



DanHubig

Butt Out!

BY PATTY REYES

There are numerous reasons for people to kick their tobacco habit, most importantly improved health, and multiple ways to quit. And it's never been easier. And just in time for the annual Great American Smokeout scheduled for Nov. 15.

The California Smokers' Helpline, which celebrates its 15th anniversary this year and is funded by tobacco taxes, is a confidential telephone program that helps smokers quit. According to the Helpline's brochure, it has been scientifically proven, in randomized trials, that a telephone quitline works.¹

In a research study of more than 3,000 smokers, it was found that people who receive counseling are twice as likely to quit for good compared with those who embark on this daunting task alone, according to Helpline.

"Dental professionals are in a unique

CONTINUES ON 768



Office Trash May Compromise Dental Patients

Dentists are being encouraged to meet with their staffs to talk about whether disposal of patient information is an issue in the office.

Prompted by recent news of sensitive patient data being stolen from drug stores' trash bins throughout the country, the *Journal of the Philadelphia County Dental Society* published a warning in its April-June issue.

Additionally, the attempted robbery of an individual whose prescription information was discovered in the rubbish behind a store, led some pharmacies, including large chain drugstores such as Rite-Aid, Walgreen's, and CVS to revisit, and sometimes even fortify, their policies regarding patient information.

If trash receptacles contain any personal information, dental offices may be compromised. Dentists should talk with their staffs to discuss whether disposal of patient information is an issue in the office, according to the unsigned piece in the *Journal*.



Study Follows Auto Accident Victims

One-third of those exposed to whiplash trauma are at risk of developing delayed TMJ symptoms that may require treatment.

According to research published in the August issue of the *Journal of the American Dental Association*, researchers at Umeå University, Sweden, studied short- and long-term temporomandibular joint pain and dysfunction in 60 patients in hospital emergency rooms directly after they were involved in a rear-end car collisions. Those patients were evaluated a year later.

The incidence of new symptoms of TMJ pain, dysfunction or both between the initial examination and follow-up was five times higher in subjects than in uninjured control subjects, according to

the study. In the year between the examinations, 7 percent of control subjects developed symptoms in the TMJ versus 34 percent of study subjects.

The TM joint is one of the most complex joints in the body. Any problem that prevents this system of muscles, ligaments, discs and bones from working together properly may result in a painful TMJ disorder.

When the patients reported having symptoms in the TMJ either before or after their accidents, or both, authors evaluated symptoms, including TMJ pain, locking, and clicking. They also asked patients to rate their pain intensity and report the degree that symptoms interfered with their daily lives, including sleep disturbances, use of pain relievers, and the need to take sick leave.

“One in three people who are exposed to whiplash trauma, which induces neck symptoms, is at risk of developing delayed TMJ pain and dysfunction during the year after the accident,” said the researchers.

ADA.org Launches New Web Career Resource

A wealth of useful information on dental careers now awaits students at ADA.org.

The ADA recently launched a new Web resource with comprehensive career information for those thinking about becoming a dentist, dental assistant, dental hygienist, or dental lab tech.

At www.ada.org/goto/careers, you'll find resources such as “10 Great Reasons to Be A Dentist,” research topics that make dentistry an exciting career for the 21st century, the “College Freshman-Senior Timeline” (pertaining to the timing of applying to dental school), information on diversifying the profession and financing dental education and more. “A Day in the Life” are testimonials in which dental students, practicing dentists and dental school professors talk about what goes on during a typical day.

For more information on careers, contact Beverly Skoog, coordinator, Career Guidance, (800) 621-8099, ext. 2390.



Two New ADA Surveys

An estimated 3,100 randomly chosen member dentists nationwide have been mailed the 2007 Patient Education Materials Survey. Dentists who receive this survey are asked to provide information on the types of patient education materials they use and how they educate their patients.

The ADA Survey Center also mailed the 2007 Survey of Critical Issues asking 4,200 dentists questions about a number of issues facing the profession. Included in the survey are questions about business, clinical, legal, reimbursement, and professional issues.

Since both surveys have been sent to small numbers of U.S. dentists, those who receive the surveys are encouraged to fill them out as much as possible and return them within three weeks of receipt.

Dentists with questions about either survey should call the ADA Survey Center at 312-440-2568.



UPCOMING MEETINGS

2007

Nov. 27-Dec. 1 American Academy of Oral and Maxillofacial Radiology 58th Annual Session, Chicago, aaomr.org.

2008

May 1-4 CDA Spring Scientific Session, Anaheim, 800-CDA-SMILE (232-7645), cda.org.

June 22-26 Flying Dentists Association Annual Meeting, South Lake Tahoe, (812) 923-2100, flyingdentists.com.

Sept. 12-14 CDA Fall Scientific Session, San Francisco, 800-CDA-SMILE (232-7645), cda.org.

Oct. 16-19 American Dental Association 149th Annual Session, San Antonio, Texas, ada.org.

To have an event included on this list of nonprofit association continuing education meetings, please send the information to Upcoming Meetings, CDA Journal, 1201 K St., 16th Floor, Sacramento, CA 95814 or fax the information to 916-554-5962.



Evidence-based Research Manual Available

Hoping to help people have a better grasp of the mechanics and fundamental nature of evidence-based dentistry, Francesco Chiappelli, PhD, Division of Oral Biology and Medicine, University of California, Los Angeles, School of Dentistry, put together the *Manual of Evidence-Based Research for the Health Sciences*.

The manual may be helpful to students, scientists, clinicians, policymakers, and industry product developers enabling them to have access to all of the parts and complexities associated with evaluating and applying information using the tools and concepts that have become associated with evidence-based dentistry, according to a press release.

Topics in the book range from the fundamentals, such as an overview, research and ethical concerns; practicum; issues about methodology; and research for geriatric populations, just to name a few. For more details, including the cost and purchasing the book, contact Dr. Chiappelli at fchiappelli@dentistry.ucla.edu.

Army Dental Corps First: Three Dentists Serve as Major General

In a first for the Army Dental Corps, three dentists have recently served as major general at the same time.

"The fact that the Army had three dentists serving at the rank of major general is testimony to the distinct leadership skills, character, and professionalism inherent in our soldier-clinician dentists," said Maj. Gen. Russell Czerw, current dental corps chief. "Today's Army dentist is ingrained with the Army values and warrior ethos, those characteristics which are critical to the success of the Army now and in the future."

Maj. Gen. Joseph G. Webb, Jr., his immediate predecessor as dental corps chief, was the first dental officer to command an Army medical center. He later headed the dental corps for nearly four years through July 10, 2006, as the Army mounted a dental fitness initiative for first-term soldiers and offered a loan

repayment plan to dental officers. An oral pathologist, Webb was scheduled to retire Sept. 1.

Maj. Gen. Ronald Silverman, U.S. Army reservist who has a private practice in civilian life, is the highest ranking medical officer in Iraq and the first dentist to command all medical operations in a combat zone.

"The best way to describe it is to say I run the world's largest trauma center spread out over seven hospitals and thousands of miles," Silverman told the *ADA News*.

All three are association members.





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WALTER SILVERMAN

BUTTS, CONTINUED FROM 765

position to intervene with patients,” said Walter Silverman, partner development coordinator with the California Smokers’ Helpline. “Receiving dental care in the clinic provides a teachable moment and often boosts motivation to quit smoking. Intervention is as simple as implementing a system to: Ask patients if they smoke; advise smokers it is in the best interest of their health to quit; and refer them to the Helpline at (800) NO BUTTS.”

This fast and easy technique is promoted nationally by the Smoking Cessation Leadership Center, added Silverman.

Once callers contact the Helpline, they will be asked a series of questions to establish their needs. They are offered options for services such as materials and/or counseling. If they choose counseling, they may begin immediate counseling or schedule an appointed time. The first counseling session is approximately 40 minutes, according to Helpline materials. The counselor will provide as many as five additional counseling sessions, set at a certain time, following the first counseling session. Out-of-state residents can also access quitline services by calling (800) QUIT-NOW.

Helpline counselors, who have bachelor’s and master’s degrees, have backgrounds in health-related fields, social work, or psychology. To become a counselor, all have completed a 48-hour in-house training program, a one-month apprenticeship at the Helpline center, and trained fully on empirically validated protocol. Overseeing all the clinical work is a licensed psychologist.

While Helpline does not provide nicotine replacement therapy or other cessations medications that are FDA-approved, the organization works with Medicare, Medi-Cal, and county health enrollees to use their benefits. County health programs and Medi-Cal provide free pharmacotherapy for those enrollees who participate in behavior-modification, such as Helpline, and who also have a prescription from their physician. Some

pharmacotherapy is covered by Medicare, and it also reimburses for provider counseling.

And you can’t beat the cost: free to California residents, whether they are currently smoking, have quit already, or want information to help a relative or friend kick their habit. Since the Helpline’s creation in 1992, an estimated 430,000 people living in the Golden State have received help via the telephone quitline. The average daily call volume is 250, according to the Helpline. At the moment, there are more ex-smokers than current users in California.

Services include over-the-phone counseling and quitting materials, referral to local programs on tobacco cessation, and self-help materials. Clients who request counseling receive up to six sessions with a counselor on a proactive basis. Service hours are 7 a.m. to 9 p.m. Monday through Friday; and 9 a.m. to 1 p.m. Saturday. For those who call after hours, or if lines are busy, the Helpline has a 24-hour voice mail service. They may leave a message or listen to automated messages about the use of quitting aids and the benefits of tobacco cessation, for example.

There are services available in English, Cantonese, Korean, Mandarin, Spanish, TDD/TTY, and Vietnamese. Additionally, there are specialized services available for teens, pregnant women, and tobacco users.

Funded by tobacco taxes, through the state’s Department of Health and First 5 California, Helpline operates out of the Moores Cancer Center located at the University of California, San Diego.

The Web site for California Smokers’ Helpline is www.nobutts.org. Free promotional materials are available to providers to distribute to their patients. Providers simply call the outreach department at (858) 300-1010 or go to the Web site.

REFERENCES

1. Zhu S-H, Anderson CM, et al. Evidence of real-world effectiveness of a telephone quitline for smokers. *N Engl J Med* 347:1087-93, 2002.

Honors

David Lunt, DDS, of Northridge, Calif., has been installed as secretary of the Flying Dentists Association. Founded in 1960 for dentists who also are pilots, members use their aircraft to bring dental care to remote areas that lack dentists. Additionally, the organization sponsors seminars to share technical information related to aviation safety as well as continuing education meetings for dentists and related health professionals.

Paul Glassman, DDS, MA, MBA, of Greenbrae, Calif., as associate dean for education and information technology, and director of Advanced Education in General Dentistry at University of the Pacific, Arthur A. Dugoni

School of Dentistry, received the Special Care Dentistry Association 2007 Saul Kamen Award.

The award, the association's highest, annually recognizes one individual for demonstrating "exemplary leadership and contributions to the advancement of oral health care for persons with special needs."

Glassman, former president of the Special Care Dentistry Association, has been involved with the national organization for almost 30 years.

Gurminder Sidhu, DDS, MS, of San Francisco, has been appointed to the position of assistant professor and director of radiology services at Pacific School of Dentistry.



Paul Glassman, DDS,
MA, MBA



Disaster Response Resources Expanded by OSHA

The Occupational Safety and Health Administration's disaster and storm resources include hurricane-specific information for employers conducting response and recovery operations.

A Web-based hurricane eMatrix at www.osha.gov incorporates occupational hazards information, observations, recommendations, and data OSHA has gathered in responding to hurricanes Katrina, Rita, and Wilma and offers as guidance on OSHA standards for future disaster response.

For more information about preparing for and recovering from disasters, see the Disaster Planning and Recovery content area, www.osha.gov.