



Your best brush
Shop smart when
picking oral products



The public pledge
The crucial role of the
dental hygienist

**MEDIA
PLANET**

March 2012

ORAL HEALTH

3

TIPS

FOR A HEALTHY
MOUTH AND
OVERALL
WELLNESS

CREATING A DENTAL SOLUTION FOR SENIORS

University of Toronto Faculty of Dentistry teams up with
non profit AccessTo Care Toronto to create smiles.

PHOTO: RITA BAUER, UNIVERSITY OF TORONTO



Total

Your Health Begins With Your Dental Hygienist!

There is a direct link between oral health and your overall health.
Brush, floss, rinse, eat healthy, and see your dental hygienist regularly.

Learn more, visit www.cdha.ca/ndhw

 THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION
L'ASSOCIATION CANADIENNE
DES HYGIENISTES DENTAIRE

CHALLENGES


TIP

1

BRUSH TEETH TWICE A DAY



WE RECOMMEND



Access to care
How a University of Toronto program supports everyone's right to a healthy mouth.
[PAGE 4](#)

“Most dental care in Canada is paid for through employment-based insurance but when you turn 65, a lot of people lose those benefits because they retire.”

- Protect your bite**
What you should know about denture care.
[p. 5](#)
- The pick of products**
How to select the best brushes, paste and gum for your healthiest mouth ever.
[p. 6](#)



SQUEAKY CLEAN
Brushing properly can decrease the risk of plaque build up in the mouth and in your arteries.

If you’re a smoker, chances are you’re aware of how your habit affects your mouth. However, the need for oral education extends beyond this high-risk group. **When it comes to the health of our mouths, every Canadian needs to be prevalent.**

Thinking of quitting? Talk to your dentist

An estimated one in five Ontarians is a smoker. This year four in 10 smokers in Ontario will attempt to quit, but the withdrawal symptoms of nicotine can be so severe that many smokers fail on their first attempt. Keep trying.

Deciding to stop smoking is the best decision you can make for your health, improving your odds of successfully quitting is something your dentist is ready to help you with.

Taxing your health and economy

Tobacco is the leading cause of preventable death and disease, killing an estimated 13,000 Ontarians every year. The costs to our health-care system are staggering; the personal cost to individuals and families is beyond measure. Quitting smoking is not easy, but the return is enormous and health benefits begin within weeks of quitting.

Over the past 40 years we have seen a profound shift in the num-

ber of Canadians who smoke. The percentage of the Canadian population that smokes cigarettes has been declining since the 1970s. In 1965, 49 percent of Canadians over the age of 15 smoked. Today roughly 20 percent of Canadians aged 12 and over smoke. While these are encouraging results, there is still much work to be done.

Catching it early

As a dentist and a parent, I am very concerned about the rate of smoking in youth. Young men in particular continue to smoke at an alarming rate—37 percent of men aged 25 to 29 smoke. This number has remained stable since the mid 1990s, and it is crucial that we address this. An individual who quits smoking before the age of 35 can have a life expectancy comparable to that of someone who has never smoked.

Smokers tend to suffer from bad breath, stained teeth and dry mouth. People who smoke are also three times more likely to have severe periodontitis (gum disease) than non-smokers. Oral diseases associ-


HOW YOU CAN QUIT

Quitting is one of the toughest, yet most rewarding challenges smokers will face. The Lung Association offers these tips to help smokers quit for good:

- Make a plan—troubleshoot possible barriers to success.
- Set a quit date.
- Get active!
- Find support—from friends, family and your healthcare provider.

The Lung Association is also a good resource. Call 1-888-344-LUNG (5864) and speak to a certified respiratory educator or check out www.on.lung.ca for more quit options.

- Tips courtesy of Ontario Lung Assoc.



Dr. Harry Hoediono
President, the Ontario Dental Association

ated with smoking are more obvious to the eye than other conditions and that gives dentists an advantage over other health-care professionals in identifying patients who use tobacco—and starting the conversation about quitting.

How your dentist can help

Every day in Ontario, dentists help patients quit smoking by offering support and encouragement. Dentists can also prescribe stop-smoking medications, where helpful, and explain the oral and overall health benefits of quitting today.

As the experts in oral health care, dentists are often the first to spot the damage tobacco does to the mouth and teeth. In Canada this year, over 3,000 people will be diagnosed with oral cancer. Early detection is key to improving the outcome for those patients.

DR. HARRY HOEDIONO
editorial@mediaplanet.com

MEDIA PLANET

ORAL HEALTH
THIRD EDITION, MARCH 2012

Responsible for this issue:
Publisher: Justin Brunette
justin.brunette@mediaplanet.com
Designer: Penelope Graham
penelope.graham@mediaplanet.com
Contributors: Jenny Hall, Dr. Harry Hoediono, Elianna Lev, Canadian Dental Hygienists Organization, Ontario Dental Association, University of Toronto

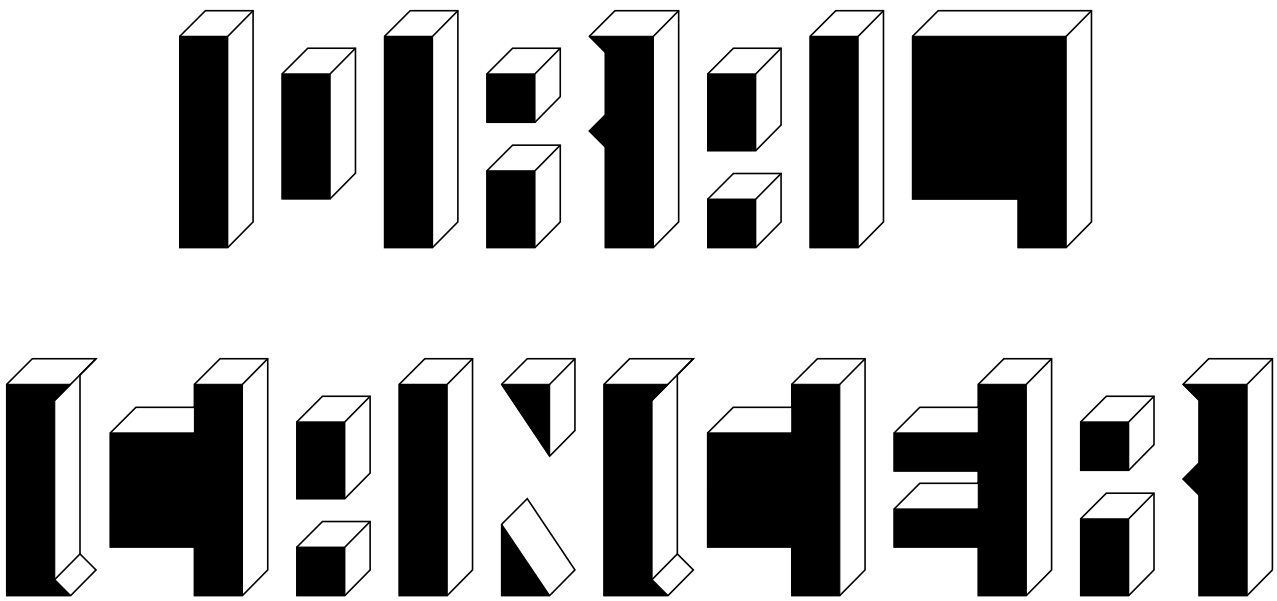
Managing Director: Chris Vassallo
chris.vassallo@mediaplanet.com
Business Developer: Clayton Hartford
clayton.hartford@mediaplanet.com

Distributed within:
Toronto Star, March 2012
This section was created by Mediaplanet and did not involve the Toronto Star or its Editorial Departments.



FOLLOW US ON FACEBOOK AND TWITTER!
www.facebook.com/MediaplanetCA
www.twitter.com/MediaplanetCA

Mediaplanet's business is to create new customers for our advertisers by providing readers with high quality content that motivates them to act.



NOT EVERYBODY CAN SEE IT, BUT YOUR DENTIST CAN.
BOOK AN EXAM TODAY.



NEWS

PRO ADVICE

Keeping dentists current

→ Dentists in Ontario have a mandatory requirement to complete continuing dental education programs on a regular basis throughout their career. Every year, over 1000 dentists take courses at the University of Toronto Faculty of Dentistry which provides a comprehensive continuing education program of 30 courses in all aspects of dentistry. Courses are presented by leading experts and based on sci-

entific evidence supporting appropriate application of new treatment procedures and technology.

Courtesy of University of Toronto



Approximately 13-29% of Canadians experience recurring symptoms

% When reflux of stomach acids taps the lining of the esophagus, they may cause a burning sensation in the chest or throat commonly called heartburn or acid indigestion. Gastroesophageal Reflux Disease (GERD) undermines sufferers' well-being and quality of life. Acid reflux is responsible for the majority of the symptoms and damage to the esophagus.

reflux

your 1st defence in oral health

College of Dental Hygienists of Ontario

www.cdho.org



CREATING CHANGE The University of Toronto is partnering with Aboriginal communities and organizations on the “Baby Teeth Talk Study” which promotes dental health for Aboriginal women and their children on- and off-reserve during pregnancy and until age three. For information about enrolling, call toll free 1-855-807-3338.

PHOTO: RITA BAUER, UNIVERSITY OF TORONTO

Better teeth, brighter smiles

Eighty percent of aboriginal children in Canada aged six to 11 have tooth decay, compared to 24 per cent among their non-aboriginal counterparts.

Dr. Herenia Lawrence, associate professor at the University of Toronto Faculty of Dentistry, has made it her mission to lessen this disparity and is embarking on an ambitious new study in partnership with dozens of communities, including First Nations communities on Manitoulin Island and in the Sioux Lookout Zone in Ontario, the Norway House Cree Nation in Manitoba and urban First Nations groups in Toronto and Winnipeg.

Lurking below the surface

It's a mistake, says Lawrence, to think of tooth decay as simply an aesthetic problem. “We think of the mouth as detached from the rest of the body,” she says. In fact, tooth decay interrupts normal child development, affecting sleep and eating patterns. It's also linked to infectious diseases such as ear infections.

“It progresses rapidly and if left untreated becomes a tooth abscess. These children live in remote communities so access to dental care is an issue.”

Reaching communities in need

Lawrence's work with Native communities began in 1999 when the University of Toronto was approached by health care workers in the Sioux Lookout Zone for help evaluating an oral health program they were administering.

From there, Lawrence worked with communities

on several studies, one of which achieved a 28 percent reduction in the need for dental treatment under general anesthetic.

She thinks she can do better, though. Her new study will combine four previously-tested interventions in one package, to be delivered in collaboration with partners within Aboriginal communities.

“It progresses rapidly and if left untreated, becomes a tooth abscess. These children live in remote communities so access to dental care is an issue.”

Lawrence's ultimate goal isn't simply to improve oral health among Aboriginals, it's to tackle some of society's toughest and most enduring social problems.

“Our mission in dental public health is to reduce inequalities arising from dental disease. Our target populations are vulnerable and under-served people.”

JENNY HALL

editorial@mediaplanet.com



A big thank you!

After sitting on the sidelines for so long, the ODAA (Ontario Dental Assistants Association) has finally moved to the front of the line! The Ontario government has agreed to consider the regulation of Ontario dental assistants, and the review is underway. We are expecting to hear the results of this review in the fall of 2012.

Once regulation is passed, then all dental assistants must be formally educated to work in a dental office – rather than being trained on the job. Regulation will mean that you can be completely confident everyone at your dentist's office is properly educated to protect your health and safety.

We want to extend a big thank you to those who have shown your support by sharing your thoughts and opinions with HPRAC. Together we can ensure that Ontario families continue to receive the highest level of safe dental care.



A message from the Ontario Dental Assistants Association, the certifying body for Ontario Dental Assistants for over 40 years.

869 Dundas Street, London, Ontario N5W 2Z8

www.odaa.org

NU-DENT

PROFESSIONAL STRENGTH DENTURE & APPLIANCE CLEANER



64 Cleanings per bottle

\$14.95

Plus Shipping

Developed by a Canadian Denturist for the safe and effective removal of coffee, tea, tobacco, tartar and calculus without damaging the appliance.

WWW.NU-DENT.CA

1.800.268.4442

Or Contact your local Denturist.



Not recommended for use on Gold.

INSPIRATION

Dental care can become a costly burden when not supplemented by workplace health benefits. **The Access to Care Fund, provided by the University of Toronto, aims to reach those in need of care who would otherwise fall through the cracks.**



A healthy mouth is everyone's right

HOW WE MADE IT

A program at the University of Toronto's Faculty of Dentistry is giving seniors a reason to smile.

The Access to Care Fund provides dental work to patients who normally wouldn't be able to afford it—a demographic that includes a high number of elders. Since many seniors live on fixed incomes, a visit to the dentist is often not in their budget, says Dr. Carlos Quiñonez of the Faculty of Dentistry.

“Most dental care in Canada is paid for through employment-based insurance but when you turn 65, a lot of people lose those benefits because they retire,” he says. “Your income is limited as well. What you used to be able to afford, you can't afford anymore and one of those things is often dental care.”

Therefore, being eligible for the Access to Care Fund gives seniors a

chance to get the dental care they need, which leads to a healthier, longer life.

Making the program possible
As an important part of their educational experience, dental students provide oral health care to patients, under direct supervision of instructors. The patients receive qual-

ity care for about half the price of a private practice, though it usually takes longer than a regular visit to the dentist. (The graduating class of 2009 did \$2.2-million worth of dental work, which works out to \$4.4-million in private practice.)

Despite the extended time in the dentist chair, the Faculty of Dentistry's services are in high demand

COMMUNITY OUTREACH

Making a difference
■ **Melanie Tang** knows first-hand what the Access to Care program can do for a person's spirit. The dentistry student was treating a patient who lived a particularly challenging life. Joan (not her real name) was at retirement age, but far from it. She was working two part-time jobs and still struggled to come up with rent each month. Joan needed several fillings for her teeth that could be saved, as

well as upper and lower dentures. But the dentures would have to wait before Joan could afford them, which she figured would be another two years. Then, the Access to Care Fund was founded and luckily, Joan qualified. “I thought, she has to have this, she deserves it,” said Tang, who was a fourth year student at the time. “When I told my patient that we could go ahead with her dentures she was almost in tears, she was so happy.”

and it can take considerable time to be accepted into the clinic. Annually, the faculty's clinic serves 15,000 patients.

Accessing the treatment
Visitors who are accepted into the clinic have access to every dental specialty and expertise in advanced care, such as programs for gum disease resistant to normal treatment and highly specialized diagnostic. The Access to Care Fund, which was founded in 2010, helps cover the costs for those who can't afford it. To be eligible for funding, patients are assessed by a student to determine their needs, and whether their health would be compromised if they couldn't continue treatment. Quiñonez says this challenges students to understand the needs of their patients. “It's structured so the students can understand the grim realities of poverty,” he says. Funding for Access to Care comes

through alumni donations and fundraising by various student and alumni organizations. Since there are direct links to oral health and general health, Quiñonez stresses the importance of good dental care for seniors. (One study found that seniors who had fewer teeth were more likely to have cognitive issues like dementia.) He adds that providing seniors with affordable dental care doesn't just benefit patients, it helps the entire health care system. “All these things that are known to affect costs in the health system, like diabetes and pneumonia, you may be able to take a nice chunk out of the burden of those illnesses by making sure people's mouths stay clean and healthy” he says. “You can actually stay more vital if you have a healthy mouth into old age.”

ELIANNA LEV
editorial@mediaplanet.com

THE PROMISE OF COMPETENCE AND SAFE ORAL CARE

One of the single greatest factors to achieving and maintaining good health is good oral health.
In fact, the mouth tells your health's story. Digestion starts in the mouth and research indicates that a clean mouth prevents aspiration pneumonia, gum disease, and helps prevent chronic conditions such as heart disease. On the front line of oral health is the regulated profession of dental hygiene. There are over 12,000 dental hygienists registered to practise in Ontario. The regulatory body that ensures hygienists practise to the highest standards of care is called the College of Dental Hygienists of Ontario (CDHO).

Serving, protecting, educating
The College's promise to Ontarians is that it will serve and protect the public interest and the public's right to safe, competent care.

The CDHO was set up by the Government of Ontario to regulate the dental hygiene profession in Ontario. The College is one of the 21 (soon to be 26) such regulatory col-



leges established and operating under the Regulated Health Professions Act (RHPA). The RHPA is generally acknowledged as representing the gold standard in professional regulation in the health care sector. The CDHO honours its commitment to serve and protect the public interest by establishing the competencies (education and experience) required to practise the profession in Ontario. The College is also responsible for establishing and enforcing regulations, standards of prac-

tice, policies and guidelines that ensure dental hygienists provide safe, effective and quality care. One of the CDHO's most important programs is a Quality Assurance process that ensures that dental hygienists are maintaining high standards of care and using best practices to provide optimal oral health services. Any member of the public who feels they have not received quality oral health care from a dental hygienist can have their complaint heard by the CDHO. Public and other

health care practitioner complaints about unsafe or poor care trigger a full investigation. Dental hygienists who do not meet the College's requirements for practice are subject to a discipline process that can include suspension or revocation of their right to practise. **The largest profession in oral health**
Dental hygiene is an independently regulated profession in Ontario in the

same way as medicine, dentistry, physiotherapy and optometry. There has been an independently regulated dental hygiene profession in Ontario since 1993. Working with the HealthForceOntario, the CDHO controls entry to practice while the Ministry of Training, Colleges and Universities (MTCU) ensures there is an adequate supply of qualified dental hygienists to meet public demand. Dental hygiene is the largest profession in oral health and the fourth largest regulated health care profession in Ontario. The College recommends members of the public visit their dental hygienist during oral health month or any other time of the year so early detection of oral cancers, diabetes and other conditions can be made to help keep them healthy. Dental hygienists know first-hand that your mouth tells your health's story.

Courtesy of College of Dental Hygienists of Ontario

“We see patients every day who choose between dental care and providing for their family.”

David Mock, Dean of the Faculty of Dentistry

The Faculty of Dentistry at University of Toronto makes dental care possible for 15,000 people every year. Many of them have to postpone treatment so they can care for their families. Because they can't afford to do both.

Your donation helps us change all that.

Charitable Registration Number 10816 2330 RR0001

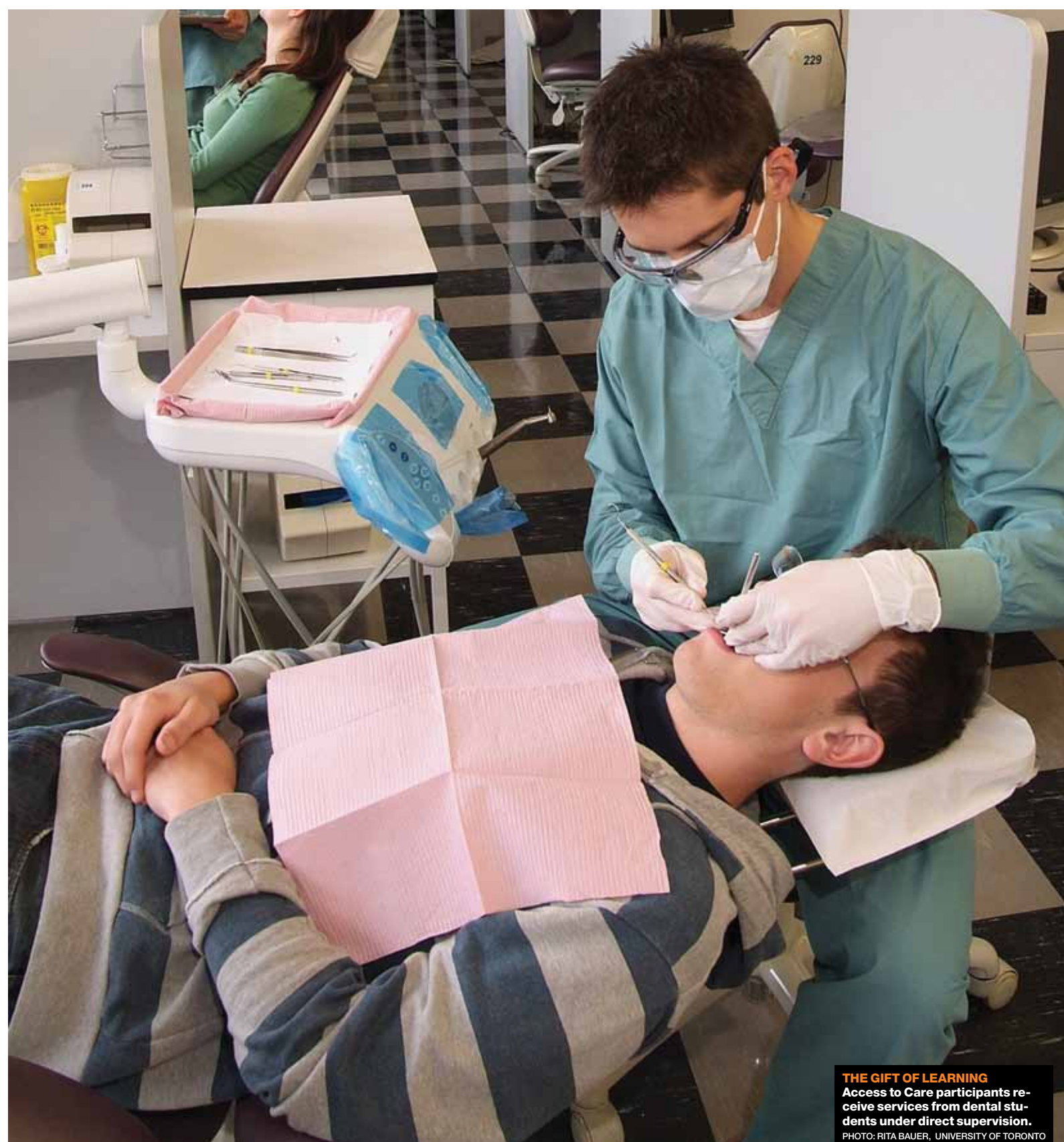
Please give to the Access to Care Fund

donate.utoronto.ca/dentistry

advancement@dentistry.utoronto.ca
utoronto.ca/dentistry/alumni/donate.html

UNIVERSITY OF TORONTO
FACULTY OF DENTISTRY

INSPIRATION



THE GIFT OF LEARNING
Access to Care participants receive services from dental students under direct supervision.
PHOTO: RITA BAUER, UNIVERSITY OF TORONTO



DENTURE CARE

Proper denture care is essential to maintaining good oral health, so here are a few simple tips when it comes to caring for your dentures or oral appliances.

Denture cleaners should work quickly

1 A good denture solution shouldn't take more than 15 minutes to rid the bacteria, stains or build up out of your oral appliance.

Don't aggressively brush your dentures

2 Edward Skyhar DD of Southside Denture Clinic in Winnipeg says brushing can scratch the dentures, causing build-up in the base. "You want to let the denture cleaner do the work," he says.

Once the dentures have soaked for 15 minutes, be sure to give them a rinse. Just don't brush.

Do it every day

4 Cleaning your dentures daily will lead to a healthier mouth, fresher breath and reduce health risks like respiratory infections and sores.

Look for a professional strength cleaner

5 A professional strength denture cleaner will work quickly and effectively, removing the bacteria from the acrylics, soft lining or mouth guard.

ELIANNA LEV

editorial@mediaplanet.com



50,000 strokes in Canada
1 stroke every 10 minutes =

About 300,000 Canadians are dealing with the after effects of a stroke. The risk of stroke doubles every 10 years at age 55. A stroke survivor has a 20% chance of having another stroke within two years.

stroke

your **1st** defence in oral health

College of
Dental Hygienists
of Ontario

www.cdho.org



MEDIA PLANET

WE WANT YOUR FEEDBACK!

Email us at
editorial@mediaplanet.com



**Find us online for
exclusive content,
sweepstakes and more!**

FACEBOOK.COM/MEDIAPLANETCA
@MEDIAPLANETCA



SMART SMILES

Oral health starts with consumer education

Question: What should consumers keep in mind when shopping for oral products?
Answer: Take your cue from your dental hygienist on your daily needs, and invest in quality for everyday maintenance.

Walk down the dental care aisle of your local drug store and you certainly won't have a hard time finding products that help your mouth stay healthy.

There are countless varieties of flosses, toothpastes, mouthwashes and brushes, all promising to give you a dazzling smile. But with all these products to choose from, it can sometimes be confusing to understand what to specifically look for as a consumer. For one, it's important to find the Canadian Dental Association's Seal of Recognition on a dental care product, says Sukhdeep Dhillon, program director at the Canadian Institute of Dental Hygiene. "This will help identify to consumers, as well as dental professionals, products that are beneficial, allowing them to make an informed decision on what they are buying," she says.

Seeking out your best oral care regimen
The next step is to look for warn-



Dr. Carlos Quiñonez
Faculty of Dentistry,
University of Toronto

ings on the label, which indicate who should not be using the product. In terms of quality of product, Dr. Carlos Quiñonez of the Faculty of Dentistry at the University of Toronto says in order to keep a healthy mouth, you need to mechanically remove remnants of food from your teeth by brushing and flossing. When it comes to toothbrushes, he suggests looking for ones with soft bristles. "Hard bristles can actually damage your teeth and your gums," he warns. Electronic toothbrushes are proven to work well at removing plaque and food debris and they're also extremely helpful for people who have dexterity problems. "If you have a senior who's developed dexterity issues, a nice big thick toothbrush that moves and does some of the agitation of the foodstuff is great," Quiñonez says. Gum is generally the first thing you reach for when you want to freshen up your breath. But, it's also an efficient and popular way to maintain healthy teeth. Chewing sugar-free gum not only revitalizes your mouth, it also stimulates saliva, helps wash

away food debris, and neutralizes the pH in the mouth to prevent acid attacks on tooth enamel, lowering the risk of cavities. Chewing gum for two minutes after a meal has been proven to remove more food than saliva alone. In one study, 94.1 percent of food debris was gone at the two-minute mark with the help of gum, compared to 30.2 percent removal with saliva alone. It doesn't end there. Not only does chewing gum help keep your mouth clean and fresh, it's also been proven to reduce stress, lower snack cravings and boost alertness—leading to overall wellness.

And unlike many oral care products, gum can be found at any supermarket or convenience store checkout aisle. Regular brushing and flossing are essential habits when it comes to keeping a healthy mouth. But, if a toothbrush and floss aren't close at hand after a meal, the next best thing you can do is chew sugar-free gum. Chewing sugar-free gum after eating is clinically proven to help fight cavities, strengthen teeth and reduce harmful plaque acids by stimulating the saliva. It's also proven to increase blood flow to the brain by 25 to 40 percent, which promotes alertness and reduces stress.

ELIANNA LEV
editorial@mediaplanet.com

TIP

3

REPLACE YOUR TOOTHBRUSH EVERY THREE MONTHS

DON'T MISS!

Oral care is vital for seniors
Statistics Canada estimates seniors represent the fastest growing segment of the Canadian population—expected to reach 9.2 million by 2041. As more Canadians age, proper preventive healthcare, including oral health, becomes increasingly important. Today, most seniors can expect to keep most, if not all, of their natural teeth. This makes it especially essential to maintain regular oral hygiene habits and visits to a dental professional.

Falling through the cracks
The Canadian Health Measure Survey says 53 percent of adults aged 60 to 79 do not have dental insurance, and the lack of coverage is one of the main reasons why Canadians don't see a dental professional. Since older adults have specific dental needs, seniors and their caretakers should be aware of the importance of regular dental care. Bacteria from your mouth can travel and develop into serious infections affecting your overall health, specialists say. Many medications can cause dry mouth, a condition that can contribute to cavities and other oral problems. Seniors also develop more cavities on the roots of their teeth than younger adults. So whether you're at home or in a long-term care residence, regular treatments by a dental hygienist can help prevent more serious health problems. Together, you can plan a daily oral care routine that will keep your teeth, and you, healthy for life.

Courtesy of the CDHA



WE HELP YOU SMILE. YOU HELP THEM SMILE.

WHEN BRUSHING ISN'T POSSIBLE, WRIGLEY'S EXTRA PROFESSIONAL® SUGAR-FREE CHEWING GUM CAN HELP TO KEEP TEETH CLEAN.

During April Oral Health month, a portion of the proceeds of Extra Professional® will be donated to



Gum is not a substitute for brushing.

Wrigley's Extra Professional and all affiliated designs are trademarks of the Wm. Wrigley Jr. Company, Wrigley Canada Licensee.