTDD consultants served on the project teams and provided technical assistance. The publication, [The Partnership for Integrating Oral Health Care into Primary Care Project 2019-2021: Final Report](#), provides information about implementation of the PIOHCPC project, details project findings and strategies to integrate oral health care into primary care, and highlights technical activities provided to and feedback received from project teams. The project was funded by the Health Resources and Services Administration (HRSA), Maternal and Child Health Bureau (MCHB).

The OHRC, in partnership with ASTDD and the Dental Quality Alliance, has been awarded a cooperative agreement for the Consortium for Oral Health Systems Integration and Improvement (COHSII), a three-year project beginning July 1, 2021, funded by HRSA, MCHB. The purpose of the project is to expand access to integrated preventive oral health care for the maternal and child health population, particularly in safety net sites. The project will continue and expand activities of COHSII 2017–2021, providing services to state Title V programs, state oral health programs, community-based programs, and professionals working in or with state Title V programs. Three goals address identifying gaps and barriers, improving systems of care, and translating evidence to practice. OHRC is excited to continue this work with our amazing partners!

### New Publication

The September issue of the *Journal of the California Dental Association* discusses the burden of chronic diseases and the implications of that burden for dentistry. Articles explore oral health and cognitive impairment, the HPV vaccine and a hypertension screening pilot program. Jay Kumar was guest editor for the issue and wrote the introductory article, *Addressing the Needs of Dental Patients with Chronic Conditions: A Look Into the Future*. Also featured in the issue is an article by John Welby and Debonny Hughes of Maryland, *Hypertension Screening in the Dental Setting: A Pilot Program to Enhance Chronic Disease Management through Medical Dental Integration*. The full journal can be accessed here: [CDA Journal](#). Jay’s introduction can be accessed [here](#). The Maryland article is available directly, [here](#).

### Evaluation Activities

The Emory Evaluation team and Mary Davis continue to provide general assistance and TA to CDC-funded evaluators through their listserv and emails and review of states’ evaluation reports, and to ASTDD committees on specific projects. On May 19 they presented a Coffee Break webinar for CDC-funded evaluators to facilitate preparation of annual reports/evaluation reports. Listserv posts focused on tips for integrating health equity into oral health evaluation and effective reporting. They are planning for future webinars and a weekend evaluation workshop at the National Oral Health Conference (NOHC). Mary conducted an analysis of data of oral health programs implementing the Title V NPM 13 and presented results to the COHSII work group.

We are excited to announce a new addition to the evaluation team who arrived 3 weeks ahead of schedule on May 31. Welcome to JoAnna Hillman’s little overachiever, Luca Isaac Steeh! He was 6 lbs 15 oz and is tipping the scales at more than double that now, carrying it mostly in his chunky cheeks! Carissa Beatty covered JoAnna’s activities during her maternity leave and will continue to be a resource for our evaluation activities.



### Meetings and Webinars (links aren’t available if they were a member only or pre-registration event)



**HIV Virtual Dental Symposium hosted by the MI Department of Health & Human Services (MDHHS) May 14, 2021, Pam Manning reporting.**

There were 115 people registered for the event from around the US, Canada, and other nations. Speaker James Winkler, DDS, PhD discussed the etiology and management of HIV associated oral lesions and how to provide treatment to individuals living with the virus. Sheyonna Watson, CTTS discussed the physical toll of tobacco use in people living with HIV/AIDS (PLWHA). She also shared tips dental professionals can use chairside to help patients reduce tobacco product use. David Hardy, MD shared an update on medicines used to treat HIV and the role of dental professionals in ending the HIV epidemic in the U.S. The symposium ended with a panel of individuals who work in the field of HIV. They shared ways to address unconscious bias and address individuals with care and compassion. This interactive discussion was moderated by Mary Rose Forsyth, BS, MA, MSN of the Midwest AIDS Training and Education Center (MATEC). The next HIV Dental Symposium to be hosted by MDHHS will be in the Spring of 2023.

**American Dental Hygienists' Association Annual Conference, June 18-20, 2021, Phoenix, Arizona; Chris Farrell and Gina Sharps reporting**



This was the first in-person conference held in 2021 for many healthcare staff. The conference hosted many presenters speaking on a variety of topics, including many that impacted dental public health. The keynote speaker, Cara James, President and CEO from Grantmakers in Health, presented virtually to the audience. Her topic was on health equity and the impact on race and ethnicity. In addition to courses, an exhibit hall with vendors was available on both Friday and Saturday. While there were limited exhibitors, those that were there provided lots of new information on their products. The exhibit hall was a great networking opportunity to inform exhibitors about ASTDD and the NOHC. One activity was a walking challenge

and that sparked ideas for the NOHC to also incorporate a walking challenge next year (you will have to wait and see if that happens). In addition, there were many individuals from organizations that ASTDD partners with, such as the American Association of Public Health Dentistry (AAPHD) and the Organization for Safety, Asepsis and Prevention (OSAP), to discuss future ideas and projects. The closing session on Sunday featured Lisa Leslie, a former player of the WNBA and Team USA. Her presentation on how to all be champions was fantastic. She mentioned the 7Ps: Proper, Prior Preparation Prevents Piss Poor Performance. The conference was also attended by several current ASTDD associate members. It was a great, energizing experience and wonderful to be in-person with friends and acquaintances.

**Diverse Dental Society's Virtual Multicultural Oral Health Summit: Shape our Future, June 17-19, 2021, Steve Geiermann reporting.**

This three-day conference brought together constituents of the National Dental Association, the Hispanic Dental Association and the Society of American Indian Dentists. The educational opportunities were vast and diverse. The opening session, *Minority Faculty, Administrators & Practitioners Forum - Missing at the Table II*, brought 13 national association and academic leaders together to discuss exploring current and historical administrative pipeline gaps; analyzing strategies and solutions to help ensure the success of students, faculty, and administrators of color in US dental schools; and describing how improved dental school representation can lead to improved outcomes in underserved communities.

**2021 Organization for Safety, Asepsis and Prevention Virtual Annual Conference: Safer and Stronger, Together, June 2-5, Steve Geiermann reporting.**



Approximately 500 individuals registered for the 2021 virtual OSAP annual conference. OSAP is a growing community of individual clinicians, group practices, educators, researchers, consultants, trainers, compliance directors, policymakers, and industry representatives who

advocate for the safe and infection-free delivery of oral healthcare. It focuses on strategies to improve compliance with safe practices and on building a strong network of recognized infection control experts.

**National HPV Vaccination Roundtable Meeting, June 9-10, 2021, Steve Geiermann reporting.**

I attended the public sessions of the meeting. A big focus this year was the drop-off in vaccination due to the pandemic, and the presentations focused on how to get adolescent vaccination back on track. During the two-day virtual meeting, attendees:

- Explored the impacts of the COVID-19 pandemic on HPV vaccination and implications for progress towards Healthy People 2030
- Charted a path towards health equity in HPV vaccination among diverse communities to understand the impact of other key determinants on adolescent vaccination rates
- Learned valuable lessons from experts in overcoming real challenges to increase adolescent vaccination.

Watch videos of the meeting here: <https://www.youtube.com/HPVRoundtableTV>.

**Special Care Dentistry Association Virtual Conference, August 20, 2021, Sam Zwetchkenbaum reporting.**

Highlights included presentations on education in special care and potential specialty status, mobile teledentistry, trauma-informed supports for people with intellectual and developmental disabilities (IDD), successfully managing non-compliance for those with IDD, and more. Sam was honored to receive the 2021 Saul Kamen Award in recognition of work done for the organization and special care dentistry. If you missed the Virtual Annual Conference, don't worry, all programming was recorded, so you can still register and get access to the sessions. When you register, you'll also have access to more than 12 on-demand presentations and webinars in addition to the live sessions that are recorded starting on September 13. Earn more than 16 CME credits and do it at your own pace! You'll have access to the recordings until Nov. 30th. Check the website for more details and to register.

<https://www.scdonline.org/page/scdaannualmeeting2021landing>.

The 2022 SCDA meeting is scheduled for May 5-7 in Columbus, Ohio.

**Virtual 2021 National Conference on Health Communication, Marketing, and Media, August 24-26, 2021, Bev Isman Reporting. (Free conference)**

More than 3,000 participants from around the globe attended the sessions. All oral health professionals who are responsible for verbal, written or digital information and health communication campaigns would greatly benefit from this annual conference. I attended the following:

- Keynote speakers: Heidi Larson, Director of the Vaccine Confidence Project, London School of Hygiene & Tropical Medicine and two responders; Rochelle Walensky, Director, Centers for Disease Control and Prevention
- Panels
  - *Applying a Racial Equity Lens to Social Marketing*
  - *Shaping a Complementary Alliance Between Journalists and Public Health Information Officials. What the Pandemic Crisis has Taught Us*
  - *The Healing Communities Study Health Communications Campaigns: Lessons Learned from Rural and Urban Communities (focus on reducing deaths from opioid overdose)*
  - *Health Equity Guiding Principles for Inclusive Communication—Making it Stick (launched the CDC's new Guiding Principles document: [https://www.cdc.gov/healthcommunication/Health\\_Equity.html](https://www.cdc.gov/healthcommunication/Health_Equity.html))*
  - *Communicating Public Health in a Time of Disinformation and Science Skepticism*
  - *Social Determinants of Health: From Barriers to Opportunities.*





**IADR General Session Virtual Conference, July 21-24, 2021. Beverly Isman reporting.**

This is the premier international oral health research conference representing a broad range of topics from the various IADR sections and country or regional associations. I attended the following sessions:

- *411 Rapid Research session*—various topics
- *Oral Epidemiology Forum*—methodological issues
- Symposia
  - *Implementation Strategies to Reduce Opioid Use in Oral Health*
  - *Diagnostic Delays in Oral Cancer: Causes, Measurement, Impact and Solutions*
  - *Successes and Challenges in e-Oral Health*
  - *Evaluation of Teledentistry Programs in the Pre- and Post-COVID-19 Era*
  - *COVID-19 Impact on Oral Health Services in Federally Qualified Health Centers*
- Posters
  - *Strategies for the Provision of preventive Dental Care*
  - *Maternal and Child Oral Health*
  - *Pediatric Oral Health*

I previously reported that I had submitted comments on the *IADR Consensus Statement on Future Directions for the Behavioral and Social Sciences in Oral Health* on behalf of ASTDD. I'm pleased to say that they integrated several of my ideas related to information dissemination and health communication, and they're considering producing more plain language versions of the Statement and other scientific reports.

**Look for the next issue of Roundup in November, 2021. Send any questions or comments to Bev Isman at [bev.isman@comcast.net](mailto:bev.isman@comcast.net)**