

NJDHA 2023 STRATEGIC PLAN, BASED ON ADHA 2020-23 STRATEGIC PLAN**KEY: Work Conducted****Adopted: 6.4.23****Highlights are new items added since last BOD meeting**

Mission Statement: To improve the public's total health, the mission of the New Jersey Dental Hygienists' Association is to advance the art and science of dental hygiene by increasing the awareness of, and by promoting the highest standards of dental hygiene education, licensure and practice, and representing and promoting the interest of dental hygienists.

Vision Statement: Dental hygienists are valued & recognized for their ability to improve the public's health.

Values: Respect, inclusion, diversity, trust & integrity, engagement

Goal 1: COMMUNITY Provide an engaging, inclusive, diverse, inviting, & supportive space for dental hygienists

(MEMBERSHIP)

- a. Develop a dynamic membership model that appeals to the community. Example: membership opinion surveys
 - Survey: "Dental and Dental Hygienist Compact"
- b. Create opportunities to connect on local, state, & national levels. Example: zoom meetings on topics of need or interest
 - invitation to hybrid BOD March 19, 2023 meeting
 - invitation to virtual BOD June 4, 2023 meeting
 - Component meetings, annual conference, ADHA meeting, District meeting
 - September 9th District II Meeting and Leadership Event
- c. Develop resources empowering dental hygienists to improve their workplace environment & professionals' satisfaction. Example: study clubs on areas of need
 - Component meetings and annual conference topics
 - Participation in GKAS and Share a Smile

ONGOING PROGRAMS:

- NJDHA welcome sent to all new/reinstated members; Components urged to welcome
- "Need Renew" campaign at end of each cycle; Sent please reinstate in March. The renewal campaign now begins again for 2023 memberships.
- Cheryl Westphal Theile Scholarship (CWT), ADHA Institute contribution.
- Mary Jane Kellogg Dutton (MJKD), Carol King (CK) & Fran Fluhr (FF) Awards, as well as non-RDH Award
- Promote nontraditional jobs, employment advertising
- Standing Committee on Diversity and Inclusion.

Goal 2: CONTINUING EDUCATION Be the leader in developing & delivering dynamic, high quality learning opportunities. (ADC-CONTINUING EDUCATION)

- a. Research emerging issues in the profession. Example: topics of new interests.
 - Provided via NJDHA newsletter
 - AD-HOC Committee to Review Component CE Opportunities
- b. Offer resources in multiple delivery systems. Example: Offer live, virtual, hybrid, self-study, or study clubs. Component meetings offer CE courses.
 - Component meetings/CE in person in live online
 - Ethics course – on demand
- c. Develop toolkits & practical resources for each targeted audience. Example: Provide resources on needed topics.
 - Ethics course – on demand
 - Infection Control, ethics, opioids CE course

Ongoing Programs:

- Educators Networking at Annual Conference (AC)
- Annual Conference

Goal 3: GOVERNANCE & INFRASTRUCTURE Advance structures that enable strategy development & execution in an inclusive, decisive, & competent manner. (ADC-LEADERSHIP)

- a. Advance towards a competency-based & balanced leadership team. Example: Provide leadership roles.
- b. Reduce barriers for quality leaders to participate in leadership. Example: Move into new strategies for elections & appointments.
- c. Refine & communicate expectations of Board members. Example: Provide templates, formats, SOPs, etc. to carry out role.
 - SOP information available on NJDHA Drop Box
- d. Create & share a communication plan that reflects a transparent operating environment. Example: Website, email news, email blasts, & social media.
 - 1st of the month Local CE covers: Scholarships, nominations for awards, live on demand self-study webinar, scholarships, additional information on New Jersey Department of Health, Center for Disease Control and Prevention, National Institute of Dental and Craniofacial Research, CareQuest Institute for Oral Health, Community Catalyst, Health Resources and Services Administration, Dentistry Today, NJ Academy of Pediatrics, OSAP, Center for Medicare and Medicaid Services, Dental Therapy Digest, Welcome Back, Component meeting/CE courses, NJ Dental Hygiene program information.
 - 15th of the month NJDHA Email Update covers: What's coming up, NJDHA News, ADHA News, NJDHA members in the news, NJDHA authors, Scholarships, nominations for

awards, live on demand self-study webinar, scholarships, additional information on New Jersey Department of Health, Center for Disease Control and Prevention, National Institute of Dental and Craniofacial Research, CareQuest Institute for Oral Health, Community Catalyst, Health Resources and Services Administration, Dentistry Today, NJ Academy of Pediatrics, OSAP, Center for Medicare and Medicaid Services, Dental Therapy Digest, Welcome Back, Component meeting/CE courses, NJ Dental Hygiene program information.

- Email blasts as requested by members and components
- Survey: “Dental and Dental Hygienist Compact”

ONGOING PROGRAMS:

- Central Office: Executive Director & Co-Communications Director, Lobbyist, email-blast software program, website program, real-time ADHA membership lists
- Website 2022 range: 186-351 people visited per week
- Website revamp complete. It’s a more-modern appearance with better access through mobile devices. DOCXs have been or will be saved as PDFs for better security. New Co-Communications Director has received training.
- Email Update, Local CE News, Email blasts, CMs using NJDHA blasts: all components! Email blast list had to be “cleaned” in 2022 so NJDHA wouldn’t exceed its limit of 2500 contacts. Now at @479 members, @230 members-at-large (students), and 1,250 nonmembers
- Facebook 2022: 1,500 likes 1,478 followers
- Management documents, fiduciary work, insurance, strategic planning, budgets
- Advertising, mail list sales, contributions
- Networking, Community Service, ADHA

Goal 4: ADVOCACY Support dental hygienists in a variety of roles. Pursue opportunities to advance the profession. Promote the recognition, awareness, & importance of dental hygienists.

(ADVOCACY, PUBLIC HEALTH ISSUES)

- a. Advance the utilization of dental hygiene professionals. Example: Placement ads for volunteer & jobs of interest.

- Dental Therapy will be re-submitted

- b. Advocate for direct access to dental hygienists and dental therapists

Strategies:

1. Conduct literature reviews identifying the effects of direct access on macroeconomic and microeconomic conditions; socioeconomic disparities; utilization of emergency services for nontraumatic dental conditions; and utilization of dentists for early intervention through referrals from dental hygienists and dental therapists.
2. Identify state legislators who are friendly to access-to-care issues.
3. Meet with NJ Dental Association representatives to identify potential areas of agreement and co-advocacy.

4. Form coalitions with stakeholders in health care that may employ or partner with dental hygienists in health care delivery.

- Amy Palagano (C) was appointed as the RDH to be seated on the NJ State Board of Dentistry (NJSBOD). Barbara Lutz and Stacy Onofrietti continue to be listed on NJDHA;s list of those interested in serving as the RDH on the NJSBOD

c. Advocate for a dental hygiene regulatory board composed of dental hygienists.

Strategies:

1. Conduct literature reviews identifying issues influencing need for the profession to be regulated by its own members including ethical principles, conflicts of interest, regulatory capture, free market principles, and knowledge imbalance.
 2. Identify legislators who are friendly to professional self-regulation.
 3. Meet with NJ Dental Association representatives to identify potential areas of agreement and co-advocacy.
 4. Form coalitions with stakeholders in health care that have similarly repressed regulation of their professions.
 5. Form a coalition with a government agency that may be interested in harboring a dental hygiene regulatory board.
 6. Assist legislators in writing a bill to amend the dental practice act.
- Maintain Membership in National Partnership for Dental Therapy
 - Joined Oral Health Progress and Equity Network, Families USA, Community Catalyst, and CareQuest Institute for Oral Health – Sign-on 3/24/23

d. Advocate for workplace improvements for dental hygiene professionals. Example: Regulatory & legislative work.

- NJDHA Dentist Dental Hygiene Compact Survey
- RDH administered vaccines bill will be re-submitted
- Developments on NJSBOD Auxiliary Committee developed
- Central Office Database – RDH Interested in sitting on the NJSBOD: Barbara Lutz, Stacy Onofrietti and Michelle Roman

ONGOING PROGRAMS:

- Lobbyist, PAC, ADHA
- TASK FORCES:
- Advocacy Task Force