



## **ADHA State-Supporting Initiatives**

### **Membership (\$665,000):**

- Dedicated staff person to work with states.
- Dues collection, processing and invoicing, plus remittance back to states and components.
- Management of renewals, including management of telemarketing services, weekly reporting to states with year-by-year comparisons.
- Membership database management, tracking and maintenance, including student lists, student presentations and rosters.
- Development of recruitment and retention strategies, including direct emails, mailings, promotions, advertising, incentives, and targeted outreach to non-member attendees, etc.
- Ongoing communications with members, including welcome packages, staff calling campaigns, student advisor/program director outreach.
- Monthly membership reports and presentations for states, trustees and local officers.
- Association management tools, including operating guides, charter agreement support and resources.
- Management of call center to handle all member inquiries.
- Management and content strategy of members-only web site, including sample bylaws checklist, guidelines and calling campaign scripts.
- Monitor web site data and track online membership analytics.
- Market research on recruitment and retention for the targeted state initiative that will be used to enhance future member recruitment and retention efforts.
- *Spotlight* newsletter for state and local officers.
- WebEx presentation series for membership chairs and treasurers and membership workshops at the annual meeting.

### **Advocacy (\$333,000):**

- ADHA Legislative and communications staff support to states for the development of new workforce models.
- Strategic counsel and lobbying support for state associations working with state legislatures and state dental/dental hygiene boards to improve laws and regulations that create additional opportunities for dental hygienists.
- Staff support to state legislative chairs regarding state advocacy priorities.
- Legislative tracking in all 50 states, including the District of Columbia and federal government, by state or type – e.g., water fluoridation, scope of practice, self-regulation, etc.

- Communications support, such as the development of strategic legislative agendas, monitoring of legislative and regulatory activities by state, the creation and distribution of Vocus advocacy messages on behalf of states actively working for or against specific legislation, and providing a series of WebEx training tools on workforce models.
- Consultation to constituent lobbyist and on-the-ground professional support.
- Success in having dental therapy education program standards adopted by the Commission on Dental Accreditation (CODA) and continued efforts to maintain CODA standards for dental hygiene education programs.
- Partnership with the Association for State and Territorial Dental Directors (ASTDD) to create strategies for state oral health programs and state dental hygienists' associations can collaborate to improve oral health.
- Success in working with the Centers for Medicare & Medicaid Services (CMS) to clarify and provide guidance on the CMS oral health regulations as a means to support workforce innovation and open the doors of access at the state level.

#### **Education, Research & Events (\$168,000):**

- ADHA Dental Hygiene Diagnosis Position Paper, which includes a State Statutes Overview Document providing detail on Oregon and Colorado – the only two states that specify dental hygiene diagnosis in state law.
- Transforming Dental Hygiene Education Pilot Group Project Phase 2, in partnership with the Academy for Academic Leadership (AAL), to develop curricular models and domains for 9 dental hygiene education programs in Connecticut, Illinois, Indiana, South Carolina, Virginia, Texas, Minnesota, and California. The potential impact is that the key learnings and new curricular models can be used by dental hygiene programs in all states as they focus on preparing dental hygienists for the future. For Phases I & II, a total of 15 dental hygiene programs around the country will have participated.
- State Educator Network (SEN) to provide increased communication between ADHA and educators at the state level.
- Legislative survey and constituent annual report.
- More than \$138,000 in scholarships and grants through the Institute of Oral Health (IOH) plus \$60,000 in grants from the Wrigley Company Foundation for ADHA member applicants who are involved in community health projects that improve the public's oral health and provide oral health education.
- Fundraising support and IOH Liaison Training and Development.
- Opportunity to send up-and-coming state leaders to Unleashing Your Potential workshop, where 40 individuals are funded to attend the fall weekend event each year.
- Strategic meetings for state and local officers – e.g., House of Delegates and Business Meetings at CLL, Orientation Meetings, Leadership Mentoring Session, Membership and Governance Workshops, etc.

**Communications (ADHA provides this service in-kind to all constituents):**

- New members-only portal, featuring exclusive content, networking and a searchable directory.
- Strategic communications initiatives, including media relations, social media, print and electronic newsletters, that position ADHA and its state associations as leading sources of information for the dental hygiene profession.
- ADHA and member news in *Update* and *News Bytes* that states can use in their own newsletters.
- Tools and resources for state associations in *Spotlight*.
- Peer-reviewed research publication *Journal of Dental Hygiene* and breaking dental hygiene news and information in *Access Magazine*.