

President's Column

WE SHOULD ALL DO OUR SHARE



Dr. Louis Dubé

A few months ago, my column was entitled *Up and Running*. Well, don't believe for a moment that the pace has slowed down any since then. In April, for example, CDA will be working at a breakneck pace. While ensuring a successful Annual General Meeting (AGM), we must also coordinate the many activities for National Oral Health Month (NOHM).

For this year's oral health month theme, CDA has chosen the concept of a tooth in the shape of an iceberg. The "Toothberg" image is a very effective way of showing that appearances can sometimes be deceptive. The first time I saw it, I immediately recognized the cleverness of the design concept. I strongly believe that the general public will easily make the

connection between the Toothberg and the need to regularly see their dentist to prevent any unwanted surprises "from below."

I urge you to participate in projects that are being set up by your provincial dental associations and local dental societies during NOHM. We often underestimate the value of spending a few hours with members of one's team or other dentists in the community, distributing information sheets in a shopping centre or answering people's questions. This can be a very powerful initiative. And who knows — you might end up with new patients. Believe me, this approach is as effective as placing an advertisement in the Yellow Pages.

April is also the time when your representatives will attend the second AGM of the newly structured CDA and discuss many upcoming activities and projects. The day of the AGM will begin with an interactive session on what the profession of dentistry will look like in 10 years' time and what organized dentistry will be like a decade from now. The information gathered from this session will serve as a first step in creating a new Strategic Plan for CDA. At the AGM, the voting members representing the various constituencies will conduct routine Association business and elect a chairperson of the General Assembly, vice-president and 3 members of the Board of Directors. The Board ensures that your interests and those of CDA are voiced.

Also on the agenda is a Strategic Forum on the subject of dental care plans, which will bring together all CDA stakeholders. Improving the effectiveness of dental plans and various related topics will be discussed by a highly varied group, with the aim of gaining a better perspective of the many viewpoints on this important issue. Although each organization is free to adopt its own positions and

rules of conduct, this shared initiative will enable our members to come to a general understanding, while respecting the concerns of others. We can then ensure that our patients continue to benefit from the best possible dental care in the world.

I recommend that you take a close look at the reports from these meetings, which you will receive in the coming weeks. I also advise you to visit CDA's Web site often — it's the best place to find general information on Canadian dentistry. This is the portal through which CDA members have access to a wide range of information that allows them to keep abreast of the latest developments in the world of dentistry, whether of a technical/scientific or policy-related nature.

As you'll notice, CDA is fulfilling its mission on your behalf. I would like to thank all dentist members of the Association who support us every year. If you have yet to join our ranks, now is a good time. Too many dentists are still benefiting from CDA's efforts without becoming members. If you know some non-member dentists, why not tell them that you are paying for privileges they are benefiting from? Suggest that they too become members of CDA.

À la prochaine!

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