Plan now to join the more than 800 dentists, dental hygienists and others concerned about oral health at the premier meeting for dental public health!

Presented by:
American Association of Public Health Dentistry (AAPHD) & Association of State and Territorial Dental Directors (ASTDD)

For more information, visit:
www.nationaloralhealthconference.com
Kansas City
Here We Come!

Plan now to receive a “royal” experience at the 2015 National Oral Health Conference; the premier meeting for dental public health will be held April 27-29, 2015 in Kansas City, Missouri. At this meeting you will attend a variety of educational sessions alongside friends and colleagues. A little fun is also planned in this Midwest City known for its Blues & BBQ!

This is the sixteenth joint meeting of ASTDD and AAPHD, and we expect participation from over 800 attendees and 30 exhibitors over the five days of programming. Three full days of conference sessions are planned April 27-29, 2015 with pre-conference sessions offered April 25-26, 2015. Educational Sessions will be offered in a variety of formats including: plenary sessions, workshops, seminars and oral paper presentations. Also included are roundtable lunches and a poster session. Additionally, the American Board of Dental Public Health will be offering the Specialty Board Exam to candidates on April 23-25, 2015.

Sessions will focus on issues and topics relevant to research, policy, programs, education and community-based care; highlighting how all of these areas of public health integrate toward achieving “optimal oral health” for the nation’s population. The NOHC will also offer association awards, membership meetings and social networking opportunities.

This conference is designed for dentists, dental hygienists, health researchers, dental/health educators, legislators, public health officials, Medicaid/CHIP dental program staff or consultants, state/territorial dental directors, county/city/local dental directors, community health center personnel, students, federally-employed dental personnel, as well as dental manufacturers/distributors and dental insurance companies – in short, anyone interested in collaborating to improve the oral health of the public.

Questions?
Call the NOHC Office at 217-529-6503.
**THURSDAY, APRIL 23**

7:30 a.m. – 4:30 p.m.  
ABD PH Board Oral Examination 1

7:30 a.m. – 6:30 p.m.  
ABD PH Board Oral Examination 1

**FRIDAY, APRIL 24**

7:30 a.m. – 4:30 p.m.  
ABD PH Board Oral Examination 2

7:30 a.m. – 6:30 p.m.  
ABD PH Board Oral Examination 2

1:00 p.m. – 5:00 p.m.  
ASTDD Board of Directors Meeting

**SATURDAY, APRIL 25**

7:30 a.m. – 1:00 p.m.  
ABD PH Written Examination

7:30 a.m. – 6:30 p.m.  
ABD PH Board Business Meeting

8:00 a.m. – 12:00 p.m.  
ASTDD Board of Directors Meeting

10:00 a.m. – 5:00 p.m.  
AAPHD Board of Directors Meeting

12:00 p.m. – 1:30 p.m.  
ASTDD/AAPHD Joint Lunch

1:00 p.m. – 2:30 p.m.  
Estimating Costs and Impact of School Sealant Programs Using Minimal Data - CDE 1.5  

Pre-registration required. Attendance is limited to 25 attendees.  
Registration Fee: $45.00  

Susan O Griffin, PhD; Shilpa Naavaal, BDS, MPH, MS; Dawn M Arlotta, MPH, CHES

PURPOSE & GOALS: Provide school sealant (SS) coordinators with tools to demonstrate that their school-based sealant programs (SSP) are a good investment of public health dollars. After attending this session, SSP coordinators will be able to use these tools to determine the cost effectiveness of their program using minimal data. Additionally they will be able to evaluate their SSP costs using default and program specific data on various resources categories. We will use Microsoft Excel software to demonstrate both tools.

CONTENT: Attendees will need to bring their own laptop to the session with the Excel programs downloaded to their hard drive. During the session, they will input the sample data into these programs and generate estimates of averted cavities and program costs. During the last part of this session, attendees and presenters will discuss how findings can be used.

Sponsored by ASTDD and CDC

1:30 p.m. – 3:30 p.m.  
AACDP Executive Board Meeting

**3:00 p.m. – 4:30 p.m.**  
State Oral Health Data and HP 2020 Targets - CDE 1.5  

Pre-registration required. Attendance is limited to 70 attendees.  
Registration Fee: $45.00  

Mei Lin, MD, MSc; Kathy Phipps, DrPH; Merry Jo Thoele, MPH, RDH

This session will include brief presentations from speakers with CDC, ASTDD and a state along with interactive audience participation. The discussion will include: 1) statistical and practical considerations in comparing state oral health indicator estimates with HP2020 targets; 2) differences in select oral health indicator estimates between state and national data sources; and 3) state experiences and challenges in integrating national objectives into state oral health plans. The session will also include a hands-on activity where participants can choose indicators for comparison, identify potential issues with the comparison, and describe how they would communicate challenges and justify methods used to set targets for their states.

Sponsored by ASTDD and CDC

**4:00 p.m. – 6:00 p.m.**  
AACDP Nuts & Bolts - CDE 2.0  

CE for the AACDP Symposium is provided by The Missouri Dental Hygiene Association. Pre-registration required. Registration Fee: $50.00  

Michael Helgeson, DDS; Michelle Gross-Panico, RDH, MA, DHSc; Antoinette Kahan, RDH, BA, RDA, CDA

The Nuts and Bolts of Programs that Work, will feature three programs that have met the challenges of providing comprehensive oral health care to specific populations with mobile dental clinics, teledentistry, school linked programs and use of alternate workforce. The panel will address specific questions on the strategies they use to overcome common barriers and the audience will be encouraged to participate in defining problems and solutions. See www.aacdp.com for a draft program agenda.

6:00 p.m. – 7:00 p.m.  
ASTDD/AACDP Member Reception  
Meet and greet state and local health department staff and other community-based program personnel from across the country.

**SUNDAY, APRIL 26**

7:15 a.m. – 8:00 a.m.  
AACDP Continental Breakfast

7:15 a.m. – 5:30 p.m.  
AACDP Annual Symposium - CDE 8.0  

CE for the AACDP Symposium is provided by The Missouri Dental Hygiene Association. Pre-registration required. Registration Fee: $155.00 - Fee includes session, continental breakfast and roundtable luncheon.

Christie Appelhanz; RADM; Ann Hoffman; Nicholas S. Makrides, DMD, MA, MPH; Renee Joskow, DDS, MPH; Laurie Norris; Erin Major; Deborah Poerio, APRN, MS, FNP-C; Sarah Wovcha, JD, MPH; Ted Suh, MD, PhD, MHS; David Jordan; Charles C Haynie, MD; Kathryn Phillips; Amit Acharya, BDS, MS, PhD

Sunday sessions will include state governmental officials sharing oral health efforts in Kansas and Missouri, a panel of oral health program directors sharing best practice tips, a panel of HRSA project grantees that have incorporated comprehensive oral health services into school-based health care, a physician who has successfully responded to an attack on community water fluoridation, and a panel of federal government officials.
Pre-Conference Schedule... Continued

who will provide an update of activities impacting community-based programs. Speakers will also address efforts to integrate oral health care and medical care, educational standards for and the use of mid-level dental providers in various states, oral health care for seniors and efforts to incorporate oral health into primary care medical homes. The symposium will include lunchtime roundtable sessions to provide attendees an opportunity to meet and interact with experts on a variety of timely topics. See www.aacdp.com for a draft program agenda.

7:30 a.m. – 1:30 p.m. AAPHD Board of Directors Meeting

8:00 a.m. – 11:30 a.m. Sustaining Programs and Improved Outcomes - CDE 3.5

Pre-Registration is required. Attendance is limited to 40 attendees. Registration fee is $75.00.
Scott Thomas, PhD
This workshop will focus on how to sustain quality improvements and programs that support oral health. The premise of the sustainability framework that will be presented is that sustainability should be approached with the same attention and focus as project design, planning, implementation, and evaluation. This framework utilizes twelve factors that have the potential to significantly increase the sustainability of an improved quality outcome or program. These factors include such items as Perceived Value, Monitoring and Feedback, Leadership, Shared Models, Organizational Infrastructure and seven others. The framework emphasizes that oftentimes just strengthening two or three of these factors can improve the sustainability of an improved outcome or program and that there is no need to work on all twelve factors to make a positive impact.
Sponsored by ASTDD

8:00 a.m. – 11:45 a.m. ASTDD Board of Directors Meeting

8:00 a.m. – 6:00 p.m. National Network for Perinatal Oral Health (invitation only)

8:30 a.m. – 12:30 p.m. ABDPH Board Meeting

10:00 a.m. – 11:30 a.m. Mobilizing Locally for Oral Health: Tools and Tactics for Creating Change - CDE 1.5

Pre-registration required. Attendance is limited to 40 attendees.
Registration Fee: $45.00
Stephen Jennings, BA, MS; Hiroko Iida, DDS, MPH
After a long, divisive battle over community water fluoridation, oral health advocates in rural Jefferson County, N.Y. could easily have felt content to have preserved fluoridation of the county’s largest water system. Instead, local stakeholders viewed the experience as a wakeup call and formed a broad coalition to develop a plan for strengthening oral health prevention efforts targeting the ECC (ages 0-5) population. National and state organizations have teamed up to facilitate the coalition’s work, developing various tools that could benefit other local oral health advocates. This session will explore the coalition’s objectives and the strategies they have used to identify potential allies and put a face on the issue of oral health. Through interactive exercises, participants will be able to use some of the same tools that were developed for Jefferson County.
Sponsored by ASTDD and CDHP

11:45 a.m. – 1:30 p.m. AACDP Lunch with the Bunch

12:00 p.m. – 4:30 p.m. ASTDD Member Lunch, Annual Business Meeting and Member Sharing

1:30 p.m. – 5:30 p.m. ANOH C Annual Meeting

2:00 p.m. – 5:00 p.m. DPH Program Directors Meeting

6:00 p.m. – 8:00 p.m. Opening Reception
Always a “fan favorite,” the NOHC Opening Reception is a must every year. You don’t want to miss this first opportunity to see old friends and meet new colleagues. Networking, food, drink, good conversation and YOU are the highlight of the evening.

Sponsored in part by our friends at Medical Products Laboratories, Inc.

Please Note:

Register for the Meals you Plan to Attend
The NOHC staff and planning committee are continually working to improve your conference experience and keep registration expenses as low as possible. In an effort to reduce waste and minimize expenses, we are requiring all registered attendees to indicate the meals they plan to attend during the conference.

Conference Attire
All conference functions are business casual attire unless otherwise noted. Please keep in mind that meeting room temperatures vary. You may want to bring a jacket or sweater to all sessions.

Non-US Residency Registration Policy
For those who reside outside the continental US and wish to attend the NOHC, credit card payment in full is required. Any registration not paid for with a credit card before April 10, 2015, is not a confirmed registration and will be subject to a $825 registration fee upon check-in and must be paid in full with a credit card.

Transfer/Cancellation Policy
If you registered for the conference and cannot attend, you may transfer your registration to another person. All transfer/cancellation requests must be submitted in writing and received in the NOHC office no later than 5:00 p.m. CST, Friday, April 10, 2015 either via email to ssteil@associationcentral.org or fax to 217-529-9120 and acknowledged by an NOHC staff member. Telephone cancellations/transfers will not be accepted.

Cancellations received on or before April 10, 2015, will be refunded minus a 20% administrative fee.
Cancellations received April 11, 2015, or later will not be refunded.

Refund Policy
Refunds are processed four weeks after the Conference ends.

“NO SHOWS” WILL BE CHARGED THE FULL REGISTRATION FEE. NO REFUNDS WILL BE ISSUED. NO EXCEPTIONS.

Questions? Call the NOHC Office at 217-529-6503.
# Schedule at-a-Glance

## MONDAY, APRIL 27

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Breakfast with Exhibitors</td>
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<tr>
<td>8:00 a.m. – 9:45 a.m.</td>
<td>Opening Ceremony, Welcome and Keynote Presentation</td>
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<tr>
<td>9:45 a.m. – 10:00 a.m.</td>
<td>Break with Exhibitors</td>
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<tr>
<td>10:00 a.m. – 11:30 a.m.</td>
<td>Putting Teeth into Health Reform: What We Know So Far About the ACA’s Impact on America’s Oral Health</td>
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<tr>
<td>11:30 a.m. – 12:00 p.m.</td>
<td>AAPHD/AACDP Awards Presentation</td>
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<tr>
<td>12:00 p.m. – 12:15 p.m.</td>
<td>Break with Exhibitors</td>
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<tr>
<td>12:15 p.m. – 2:15 p.m.</td>
<td>Roundtable Luncheon - CDE 1.5</td>
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<td>2:15 p.m. – 2:30 p.m.</td>
<td>Break with Exhibitors</td>
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<tr>
<td>2:30 p.m. – 4:00 p.m.</td>
<td>AAPHD Plenary Session - CDE 1.5</td>
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<td>4:00 p.m. – 6:00 p.m.</td>
<td>Poster Session - CDE 2.0</td>
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<tr>
<td>4:00 p.m. – 6:00 p.m.</td>
<td>Exhibit Hall Open</td>
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<tr>
<td>4:30 p.m. – 6:00 p.m.</td>
<td>State Performance on Sealant Access: Progress Made, Problems Remain - CDE 1.5</td>
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<tr>
<td>5:00 p.m. – 6:00 p.m.</td>
<td>CDC Water Fluoridation Update - CDE 1.0</td>
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<tr>
<td>5:00 p.m. – 6:30 p.m.</td>
<td>ABDPH Future Exam Orientation</td>
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<td>5:30 p.m. – 6:30 p.m.</td>
<td>ADHA Networking Reception</td>
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<tr>
<td>6:00 p.m. – 6:00 p.m.</td>
<td>Dinner on your own</td>
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<tr>
<td>6:00 p.m. – 10:00 p.m.</td>
<td>ABDPH Diplomates Dinner &amp; Meeting</td>
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<tr>
<td>6:30 p.m. – 9:00 p.m.</td>
<td>ANOHC Member Dinner</td>
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## TUESDAY, APRIL 28

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<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 a.m. – 8:30 a.m.</td>
<td>Breakfast with Exhibitors</td>
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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>ABDPPH Annual Business Meeting</td>
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<tr>
<td>8:30 a.m. – 10:00 a.m.</td>
<td>ABDPPH Symposium - CDE 1.5</td>
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<tr>
<td>10:00 a.m. – 10:15 a.m.</td>
<td>Break with Exhibitors</td>
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<tr>
<td>10:15 a.m. – 10:45 a.m.</td>
<td>ASTDD Awards Presentation</td>
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<tr>
<td>10:45 a.m. – 11:00 a.m.</td>
<td>Break with Exhibitors</td>
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<td>11:00 a.m. – 12:30 p.m.</td>
<td>Concurrent Workshops - CDE 1.5</td>
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<td>12:30 p.m. – 2:00 p.m.</td>
<td>National Organization Roundtable Luncheon - CDE 1.0</td>
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## WEDNESDAY, APRIL 29

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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Breakfast with Exhibitors</td>
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<td>7:00 a.m. – 8:00 a.m.</td>
<td>ASTDD BOD Meeting</td>
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<td>8:00 a.m. – 9:30 a.m.</td>
<td>Concurrent Workshops - CDE 1.5</td>
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<td>9:30 a.m. – 9:45 a.m.</td>
<td>Break</td>
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<tr>
<td>9:45 a.m. – 3:00 p.m.</td>
<td>Predoctoral Dental Public Health Curriculum Workshop - CDE 4.5</td>
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<td>9:45 a.m. – 11:15 a.m.</td>
<td>Concurrent Workshops - CDE 1.5</td>
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<td>11:15 a.m. – 11:30 a.m.</td>
<td>Break</td>
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<td>11:30 a.m. – 1:00 p.m.</td>
<td>Concurrent Workshops - CDE 1.5</td>
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<td>1:00 p.m. – 2:00 p.m.</td>
<td>Networking Luncheon</td>
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<td>2:00 p.m. – 3:00 p.m.</td>
<td>Concurrent Workshops - CDE 1.5</td>
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Sessions offering CDE Credit are shown in purple.
2:30 p.m. – 4:00 p.m.  AAPHD Plenary Session - CDE 1.5
Celebrating 70 Years of Water Fluoridation and Implementation of New National Water Fluoridation Recommendations
Katherine Weno, DDS, JD; Jayanth V Kumar, DDS, MPH; Barbara Gooch, DMD, MPH; Jane McGinley, RDH, BA
2015 marks the 70th anniversary of the beginning of water fluoridation in the U.S. This has been a remarkable public health achievement that has markedly improved the oral health of the U.S. population. This session will review progress and accomplishments over the past 70 years. The development and release of the HHS recommendation for Fluoride Concentration in Drinking Water for Prevention of Dental Caries will be reviewed in context of the current state and federal environment. The challenges and opportunities for maintaining and expanding water fluoridation in the future will be presented.

4:00 p.m. – 6:00 p.m.  Poster Session - CDE 2.0
Posters based on submitted abstracts of interest to attendees will be available for viewing and discussion by presenters. See final program for a complete list of topics and presenters.

4:00 p.m. – 6:00 p.m.  Exhibit Hall Open

4:30 p.m. – 6:00 p.m.  State Performance on Sealant Access: Progress Made, Problems Remain - CDE 1.5
Jane Koppelman, MPA; Matthew Crespin, RDH; Carrie L Farquhar, RDH, BS
School-based dental sealant programs are an evidence-based strategy for decreasing caries among low-income children. Yet, despite the scientific evidence of their value and government recommendations for their wide-scale implementation, formidable barriers—both regulatory, legislative and financing—work against their use. Speakers at this seminar will present highlights from a new study released by the Pew Charitable Trusts that grades all 50 states on their policies and practices that promote children’s access to sealants. Information will also be presented on a recent Children’s Dental Health Project study that promotes children’s access to sealants. Information will also be presented on a recent Children’s Dental Health Project study that describes issues impacting the delivery of school-based sealant programs. In addition, the successful political struggle in one state to overturn a prior exam rule will be highlighted, as will a case study describing how one of the best school-based sealant programs in the nation is being implemented.

Sponsored by The Pew

5:00 p.m. – 6:00 p.m.  CDC Water Fluoridation Update - CDE 1.0
Kip Duchon, PE
The CDC Water Fluoridation Program Update provides new information to state program staff on CDC data applications, training materials, and water fluoridation program, focusing on engineering and implementation aspects of community water fluoridation. State dental directors, state and local level fluoridation specialists, and others involved in water fluoridation will benefit by attending this session.

5:00 p.m. – 6:30 p.m.  ABDPH Future Exam Orientation
TUESDAY, APRIL 28
7:00 a.m. – 8:30 a.m. Breakfast with Exhibitors
7:00 a.m. – 8:00 a.m. AACDP Annual Business Meeting
8:30 a.m. – 10:00 a.m. ABDPH Symposium - CDE 1.5
The Crossroads Between Genetics Determinism and Environmental and Social Variation: How Current Developments on Genetics Affect Public Health Practice
Robert J Weyant, DMD, DrPH; Thomas C Hart, DDS, PhD; Muin Khoury, MD, PhD
This symposium will educate attendees on the current developments in genetics and the effects on dental public health practice and policies. The session will start with a presentation on the interrelationships of environmental and social factors on genetic determinism. The genetic basis for oral diseases such as dental caries, periodontal diseases and oral cancer will be presented and the ramifications of developments on genetic diagnostic testing for these diseases to the practice of dentistry. The setting of public health policies on prevention and treatment based on genetic-based risk assessments will be addressed.

10:00 a.m. – 10:15 a.m. Break with Exhibitors
10:15 a.m. – 10:45 a.m. ASTDD Awards Presentation
10:45 a.m. – 11:00 a.m. Break with Exhibitors
11:00 a.m. – 12:30 p.m. Concurrent Sessions - CDE 1.5
Evidence-Based Strategies for Improving Older Adult Oral Health
Beth Truett; Paul Glassman, DDS, MSA, MBA
The percentage of the U.S. population that are older adults (people aged 65 years or older) is expanding as people live longer and members of the baby-boom generation born 1946-1964 reach age 65. The need for dental services among older adults is increasing even more rapidly due to their retaining more of their natural dentition. Access to oral health services has not kept pace with the demand for services. Policy makers demand evidence-based programs and strategies to maximize investment and reach as many older adults as possible. This seminar will highlight the policy changes currently being implemented at the federal level under the Older Americans’ Act and how these will impact health services, including oral health. As states consider these changes and look for evidence-based programs to comply, two programs will highlight their efforts: Oral Health America's Wisdom Tooth Project and the Virtual Dental Home.

Smart Mouths Smart Kids: a Sustainable Model of School-linked Oral Health Care
Deborah Foote, MPH; Marcy Bonnett, MPM
Supported by the DentaQuest Foundation, Oral Health Colorado (OHC) implemented Smart Mouths Smart Kids (SMSK), a three-year initiative that decreases oral health disparities in Colorado's children by developing tools to help initiate sustainable school-linked oral health programs and connect children to a permanent dental home. Collaborating communities provided the foundation on which SMSK was built. Communities gave guidance in developing a vision, strategies, and the tools necessary to guide successful and sustainable implementation. OHC collaborated with communities of different sizes, locations and maturity of school-linked programs. Two of the most innovative tools in the SMSK Toolkit are a data application (a focused oral health record) that will allow for paperless data collection at school sites, longitudinal surveillance of children's oral health, and county-level oral health data collection; and a business plan and feasibility calculator that will allow providers to assess both the feasibility and sustainability of initiating a school-linked program.

Fluoride: Policy to Practice in a Changing Environment
Pre-registration required. Workshop is limited to 75 attendees. Attendees are encouraged to bring a laptop or smartphone to this session.
Jason Roush, DDS; LeeAnn Hoaglin Cooper, RDH, BS
The goal of this session is explore how fluoride policy is developed, promoted, adapted, adopted, and evaluated. The ADA, AAP, AAPDH, CDHP and ASTDD have adopted new fluoride-related policies, particularly on community water fluoridation, fluoride varnish, and the use of other topical fluorides for the prevention and control of dental caries. This session will 1) review what these policies are and how and why they have changed and may continue to change; 2) examine what common barriers are to implementing changes in fluoride policy; and 3) describe and explore what strategies and or activities are being used to promote, adopt, adopt, and/or evaluate new policy. We will also explore the question of drivers: what comes first, practice or policy? Attendees will participate in a variety of hands on, interactive activities including telebroadcast instant voting, small group discussion and exploration of reputable websites for fluoride information.

Developing Competencies and Curriculum in Dental Public Health for Dental and Dental Hygiene Students
Ana Karina Mascarenhas, BDS, MPH, DrPH; Kathryn Atchison, DDS, MPH; Michael Manz, DMD, MPH, DrPH; Vinodh Bhoopathi, BDS, MPH, DScD
This session will present the AAPHD project funded by HRSA with the goal of developing dental public health (DPH) competencies and curriculum for use in pre-doctoral dental and dental hygiene programs in the US to train an oral health workforce that will be better prepared to meet the needs of the entire population, including those groups who are chronically underserved, experience high levels of oral health needs, have poor health literacy, and face barriers to accessing oral health care. By increasing the DPH knowledge and competency of all graduating
12:30 p.m. – 2:00 p.m.  National Organization Roundtable Luncheon – CDE 1.0

Lunch will be provided. Extra hand-outs may be available from participating organizations.

Network with colleagues and presenters to discover how national organizations and federal agencies are improving the oral health of underserved populations. Table presentations will not repeat but extra handouts will be available.

12:30 p.m. – 2:00 p.m.  Exhibit Hall Open

2:00 p.m. – 3:30 p.m.  Concurrent Sessions - CDE 1.5

Fostering Coordination with Chronic Disease Programs
Scott M Presson, DDS, MPH; Beverly Isman, RDH, MPH, ELS; Diane Beistle, BA; State Dental Director TBD

CDC’s National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP) is supporting efforts by state health departments to improve coordination among chronic disease programs. This session will review the development of state chronic disease prevention and control state plans, efforts to align services for greater effectiveness and efficiency within NCCDPHP and in state health departments, and give examples of coordination in action. The TIPS from Former Smokers (TIPS) campaign recently conducted by the CDC/NCCDPHP’s Office on Smoking and Health will be presented as an example of opportunities for improved coordination between state oral health programs and state chronic disease prevention and health promotion programs.

Accuracy versus Advocacy: Pros and Cons of Online Strategies for Fluoridation
Hollis Russinof, MUPP; Myron Allukian, Jr, DDS, MPH; Brittany Seymour, DDS, MPH

The goal of this session is to present recent studies on social communication and community water fluoridation (CWF) and to explore and refine agendas for research, intervention, and educational strategies for effective CWF digital communication. CWF continues to be debated, despite scientific consensus about its safety and efficacy. The 2015 US Appropriations Subcommittee draft report states, “The Committee is concerned about conflicting information in the media regarding the benefits of community fluoridation.” With the rise in user-created online content, the boundaries between expert authority and “junk science” are increasingly blurred. Study results on the use of the Internet and social media by anti-fluoridationists will be presented. A case study will be described which examined the morph of CWF information accuracy as it flows between research dissemination, mass media, and social media. Current theories and innovative social communication strategies will be discussed to help educate decision makers and the public.

Innovations in Integrated Service Delivery for Pre-School Age Children: Improving Performance in Safety Net Clinics
Pre-registration required. Workshop is limited to 75 attendees.
James J Crall, DDS, ScD; Colleen Lampron, MPH; Mark Doherty, DMD, MPH

Working in collaborations with Federally Qualified Health Centers and other community-based organization we have designed strategies that address dental caries as a chronic, complex disease. Our presentation will describe important considerations for developing a comprehensive strategy for optimizing the oral health of preschoolers and the role of the primary care medical team in providing coordinated, comprehensive services. This experiential and interactive presentation will provide in depth information on three aspects of the project of particular interest to the audience: the role and sustainability of community dental health coordinators; applying the Institute for Healthcare Improvement Breakthrough Series Collaborative quality improvement model to integrating medical and dental services, and utilizing Safety Net Solutions’ practice enhancement plans, which have been tailored to focus on pregnant women and young children, to create comprehensive systems change to support risk-based care. The presentation will provide real world application and findings from the integrated SNS and Quality Improvement project.

Social Media Matters: Making Oral Health Part of the Conversation
Lynn Bethel, RDH, MPH; Matt Jacob, BA; John Welby, MS

Last year, the “ice bucket challenge” drew the nation’s attention to ALS or Lou Gehrig’s Disease like never before. This phenomenon played out mainly on social media and helped drive a dramatic increase in fundraising for the leading ALS advocacy organization and significantly raised public awareness of the disease. How can social media raise the profile of oral health and help you identify new allies outside the oral health field? Learn how oral health advocates are using social media and learn what makes this vehicle an ideal, cost-effective tool. This session will focus more on Twitter and will walk participants through the basic use of this platform, including sending a tweet, understanding and using hashtags, and deciding which accounts to follow.

3:30 p.m. – 5:00 p.m.  Exhibit Hall Open

3:30 p.m. – 5:30 p.m.  AAPHD Annual Business Meeting

6:00 p.m. – 10:30 p.m.  Tuesday Evening Dinner and Networking Event

An evening under the stars is planned at Crown Center Square with live music, dancing and local KC food favorites! Location is a quick walk from the hotel through covered walkways or outside pathways.  Sponsored in part by our friends at Aseptico
School Partnerships: The Relationship Between Oral Health and Student Performance - Fact or Fiction?
Terri Chandler, RDH; Karen Dreisbach, MPH; Catherine Lesesne, PhD, MPH
Future Smiles (FS) is a school-based, oral health preventive care program operating in Clark County School District (the 5th largest district in the US) in Las Vegas, Nevada. The FS program is evaluating the oral health and school achievement outcomes of program participants. The study compares students who received dental hygiene prevention from FS (subgroups of those with and without referrals for restorative dentistry via a school-based network of case management and care navigation are also examined) to a matched comparison group of similar students not receiving FS services. Oral health status and academic achievement outcomes of these groups were compared. The study sample includes 2,000+ students from 3 elementary schools participating in FS over a 5-4 year time period. Preliminary findings will be presented but initial results suggest a link between preventive and restorative oral health care and academic achievement.

Emergency Room Referral Models- Success Stories and Strategies
Samantha Pearl; Jane Grover, DDS, MPH; Dan Ross, DDS, MD, Acep
The increased use of hospital emergency rooms by adults with dental pain has been documented in recent studies. The purpose of this session is to examine this trend along with successful models of diverting dental pain patients to outcome-based care. The goal of this session is to familiarize attendees with issues regarding ER use for dental pain and explain how successful models developed to cope with this dynamic. The content of this session will include current trends such as the changes in reimbursement structure for hospitals under ACA, while available capacity for dental care is underutilized. This session will explain some of the root causes for the ER usage with the perspective of a dentist-turned ER physician who has staffed a large metropolitan ER for the past 15 years. Also included in this session is a detailed description of a successful ER Referral model which has reduced ER visits for dental pain by 72%. Additional models will be presented with “best practices” for each.

Breakthrough Strategies for Preventing Early Childhood Caries
Jane Koppelman, MPA; ManWai Ng, DDS, MPH; Norman Tinanoff, DDS, MS
Treating caries in the OR can be seen as the penultimate failure of our dental care delivery system to prevent or catch disease early and avoid needless suffering and cost. Speakers at this session will discuss new findings from a Pew study on Medicaid incidence and costs associated with treating ECC in operating rooms in ten states with the largest Medicaid populations. Innovations in the prevention and treatment of ECC before treatment in an ECC is required, as identified by an October, 2014 conference will be discussed, as well as next steps needed to implement the innovations into dental practice and policies necessary to encourage widespread implementation of these innovations.

Oral Presentations #1
This session will feature oral presentations of scientific research of interest to attendees. See final program for a complete list of topics and presenters.

Arresting Caries in Children and Adults: Breaking News
Peter Milgrom, DDS; Jeremy Horst, DDS, PhD; Jeff Chaffin, DDS, MPH
The goal of this seminar is to describe new breakthroughs in the science and practice of arresting caries and stabilizing patients. This is particularly important for pre-cooperative children, patients with special health care needs, and the elderly to interrupt the cycle of disease and restoration that occurs when the underlying problem is out of control. As the Patient Protection and Affordable Care Act has expanded insurance coverage and insurers have demanded greater accountability, careful use of scarce resources will require new tools and new thinking to manage population and individual health. This is particularly true as Medicaid moves closer to requiring a managed care model and capitation payments for its programs. This session will address the technologies of silver fluoride and povidone iodine and fluoride and present new findings and clinical applications. Speakers will address the role of these new technologies in population health and how care will be financed.

Integrating Oral Health and Primary Care Practice: Transforming Classrooms, Clinics and Care
Anita Duhl Glicken, MSW; Judith Haber, PhD, APRN, FC, FAAN; Renée Joskow, DDS, MPH, FAGD
Access to oral health care for all age groups remains a public health challenge. Our health care system is able to provide care for medical emergencies but continues to struggle to address the need for acute and ongoing oral health care, especially
for vulnerable populations. The importance of collaboration between oral health and primary care professionals has long been seen as a successful method to increase access to care. The release of the HRSA report on Integrating Oral Health and Primary Care Practice coincides with the growing momentum and commitment to oral health curriculum development, core oral health clinical competencies dissemination, early detection and preventive interventions, and translating implementation strategies into primary care practice. This session will provide updates of integrated education programs for dental and medical primary care clinicians; examples of implementation efforts in the health center and other clinical settings; and highlight achievements of national and local significance.

Setting Priorities, Securing Consensus: How State Coalitions Can Take the Next Step

**Pre-registration required. Workshop is limited to 40 attendees.**

**Bob D Russell, DDS, MPH; Karlene Ketola, MHSA, CAE**

In 2008, the Children’s Dental Health Project and the Centers for Disease Control and Prevention developed and tested a process to help states reach consensus on statewide policy and systems change priorities. Since then, 22 states have used this facilitated process to choose priorities that have ranged from seeking broader adult dental coverage through Medicaid to expanding school-based sealant programs. Learn how the Policy Consensus Process (PCP) can maximize stakeholder input, build consensus, and help your state coalition advance the changes needed to improve oral health. Participants will have an opportunity to use one of the PCP exercises and see how the priority-setting process is aligned with the landscape in their states.

**Oral Presentations #2**

This session will feature oral presentations of scientific research of interest to attendees. See final program for a complete list of topics and presenters.

11:15 a.m. – 11:30 a.m. **Break**

11:30 a.m. – 1:00 p.m. **Concurrent Sessions - CDE 1.5**

**The Perinatal & Infant Oral Health National Initiative**

Pamella Vodicka, MS, RD; Esther Kim, Marty Milkovich, MSW; Jason Roush, DDS

The interface of new coverage options and attention to prevention provides a tremendous opportunity to advance maternal and infant oral health systems of care. The federal Perinatal & Infant Oral Health National Initiative was established to pursue sustainable statewide systems of change to improve access to and utilization of quality oral health care for pregnant women and infants in order to reduce health disparities. This session will review the six-year federal initiative; provide an overview of the three-year activities planned of the National Network for Perinatal Oral Health; and progress made by three state Perinatal & Infant Oral Health Quality Improvement grantees.

**Updates in Reducing Health Disparities: Healthy People 2020 Oral Health Objectives**

Gina Thornton-Evans, DDS, MPH; Bruce Dye, DDS, MPH; Harry Goodman, DMD, MPH

Healthy People 2020 marks the fourth iteration of this national initiative to monitor the health of the nation. One of the goals of Healthy People 2020 is to reduce health disparities and achieve health equity for all Americans. Oral Health is one of 42 topic areas within this national framework. This session will focus on updates related to select national oral health objectives from Healthy People 2020 and addressing oral health disparities. These select objectives will include: current estimates of oral diseases among children, adolescents, and adults. In addition, focus on identifying the gaps in knowledge related to advancing the oral health of children and adolescents will be addressed.

**The Power of One—Advocacy and You**

**Pre-registration required. Workshop is limited to 100 attendees.**

**Ann Lynch, BA; Kelli Swanson Jaecks, MA, RDH**

Join ADHA President Kelli Swanson Jaecks and Ann Lynch, ADHA Director of Governmental Affairs for an inside look at maximizing your advocacy efforts. As a former MN State Senator, Lynch speaks candidly about how to connect with policymakers and leverage your efforts. Participants will have an opportunity to prepare and “practice” for a legislative appointment as well as to observe mock appointments. Participants will gain understanding about the role of coalitions in advocacy efforts. Illustration will include the role of dental hygienists as an integral part of the delivery team in a community health center.

**Oral Presentations #3**

This session will feature oral presentations of scientific research of interest to attendees. See final program for a complete list of topics and presenters.

1:00pm-2:00pm **Networking Luncheon**

**For all registrants. Lunch will be provided.**

**Pre-registration required.**

2:00pm-3:00pm **Concurrent Sessions - CDE 1**

**Latino Children’s Oral Health Opinion Research & Model Program**

Laura Flores Cantrell, JD; Cynarah Ellawala; Adam Thompson

Latino children have disproportionately higher rates of dental decay. It is estimated that nearly 50 percent of Latino preschoolers in Washington State (over 10,000 children) have experienced decay. To further develop strategies to address this oral health disparity in Washington, Washington Dental Service Foundation conducted opinion research by partnering with Latina Creative Agency, a firm specializing in marketing and communications with Latino audiences. The research included Latino focus groups of low to moderate income Latino mothers and teenagers with the aim of better understanding Latino oral health knowledge, attitudes and behaviors. This workshop will highlight best practices for similar Latino opinion research, strategies developed based on the research, and describe a model community program for Latino engagement, the “Super Hero” campaign in public schools.
Fluoridation Wins and Losses: Lessons Learned from the Pew Children’s Dental Campaign
Shelly Gehshan, MPP; Matt Jacob, BA; Emily Firman, MPH, LICSW
The Pew Children’s Dental Campaign has amassed considerable evidence and information on effective strategies for protecting and expanding access to fluoridation through local, state, and national advocacy. As the Pew project transitions to a greater focus on other areas of oral health, we would utilize this seminar to review successful and unsuccessful strategies for protecting and expanding fluoridation; discuss the impact of our recent fluoridation campaigns; and identify resources and materials available for fluoridation advocates. This seminar would provide a crucial opportunity for participants to learn about these campaign experiences, policies, tactics, and approaches to fluoridation; gain information on new, innovative funding streams available to support fluoridation; and learn about efforts to avert fluoridation rollbacks around the country, among other topics. Sharing these strategies with NOHC participants will help ensure continued fluoridation successes in the future.

ROHC TEAMS: How Denta Quest Foundation and Regional Oral Health Convening Teams are moving the Oral Health 2020 Plans Forward
Matthew Bond; Tanya Dorf-Brunner, MS; Mona Van Kanegan
DentaQuest Foundation has crafted a bold Oral Health 2020 vision statement and a set of ambitious goals. The movement building strategy is to focus on creating four regional networks across the country. By building regional hubs of activists and advocates, DentaQuest Foundation will be creating connections, fostering collaboration, and developing plans of action that will complement and enhance statewide oral health agendas. The session will describe the regional networks and the activities that are occurring. Members of regional networks will provide an update on their activities related to the Oral Health 2020 goals.

Choosing Wisely for Health Literacy in Dentistry
David Krol, MD, MPH, FAAP; Jane Gillette, DDS; Sharee Clough, RDH, MSEd
In 2013, the Robert Wood Johnson Foundation (RWJF) invited the American Dental Association to collaborate with the American Board of Internal Medicine to develop Choosing Wisely Dental website. It was launched during the fall of 2014. The website enhances consumer health literacy by informing and encouraging discussion between providers and patients about medical/dental tests and procedures that may be unnecessary and in some cases may cause harm. The purpose of the seminar is to inform participants about the project. The session will begin with an overview of the Choosing Wisely initiative and discuss development of evidence-based content for the website. The session will end with a discussion about the successes and challenges encountered in the development of the website and outcomes of the project.

IMPORTANT INFO

 Lodging Info
All of the pre-conference sessions, conference sessions, lunches, exhibits, posters, etc. will be held at the Sheraton Kansas City Hotel at Crown Center. A block of rooms has been reserved for conference attendees at the Sheraton KC. The room rate is at the federal per diem of $106 single occupancy, $131 double occupancy. Reservations can be made once you have completed your conference registration. You will receive a link in your conference registration confirmation that will direct you to make your reservation. Please note: You must be registered to attend the conference before a reservation can be made. The tax rate is 16.85% plus a Kansas City Development Fee of $1.75 that includes tax. Sheraton Kansas City Hotel At Crown Center 2345 McGee Street - Kansas City, MO 64108

Staying in the block does make a difference!
The prices we pay for items associated with the conference (room rates, food prices, AV, etc.) are determined in part by the number of attendees that stay in the host hotel room block. Please help us get the best, most consistent dates/rates/pricing possible by staying in the host hotel. This ensures that we receive credit for your stay and improves our ability to keep pricing/fees as low as possible for you.

Please be advised of the following:

- All reservations must be guaranteed with a valid major credit card at the time of reservation.
- Any guaranteed reservation not cancelled by 6:00 p.m. hotel time on the day before your scheduled arrival will be subject to a one night room and tax forfeiture fee.

Local Information: Be sure to visit the Kansas City Convention & Visitors Bureau website at www.visitkc.com prior to leaving for Kansas City. At that site you will find information on activities, restaurants, maps, and brochures.

- If an additional block of rooms becomes necessary NOHC staff will make every effort to acquire government per diem, however we can not guarantee government rate can be obtained.
- Reservations will be made on a first-come, first-served basis prior to Monday, March 30, 2015
- Self-parking available for $16.00 per day in the city-operated garage adjacent to hotel.

Ground Transportation to/from Sheraton Kansas City Hotel at Crown Center:
Save $6.00 on your roundtrip transportation from KC International Airport by booking online with Super Shuttle. The discounted rate is $30.00 per person, round trip. Attendees can book at the discounted rate through the following link: http://groups.supershuttle.com/nationaloralhealthconference.html

Hotel Shuttle Service
Sheraton Kansas City Hotel at Crown Center is pleased to offer guests a complimentary shuttle service. The shuttle travels between the hotel and the Power and Light District as well as the Freight District.

Shuttle Information:
- Runs Monday - Saturday, 3PM-10PM
- Available upon request for trips to local businesses in the immediate area, weekdays 7AM-10AM
- Shuttles guests between the hotel and the Power and Light District and the Freight District
- Please call or visit the front desk for more information
PRE-REGISTRATION GUIDELINES

Pre-registration is required for the following Pre-Conference and Conference Workshops

Saturday 4/25/2015
1:00 p.m. – 2:30 p.m.  Estimating Costs and Impact of School Sealant Programs Using Minimal Data
Additional Fee - $45.00. Attendance is limited to 25.

3:00 p.m. – 4:30 p.m.  State Oral Health Data and HP2020 Targets
Additional Fee - $45.00. Attendance is limited to 70.

4:00 p.m. – 6:00 p.m.  AACDP Nuts and Bolts
Additional fee $50.00.

Sunday 4/26/2015
7:15 a.m. – 5:30 p.m.  AACDP Symposium
Additional Fee - $155.00.

8:00 a.m. – 11:30 a.m.  Sustaining Programs and Improved Outcome
Additional Fee - $75.00. Attendance is limited to 40.

10:00 a.m. – 11:30 a.m.  Mobilizing Locally for Oral Health: Tools and Tactics for Creating Change
Additional Fee - $45.00. Attendance is limited to 40.

Tuesday 4/28/2015
11:00 a.m. – 12:30 p.m.  Concurrent Sessions
Fluoride: Policy to Practice in a Changing Environment
No additional fee, but attendance is limited to the first 75 attendees who pre-register online.

2:00 p.m. – 3:30 p.m.  Concurrent Sessions
Innovations in Integrated Service Delivery for Pre-School Age Children: Improving Performance in Safety Net Clinics
No additional fee, but attendance is limited to the first 75 attendees who pre-register online.

Wednesday 4/29/2015
9:45 a.m. – 3:00 p.m.  Predoctoral Dental Public Health Curriculum Workshop
No additional fee, but attendance is limited to the first 25 attendees who pre-register

9:45 a.m. – 11:15 a.m.  Concurrent Sessions
Setting Priorities, Securing Consensus: How State Coalitions Can Take the Next Step
No additional fee, but attendance is limited to the first 40 attendees who pre-register online.

11:30 a.m. – 1:00 p.m.  Concurrent Sessions
The Power of One-Advocacy and You
No additional fee, but attendance is limited to the first 100 attendees who pre-register online.

Meal Participation
The NOHC staff and planning committee are continually working to improve your conference experience and keep registration expenses as low as possible. In an effort to reduce waste and minimize expenses, we are requiring all registered attendees to indicate the meals they plan to attend during the conference.

All registered attendees must indicate the meals they plan to attend during the conference. You must indicate the meal functions you plan to attend when completing your online registration.

Sunday, April 26 2015
- Opening Reception

Monday, April 27, 2015
- Continental Breakfast
- Roundtable Luncheon

Tuesday, April 26, 2015
- Continental Breakfast
- National Roundtable Luncheon
- Tuesday Evening Event

Wednesday, April 29, 2015
- Continental Breakfast
- Networking Luncheon

April 27-29, 2015
Pre-Conference April 25-26, 2015
Kansas City, Missouri

Register Today!
www.nationaloralhealthconference.com
Questions?
Call the NOHC Office at 217-529-6503.
Pre-Conference Session Fees: You must pre-register for all Pre-conference workshops.

Saturday, April 25, 2015
- Estimating Costs and Impact of School Sealant Programs Using Minimal Data .............................................. $45
- State Oral Health Data and HP2020 Targets .............................................. $45
- AACDP Nuts and Bolts ........................................................................... $50

Sunday, April 26, 2015
- AACDP Annual Symposium ................................................................. $155
- Sustaining Programs and Improved Outcomes .................................. $75
- Mobilizing Locally for Oral Health: Tools and Tactics for Creating Change ....................................................................... $45

(Sunday Workshops do NOT include Conference Opening Reception)

Full conference registration fee includes all conference materials, Sunday opening reception, breakfasts, Monday - Wednesday lunches, Tuesday evening event and all breaks.

NOHC Conference Sessions:

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<tr>
<th>NOHC Full Conference (April 27-29) - Early*</th>
<th>Member***</th>
<th>Non-Member**</th>
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<td>$555</td>
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| NOHC Full Conference (April 27-29) - Late  | $605      | $775         |

| NOHC Conference Only - Student (April 27-29) | $275      |

| One Day Registration Early* - Fee is per day (Monday, Tuesday or Wednesday) | $275     |

| One Day Registration Late - Fee is per day (Monday, Tuesday or Wednesday) | $350     |

*To qualify for early-bird rate, registration must be completed by 11:59 p.m. CST, March 20, 2015.
All other registrations must be completed by 11:59 p.m. CST, April 10, 2015.

**ON-SITE REGISTRATION Fee is $825 and does not guarantee entrance to food functions.
***To qualify for the member rate, you must be a current member of either AAPHD or ASTDD. Registration will be pending until membership is verified and may be subject to the Non-Member rates if membership is not current.

Guest Passes
Guest passes are for those who are not registered for the conference but are planning to attend a meal function(s).
- Opening Reception ................................................................. $60
- Roundtable or Networking Lunch .......................................... $50
- Tuesday Evening Reception ......................................................... $70

Registration fees can be paid by check, Visa, Mastercard or Discover. (Purchase Orders will not be accepted.) If you will be paying by check, be sure to print a copy of your invoice/receipt and send it along with your check to the NOHC Office at:

NOHC
3085 Stevenson Drive, Suite 200
Springfield, IL 62703
FEIN Number: 37-1412205
All registrations must be processed online. Registration questions can be directed to Sandi Steil at 217-529-6503 or ssteil@associationcentral.org

ABDPH Diplomates Dinner Registration
The Annual Meeting and Dinner of the American Board of Dental Public Health will be held Monday, April 27, 2015 at 6:00 p.m. during the NOHC. Diplomates and their guests are welcome. Reservations must be guaranteed in advance. All registrants will be confirmed. Please be sure to indicate your choice of entrée. New Diplomates who attend will be introduced at the dinner and will receive their Board lapel pins. There will be a general meeting of Diplomates directly after the dinner in the same room starting at around 7:30 PM. Even if you do not attend the dinner, Diplomates are invited to attend this meeting.

- Chicken with Mushrooms - Grilled Breast of Chicken with a Wild Mushroom Demi Glace Sauce Served with Barley Mushroom Risotto, Asparagus & Carrots - $61
- Sirloin Steak - Porcicni Crusted, Brandy Cappuccino Sauce with Asparagus & Dauphinoise Potatoes - $71
- Mediterranean Vegetarian Strudel - Baked in Phyllo with Couscous, Roasted Red pepper Sauce & Seasonal Vegetables - $61
- All entrées will come with: Salad: Kansas Baby Spinach, Shaved Radishes and Apples with a Basil Pear Vinaigrette; Dessert: Strawberry Cream Torte, French Vanilla Anglaise & Berry Coulis and Bakery Fresh Rolls, Starbucks Coffee and Tazo Teas.

The NOHC staff and planning committee are continually working to improve your conference experience and keep registration expenses as low as possible. In an effort to reduce waste and minimize expenses, we are requiring all registered attendees to indicate the meals they plan to attend during the conference.

2015 National Oral Health Conference