

# SDDS SCRANTON DISTRICT DENTAL SOCIETY

February 2012

## National Children's Dental Health Month

Big plans are underway for this year's National Children's Dental Health Month. Co-Chairs Dr. Jessica Falk and Dr. Stephanie Hanyon have added, yet another, event for this year's celebration designed to attract even more area children.

We will be hosting THREE McDonald's Days --- one in Scranton on Keyser Avenue, one in Tunkhannock, and one at the Bell Mountain McDonald's (outside of Wegman's in Dickson City) --- complete with the widely recognized McDonald's characters. In addition, we are hosting "Tooth Fairy Day" at the Scranton Public Children's Library on Superbowl Sunday! Here's what you can look forward to:

- Keyser Ave. McDonald's Day – Saturday, February 4, 2012, 12:00 – 1:30 p.m.
- Tooth Fairy Day at the Children's Library – Sunday, February 5, 2012, 2:30 p.m.
- Bell Mountain McDonald's Day – Saturday, February 11, 2012, 12:00 – 1:30 p.m.

- Tunkhannock. McDonald's Day – Saturday, February 25, 2012, 12:00 – 1:30 p.m.

To help promote the events, Happenings Magazine is doing a feature story on our involvement with NCHDM in the February issue. If you would like to help, there are several ways. Here are a few:

- Be present at one (or all) of the events to hand out bags and answer questions
- Sign up to speak at a local schools during the month of February
- Distribute bags to area day cares, schools, and youth centers

If you'd like to reserve bags, it is important you contact Dr. Stephanie Hanyon, as we have a limited number available. If you can help in any way or have any questions, please email Stephanie at [shanyondmd@live.com](mailto:shanyondmd@live.com) or Jessica at [jessicafalk27@yahoo.com](mailto:jessicafalk27@yahoo.com).



*The Tooth Fairy took a moment for a photo with two happy 2011 National Children's Dental Health Month participants.*



*The Tooth Fairy, Ronald McDonald, Dr. Kotchick, and delighted children enjoyed the festivities at McDonald's in 2011.*

# PDA NEWS

## Choose Dental Products with the ADA Seal of Acceptance

For more than 125 years, the American Dental Association (ADA) has been evaluating dental products for safety and effectiveness. The ADA Seal of Acceptance, which is a registered certification mark, is awarded after a product is tested and meets ADA guidelines and standards. The Pennsylvania Dental Association encourages you to shop wisely and purchase dental care products with the ADA Seal.

Dr. Joseph Ross, a general dentist from New Castle, says the ADA Seal of Acceptance is designed to help consumers make informed decisions about safe and effective consumer products.

“Consumers recognize the ADA Seal of Acceptance as the gold standard when it comes to evaluating the safety and efficacy of dental products. Consumers look for the Seal when buying toothpaste, toothbrushes, mouthwash, and even chewing gum. Families trust the ADA to research and test the scientific claims of consumer dental products,” Dr. Ross said.

While the U.S. Food and Drug Administration (FDA) regulates oral care products and clears the products to be marketed directly to consumers, the ADA Council on Scientific Affairs objectively examines the safety and effectiveness. The council is an independent body of scientific experts, consisting of more than 125 consultants. Dental materials experts,

microbiologists, pharmacologists, toxicologists and chemists review and decide if a product is worthy of the ADA Seal. Products are evaluated on their safety, efficacy, composition, labeling, package inserts, advertising and other promotional materials.

Although the ADA program is strictly voluntary, manufacturers submit their products for evaluation because they know that seven out of 10 consumers recognize the ADA Seal, according to the ADA. The Seal assures them that the product has been tested, the manufacturer’s claims are true and the product produces the intended result.

Not every oral care product qualifies for the Seal of Acceptance.

“Although a product may be safe and effective, the consumer may not know and cannot be sure. With more than 300 dental products sold to consumers carrying the ADA Seal of Acceptance, why not choose one and be sure,” Dr. Ross said.

The ADA Seal of Acceptance is awarded after a product is tested and demonstrates its safety and effectiveness. The manufacturer is required to display a Seal Statement on the product label and in advertising. The statement explains to the consumer why the product was accepted by the ADA.

## The PDA Social Network

PDA's private social network gives you the ability to easily communicate with colleagues, PDA leaders and staff.

Some highlights of the social network include:

- \* Forums - Discuss dental office equipment and products, legislative topics and practice management issues.

- \* Library - Search and share documents, as well as provide product reviews and share testimonials.

- \* Public and private groups - Discuss topics with just members of your group, or visit a public group.

- \* Calendar - View upcoming events across the state.

- \* Personal Profile - Share information about yourself with colleagues and upload a headshot.

- \* Blogs - Access members' blogs, including PDA president Dr. Dennis Charlton's, or start your own.

There is all of this and much more. The new communication possibilities provided by this social network are endless. Log on today and try it out for yourself. Download step-by-step instructions now. To get there, simply go to our website ([www.scrantondental.org](http://www.scrantondental.org)) and click on the PDA logo in the top, left corner!

*(Taken from the PDA's E News Update.)*

## SDDS 2012 Officers

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Dr. Kenneth G. Miller

### Alternate Delegate

Dr. Matthew A. Zale

## The Todd M. Angelo Continuing Education Courses

In honor of the memory of Dr. Todd M. Angelo the board has named the CE series after him. Be sure to contact Dr. Gary Kopesky to sign up for this year's CE courses.

### Wednesday, 2/15/12

“Medical Emergencies in the Dental Office” *Dr. Michael Cuddy*

### Wednesday, 3/28/12

“Achieving Excellence in Treating & Counseling the Oncology Patient”  
*Sandra Booty*

### Wednesday, 4/18/12

“Update on Caries, vital pulp therapy, picking a ceramic, cements: sorting through the boxes” *Jan Mitchell*

**May 2012** - Bowser Memorial Lecture To Be Determined at Pittsburgh, PA (free if you take all four courses)

## From the President

Although we value knowledge, no one can comprehend life's mysteries or vicissitudes. Our recent loss of Dr. Angelo cannot be explained. We grieve his loss and pray for his family. For comfort, I look to timeless writings, which state I am not to reason why. The wisdom of Solomon scripts that "...whatever your hands find to do, do it with all your might," (Ecclesiastes 9:10).

Todd's record of achievement demonstrated this proverb. We can continue his legacy by doing with gusto the work of the SDDS. Projects he championed are a benefit to our community; projects like children's health and promoting awareness of dental health via events during National Children's Dental Health Month (NCDHM). Our Society's long history supporting NCDHM is carried on by Doctors Stephanie Hanyon and Jessica Falk. As returning Chairpersons, Stephanie and Jessica are now facilitating member's support in office education and at public settings like the Children's Library and McDonald's restaurants.

Assisted by our able and eager coordinator Cindy Cox, the NCDHM events are rewarding to all participants and help fulfill an SDDS goal to educate the public.

This year other events are planned: the Health Fair in June and a golf outing that also benefits the ARC (whose clients "stuff" dental bags for the NCDHM events).

Other SDDS events upon request are presentations to care centers and The Commonwealth Medical College. We could use your help. Please come to our planning meetings on the last Monday of each month at Sibio's restaurant in Dunmore. Local administrative concerns are to revisit SDDS by-laws and the mission statement.

Statewide activity sponsored by the PDA invites members to attend the "Day on the Hill" to lobby our legislators and the annual session of House of Delegates in Hershey. Moreover, in keeping with our mission statement as a forum, I urge all PDA members to access the "Social Network" which allows a statewide forum. Don't forget to check the blog of what the PDA president is doing for dentistry on your behalf.

I place value in this community I was born into and in the SDDS and PDA that give voice to my concerns about dentistry. No other dental organization will



*2012 SDDS President,  
Matthew A. Zale, DMD*

focus as intently on our community. Please help support our mission.

In this season of winter, as the light becomes more prominent, take this opportunity to join our effort to continue the SDDS legacy and benefit our community.

Remember, "the Early Bird - gets the toothbrushes". Please email Stephanie at [shanyondmd@live.com](mailto:shanyondmd@live.com) or Jessica at [jessicafalk27@yahoo.com](mailto:jessicafalk27@yahoo.com) to reserve your NCDHM goodie bags.

Sincerely,  
*Matthew A. Zale, DMD*

## February's Meeting

Don't miss February's meeting at University of Scranton's Rose Room in Brennan Hall on Tuesday, February 21st at 6:30 p.m.! Dr. Paul Mackarey's presentation will be on prevention of neck and lower back pain for dentists. To be discussed: incidence, etiology, ergonomics, prevention and treatment.

Dr. Paul Mackarey is a doctor of health sciences with certification and specialization in orthopedic and sports physical therapy. He is a graduate of Temple University, The University of Scranton and The University of St. Augustine. He was accorded the opportunity to participate in graduate studies in orthopedic medicine in London, England as a Fulbright finalist. He is the president of Mackarey & Mackarey

Physical Therapy Consultants, LLC in downtown Scranton. Dr Mackarey is an adjunct faculty member at the University of Scranton, Physical Therapy Department and associate clinical professor of medicine at The Commonwealth Medical College. Dr. Mackarey has authored and published several clinical and scientific papers related to his orthopedic and sports rehabilitation. Dr. Mackarey is also the author of the weekly health care column, "Health and Exercise Forum", in The Scranton Times-Tribune.

As always, dinner is complimentary for members. Please reserve your spot by calling or emailing Dr. Amy Cravath, 570-586-1411 or [abcravath@yahoo.com](mailto:abcravath@yahoo.com).



Dr. Paul Mackarey

# Upcoming Events

Board Meeting	Sibio's	January 30, 2012	6:00 p.m.
NCDHM at McDonald's	Keyser Ave. McD's	February 4, 2012	noon
Tooth Fairy Day	Children's Library	February 5, 2012	2:30 p.m.
NCDHM at McDonald's	Bell Mountain McD's	February 11, 2012	noon
CE Course <i>"Medical Emergencies in the Dental Office"</i>	Inn at Nichols Village	February 15, 2012	8:00 a.m.
General Meeting	U of S – Brennan Hall Rose Room	Feb 21, 2012	6:30 p.m.
NCDHM at McDonald's	Tunkhannock McD's	February 25, 2012	noon
Board Meeting	Sibio's	Feb 27, 2012	6:00 p.m.
General Meeting <i>Ben Shair Award</i>	U of S – Brennan Hall Rose Room	March 20, 2012	6:30 p.m.
CE Course <i>"Achieving Excellence in Treating &amp; Counseling the Oncology Patient"</i>	Inn at Nichols Village	March 28, 2012	8:00 a.m.
CE Course <i>"Update on Caries, vital pulp therapy, picking a ceramic, cements: sorting through the boxes"</i>	Inn at Nichols Village	April 18, 2012	8:00 a.m.



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