New Mexico bound!

**ADHA heads to Albuquerque for 85th Annual Session**

By Kristine Colker
Managing Editor

Maybe it's the educational session on acupuncture or the chance to dance the night away at a Route 66 party. Maybe it's the raffles on the exhibit floor or hearing Debbie Reynolds speak. Or maybe it's the chance to network with more than 1,000 dental hygienists from across the United States. Whatever your reason, you won't want to miss the American Dental Hygienists’ Association’s 85th Annual Session being held in Albuquerque, N.M., from June 18-21.

This year, the show promises an array of educational opportunities as well as the chance to see new products up close while interacting with other hygienists, students, educators and clinicians.

Some of the highlights include:
- More than 25 C.E. sessions on a variety of topics, including the application of oriental medicine and acupuncture to dentistry, infection control, women’s health, new periodontal products, tobacco cessation intervention, communication tips and turning entrepreneurial ideas into reality.
- Planetary sessions designed to inspire. On Thursday, June 19, Kary Odiatu, REd, RPe, and Uche Odiatu, BA, DDS, will teach you how to “Live Your Dream” while Tim Prosch lets you in on what patients really think about you, as learned from ADHA research.
- A keynote speech on Saturday, June 21, by Debbie Reynolds, star of such movie musicals as “Singin’ in the Rain” and “The Unsinkable Molly Brown.”
- Two days of exhibits featuring more than 100 companies all ready to help you with any needs you may have. (For added fun, we hear you might want to stop by the Colgate booth from 2–4 p.m. Saturday.)
- Raffles on the exhibit floor and a Southwest artisan fair featuring unique jewelry and crafts found only in Albuquerque.

• A First Timers/Mentor Luncheon where those new to the show are paired with a seasoned veteran who can show them the ins and outs on everything from specific events to ADHA membership to the best way to network.

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**Survey: Americans value oral health but knowledge gap remains**

Oral health is a top health priority for 64 percent of adults in the United States right now, but even more adults (82 percent) are unaware of the role that infectious bacteria can play in tooth decay, or cavities, according to a new public opinion survey sponsored by Oral Health America and Philips Sonicare.

The survey, conducted by Harris Interactive, is part of the first-ever U.S. National Smile Month, which started May 18 and lasts until June 17. National Smile Month aims to raise awareness of the importance of good oral health habits, including brushing, healthy food choices and regular dental visits. The National Smile Month “Brush for Health!” theme focuses on raising public awareness about the connection between oral care and overall health.

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**Treating children with special needs**

Children and adolescents with special health-care needs (SHCN) have been defined as “those who have or are at increased risk for a chronic physical, developmental, behavioural, or emotional condition and who require health care and related services of a type or amount beyond that required by children generally.”

Special health-care needs encompass both physical and mental disabilities and long-term chronic illness. This includes such conditions as developmental disabili-

ties, such as autism, mental retardation, cerebral palsy, epilepsy or other incurable neuropathies. Other chronic conditions include rheumatoid arthritis, scleroderma, HIV, cancer or leukaemia. Other health-related problems that can impair the ability to function include conditions such as spina bifida or muscular dystrophy.

The need for oral health care is probably one of the most prevalent unmet health-care needs among children and adolescents with SHCN. Children with SHCN are almost twice as likely to have unmet oral health-care needs as their peers without SHCN across all income levels.

Barriers to oral health care

Maintaining oral health care can be a challenge for many with SHCN and their parents or caregivers. There is also a shortage of paediatric dentists in many areas, and many general dentists can lack specific knowledge and skills required to care for those with SHCN.

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**Inside this week**

**Treatment for cavities?**

A study by Ortek Therapeutics and Stony Brook University suggests a new chewable mint for children mimics the cavity-fighting benefits of saliva.

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**What you need to know at the ADHA**

So many events, so little time to see it all. In order to help you make the most of your time in Albuquerque, we’ve compiled a list of the events you’ll want to be sure not to miss.

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New treatment for cavities?

Study shows CaviStat may help prevent childhood caries

CaviStat mimics the cavity-fighting benefits of saliva by neutralizing harmful plaque acids and simultaneously promoting the remineralization of the tooth structure. It contains the amino acid arginine, which, when metabolized by certain plaque bacteria, elevates dental plaque pH through alkali generation. In addition, CaviStat also contains bicarbonate, a buffer in saliva, and calcium carbonate, a poorly soluble calcium salt. The latter provides a source of calcium to prevent tooth solubilization and, under appropriate conditions, favors pH elevation and enhanced tooth mineralization. All of the components of CaviStat are naturally present in the human body. A study funded by Ortek Therapeutics showed that after one year, children who were given BasicMints with CaviStat had 62 percent fewer cavities in their molars than did children in a placebo group. CaviStat was developed, clinically tested and patented by researchers in the department of oral biology and pathology at the State University of New York at Stony Brook and exclusively licensed to Ortek.

Ortek plans to submit an investigational new drug application to the U.S. Food and Drug Administration later this year. BasicMints are not currently approved for use in the United States. Cavities are the most prevalent disease in children, with almost half having a cavity by second grade and 80 percent having one by the time they graduate from high school. Roughly 90 percent of cavities occur on the biting surfaces of back teeth. By chewing BasicMints and packing CaviStat into these vulnerable surfaces, protection is focused where most cavities form.

Source: Ortek Therapeutics Inc.

U.S. demand for dental products to keep growing

Demand for dental products — excluding equipment — in the United States is projected to grow by 4.5 percent per year and reach nearly $11 billion in 2012, aided by favorable population trends as well as a greater interest in cosmetic dentistry.

More people are embracing oral care as a requirement for good overall health, providing added opportunities for dental products. Dental Products & Materials, a study by The Freedonia Group Inc., of Cleveland, predicts that the repair and restorative market will post “solid growth, due in part to the over 55 population,” as older people are more likely to require crowns, bridges and dentures. Americans are increasingly turning to cosmetic procedures to look young, and such procedures are highly profitable to dentists.

In 2007, professional dental products accounted for 65 percent of total dental product demand, Freedonia says. Professional dental products will grow faster than the consumer segment and comprise two-thirds of demand in 2012.

“The professional dentistry industry continues to increasingly focus on aesthetics, due in part to the falling incidence of tooth decay as well as greater profit opportunities,” the consultancy said. Growth in the smaller consumer market will remain below average because of market maturity, although there will be pockets of opportunities for healthy growth.

Source: Freedonia Group

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Of course, that isn’t everything. There is still one last party saved for the last night: the “Get Your Kicks on Route 66!” president reception, being held Saturday, June 21, from 7-11 p.m. Come dressed from your favorite era of the historic Route 66, whether that be the 1930s or the 1980s, and spend one last night celebrating with everyone you met during the week.

ADHA: What you need to know

When: June 18–21
Where: Albuquerque Convention Center

Hours
Sessions: 8 a.m.–5:30 p.m. Thursday
10 a.m.–5:30 p.m. Friday
10 a.m.–5:30 p.m. Saturday
Exhibit hall: 9 a.m.–5:30 p.m. Friday
10 a.m.–4 p.m. Saturday

Events
• Plenary Session No. 1 — “Live Your Dreams” and “The Patient’s Perspective”: 8-9:15 a.m. Thursday
• Lunch & Learn: 1–2:30 p.m. Thursday
• First Timers/Attendees Luncheon: 1–2:30 p.m. Thursday, $20 (includes lunch)
• Great Breakfast: 7–8:30 a.m. Friday
• Phillips/Sonicear RDH Mentor of the Year Award: 5-6:30 p.m. Friday
• ADHA Institute for Oral Health Extravaganza: 7-10 p.m. Friday
• Plenary Session No. 2 — ADHA Awards and Debbie Reynolds Keynote: 8-9:45 a.m.
• President Reception — “Get Your Kicks on Route 66!” 7-11 p.m. Saturday