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Susan E. Hudak Boss, DMD – Immediate Past President and Alternate Delegate

Give Kids a Smile – February 27th Volunteers Needed

Can you believe GKAS is just around the corner! Our program will take place on Saturday, February 27, 2016 from 8:00 - 1:00 at three different locations: the St. Pete Health Department, the Mid-County Health Department and the Clearwater Health Department. Pinellas and Upper Pinellas County Dental Associations need approximately 15 dentists to volunteer this year since another clinic has been added. As of now, we still need 7 dentists to volunteer from PCDA!



Do not hesitate if you're not used to restoring children's teeth. There will be plenty of things you can do: exams, prophys, treatment plan, sealants, etc. Feel free to bring your assistant and your hygienist too! Please sign up with Dr. Amy Anderson by emailing smilesbyamy@msn.com if you are interested in helping this year. You won't regret it!!!

Thank you for helping kids smile!

Dr. Amy Anderson

Mark Your Calendar 2016

February 2016 – There is NO PCDA MEETING for February. The Legislative Reception will NOT take place this year due to the early start of the legislative session for 2016. Please consider attending Dentists' Day on the Hill on February 2, 2016.

February 2, 2016
Dentists' Day on the Hill
Register for Dentists' Day on the Hill by visiting www.floridadental.org/ddoh.

February 27, 2016
Give Kids a Smile
St. Petersburg Health Department,
Mid-County Health Department and
Clearwater Health Department
Volunteers Needed!

February 28, 2016
End of the Biennium

March 2, 2016
HPV, Dr. Donald Cohen
The Club at TI
Hygienists and Certified Dental Assistants are invited!

April 6, 2016
Vendor Fair, Sponsored by Henry Schein
The Club at TI
All Staff is invited!

[View the online PCDA Master Calendar here](#)



“El Presidente” Letter



Dr. Alberto Bird

Our first meeting soon after the New Year has always been a challenge because everybody is returning to their offices and recovering from the “Holiday Hangover”. With that said, I was very pleased to greet so many members at our January meeting.

This week I stumbled over a different perspective on a short article from the *Wall Street Journal* written by Dan Ariely titled Why We Prefer to Brush. I thought it was very interesting. Let me know what you think... Is it more important to floss or to brush? Seems to me that flossing could be more important than brushing. But if we consider which of these activities people are more likely to do, then the answer is undoubtedly brushing. So even though flossing does more good for your mouth, brushing is what people are more likely to perform routinely, which makes it more important from a practical perspective.

The underlying issue is why people are more likely to brush than floss. If we thought about our long term well-being, we would floss regularly. However, in dental care, as in many other human endeavors, we often don't act in ways that serve our enlightened self-interest (we eat too much, save too little and so on). So why do we brush? In large part because the toothpaste industry has cunningly convinced us that to be socially acceptable, we must be minty fresh. Preoccupied as we are with our social standing, we wake up, feel the mint deficit in our mouths and immediately brush.

In essence, this is a case of “reward substitution.” The basic idea is that some actions just aren't sufficiently motivating by themselves, so we create rewards for them that aren't necessarily relevant but still get us to do what we're supposed to. Most of us brush not because we want to make sure that we have gleaming, healthy teeth in five, 10 or 30 years; we brush because we feel a socially driven need for that minty feeling right now. Brushing is really a delivery vehicle for mint. That is another reason we don't floss (this might be the reason why mint is used in some dental floss). By the time we're done brushing, we got all the mint we need.

Now ask yourself again, is flossing or brushing more important? I vote for brushing. It isn't ideal, and we're not doing it for the right reasons, but at least we're doing it.

These types of articles are showing up in many publications and many are written by non-dentists. It shows that the public is now very aware that dental health is important and we as a profession should continue to be the front runners of this message. Next time you have a chance to spread the message, be active and write an article, a blurb or any social media comment. This will help in the short and long term.

I would like to remind you that Dentists' Day on the Hill is set for February 2, 2016. This year's event will be on a Tuesday. If you have never been to Tallahassee this will be a great opportunity to see how your elected officials work. Remember, this is an election year, so things are starting to heat up.

Please note that our next meeting will be March 2, 2016. Dr. Donald Cohen will discuss new findings with HPV. We agreed with the West Coast District Dental Association not to have our PCDA meeting in February so everybody can attend the West Coast annual meeting. For the first time, this meeting will be held at the modern CAMLS in Downtown Tampa, February 19, 2016.

I wish everybody a great 2016 New Year.

Alberto M. Bird DMD, MScD

Florida Dentist to Lead National Group to Promote Health Strategy That Has Been Attacked in Some Areas of His State

Dentist Cites a 'Personal and Professional Obligation to Speak Out'

Over the past five years, local programs to add fluoride to the public's drinking water have been contested in more than a half-dozen Florida counties, including Collier, Lake, Palm Beach, Pinellas and Volusia. The American Fluoridation Society (AFS)—a newly created national organization—has chosen as its president a Florida dentist who has been directly involved in many of the local challenges in his state.

Although the leading health, medical and scientific organizations continue to recommend community water fluoridation as a valuable tool to reduce tooth decay rates, anti-fluoride groups are circulating misinformation online that can confuse or needlessly frighten the public.

In 2011, the Pinellas Board of County Commissioners voted to end water fluoridation, which stirred public anger and led in 2012 to a vote reinstating the health practice. Last year, Boynton Beach threatened to cease fluoridation. In 2013, Brooksville (Hernando County) voted to resume fluoridation after an earlier vote called for ending the process. The issue has arisen in a number of other Florida communities.

The AFS has been formed by dental and medical professionals to reach out to community leaders, debunk myths and clarify the evidence behind fluoridation's safety and benefits. The Centers for Disease Control and Prevention (CDC) has praised fluoridation as one of the "10 great public health achievements of the 20th century." CDC reports that consuming fluoridated water reduces decay by 25% above and beyond the positive impact of fluoride in toothpaste or other products.

Dr. Johnny Johnson, a pediatric dentist from Pinellas County, has been chosen as AFS's president. The 2011 vote in his county prompted him to take a public role in getting fluoridation reinstated. Dr. Johnson says Floridians of all ages benefit from adding fluoride to water.

"From our infancy to our elder years, each one of us benefits from consuming fluoridated tap water or the foods or beverages that are made with it," said Dr.

Johnson. "Once I learned that a handful of people were misleading Florida communities about fluoride, I felt a personal and professional obligation to speak out. After all, my life's work has been directed at keeping children's teeth and mouths healthy."

Fluoridated water reaches nearly 75 percent of Americans whose homes were served by community water systems (CWS). In Florida, over 81% percent of residents on CWS have access to fluoridated water. Gainesville was the first Florida city to add fluoride to water, doing so in 1949.

In recent years, critics have used myths and conspiracy theories to try to pressure local communities into ceasing water fluoridation. Dr. Johnson knows firsthand how critics of fluoridation can confuse the public and elected officials.

"In Pinellas County, Florida—where I live—a handful of people worked behind the scenes to circulate inaccurate information, and health professionals were caught off guard when a vote was taken to stop fluoridation," said Dr. Johnson. "Eventually, we were able to reverse that decision by electing new commissioners, but no community should have to go through that experience."

Although cavity rates have fallen significantly over the past 50 years, Dr. Johnson warned Floridians not to take good oral health for granted. "Before fluoride was added to water and toothpaste, tooth decay was a sad and painful fact of life for nearly all Americans," Dr. Johnson explained. "Although we see fewer cavities today, tooth decay remains the most common chronic disease for children and adults. This is no time to end fluoridation."

In addition to Dr. Johnson, AFS's officers include: Dr. Myron Allukian, a Massachusetts dentist who serves as Vice President; Dr. Chuck Haynie, an Oregon physician who serves as Secretary; Dr. Kurt Ferre, an Oregon dentist who serves as Treasurer; and Dr. Steve Slott, a North Carolina dentist who serves as Information Director.

(Continued on next page)

Small Bites (cont'd)

For more information on fluoridation, visit these websites:

American Dental Association

<http://www.ada.org/en/public-programs/advocating-for-the-public/fluoride-and-fluoridation/fluoridation-facts>

Campaign for Dental Health/American Academy of Pediatrics

<http://ilikemyteeth.org/> (English)

<http://spanish.ilikemyteeth.org> (Spanish)

Centers for Disease Control and Prevention

<http://www.cdc.gov/fluoridation/>

Florida Dental Association

<https://www.floridadental.org/public/the-importance-of-water-fluoridation>

FDA 2016 Legislative Issues Sheet and Video Update

In an effort to keep you informed of any new issues that may impact dentistry or where the FDA bills are in the committee process, the FDA's 2016 Legislative Issues Sheet will be updated weekly throughout session. To view the FDA's 2016 Legislative Issues Sheet, [click here](#).

Please note, you must be logged in to view this document. Periodically throughout session, the FDA will provide video updates on FDA priorities moving through the process, as well as informational videos on legislative issues presented by the legislators themselves. [Click here](#) for the most recent legislative video sent to legislators on **SB 234** and **HB 139**.

2015 Lobbying Accomplishments can be viewed as an attachment to the newsletter email.

PCDA Membership

Funds Available to Attend Dentists' Day on the Hill

Don't miss this great opportunity to attend Dentists' Day on the Hill for FREE. The purpose of this fund is to provide first time attendees a fully funded trip to Dentists' Day on the Hill. If you have never attended Dentists' Day on the Hill, this is your time! For this chance of a lifetime, be the first to call today! Contact Kelsey Bulnes at smilepinellas@gmail.com.

Invite a Colleague!

Have you met a new dentist in the area? Invite them to our upcoming general membership meeting on March 2, 2016 at The Club at TI. They will quickly learn the benefits of strong organized dentistry! It is important to keep our voices strong and loud so that our politicians have our best interests at heart.

Become a Member

Please contact Kelsey at smilepinellas@gmail.com or PCDA Membership Chairman, **Dr. Mike Insoft** at minsoft@tampabay.rr.com for more information about attending a meeting or becoming a member. Membership applications may also be located online at www.smilepinellas.org.



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DENTAL HYGIENIST NEEDED:

Dr. John Haley's office, located on Ulmerton Road, near Seminole Blvd in Largo, FL is seeking a dental hygienist to temporarily fill a dental hygienist position while she is on maternity leave for 12 weeks. Position will be available Feb 29th to May 31st 2016. Our office hours are 8 am – 5 pm, Monday, Tuesday, Thursday, and Friday. Part-time or full-time option is available. Please contact our office for more information at 727 -585-6658 or email resume to manager@jhaleydds.com. Resumes may also be hand-delivered to 10225 Ulmerton Rd, Suite 4-C, Largo, FL 33771.

DENTAL ASSISTANT NEEDED:

Looking for a pediatric dental assistant with expanded functions and some clinical experience. We are a new practice with a general dentist and a pediatric dentist in the office. Part-time available (Tuesdays and Thursdays) or a full-time position is available with the ability to help our front desk. Please call Dr. Karen Burns at (727) 201-9950.

EQUIPMENT AND SUPPLIES NEEDED:

If anyone is selling dental supplies or lab equipment, please call Dr. Karen Burns at (727) 201-9950.

Direct all classified and ad inquiries to:

PCDA/Kelsey Bulnes: smilepinellas@gmail.com or (727) 342-0374

Other Important Dates

Dentists' Day on the Hill, Tallahassee	February 2, 2016
WCDDA Annual Meeting, CAMLS, Tampa	February 19, 2016
Give Kids a Smile, 3 Health Department Locations	February 27, 2016
End of Biennium	February 28, 2016
FLA-MOMS, Jacksonville	April 22-23, 2016
Florida Dental Convention (FDC), Orlando	June 16-18, 2016

Laser Meeting

The Academy of Laser Dentistry
April 14-16, 2016 • The Caribe Royal in Orlando
Register on the website www.laserdentistry.org

Lasers are incorporated into so many areas of dentistry, why not learn more about them from the experts at the annual meeting in Orlando! I've attended this international meeting in the past (which is usually held in California), and was very impressed at the vast knowledge of the speakers, let alone the educational interactions between the attendees. I encourage you to read their web-site and see what this meeting entails. Last years' topic on laser activation of the pulp and generating a dentin bone-like substance in the molars of rats made my jaw drop. A Chinese dentist and first-timer to the U.S. commented to me that she only came because of the laser meeting, and hadn't intended on visiting any other places! I hope you enjoy this meeting as much as I know I will.

Dr. Kathy Divito

JOIN THE TEAM
CHECK THE BOXES
on your dues statement to contribute to the FDAPAC Century Club and ADPAC Basic Membership levels.
Your support allows FDAPAC and ADPAC to protect the dental profession and have a seat at the table with policymakers in Florida and Washington, D.C.

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FLORIDA DENTAL ASSOCIATION

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WEST COAST DISTRICT DENTAL ASSOCIATION

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Visit Downtown Tampa and enjoy a Tampa Bay Lightning game, mingle with your colleagues at the President's Reception at the Tampa History Museum or at our networking/cocktail social at Hatrick's!

2016 ANNUAL MEETING February 19, 2016 Tampa

Dr. Jeff Brucia – Restorative Materials Update 2016
Dr. Rhonda Savage – Verbal Skills Workshop and
The Savage Front Desk – an Entire Team Approach!



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www.cvent.com/d/drqdw

Questions?

Contact the WCDDA at 813.654.2500 or visit www.wcdental.org



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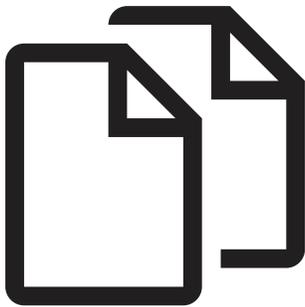


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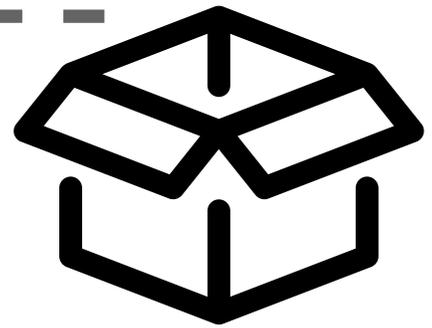


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