

Feature Article

CDA Foundation

Using the Enclosed Educational DVD

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The CDA Foundation is pleased to sponsor the enclosed patient and community prevention educational DVD, "Easy Steps to Oral Health." We hope you find this to be an important tool that creates a practical link from the research discussed in this issue of the *Journal of the California Dental Association* to your patients and community. The message of the DVD is "Health starts here," and it is an important concept not only for patients in your practice but also for our communities. By sharing this information, you will not only be providing a valuable prevention resource, but you will also make a statement about the value of oral health and your role in improving overall health and well-being in your community.

This tool is being made available by the CDA Foundation in its continuing effort to provide dentists with services that strengthen the link between the dental profession and community needs. This interaction between dentists and the community will ensure that the dental profession leads community oral health initiatives.

Sharing these resources with community organizations, agencies, and other health entities such as hospitals, clinics, physicians, and your own professional network will help expand dentistry's presence. For example, a countywide program using this approach led to a 300 percent increase in people seeking first-time dental care from community oral health professionals. Seventy percent of survey respondents who received the material demonstrated increased knowledge, recognizing the importance of oral health to overall well-being. Supporting dentistry's efforts using allied community resources, people, and entire communities will further value oral health and expand understanding of the importance of preventive and restorative dental care services.

After viewing the DVD, please send us your comments. Please answer the following questions and fax your answers to the CDA Foundation at (916) 498-6182. You can also complete the survey online at www.cdafoundation.org.

- * Do you plan to use the videos in your patient waiting room or education center? Yes No
- * Did all or some of your staff preview the videos? Yes No
- * Were these videos effective in conveying new information about the infectious nature of caries? Yes No
- * Will you share this information with others outside your practice? Yes No

Additional comments are welcome.

Your responses to these questions are very important. By answering them, you will provide baseline data that supports our efforts to advocate for advances in oral health prevention.

Please order additional copies of this DVD for wide distribution to your community organizations, agencies, and professionals. The CDA Foundation is pleased to offer additional DVDs at the nominal rate of \$5 per copy (includes sales tax). You may order three ways:

- * Mail: By sending a check or credit card number, cardholder's name, expiration date, and signature to CDA Foundation, 1201 K St., 8th Floor, Sacramento, CA 95814.
- * Phone: By calling (916) 443-3382, Ext. 8051.
- * Fax: By faxing a credit card number, cardholder's name, expiration date, and signature to (916) 498-6182.
- * Online: By accessing www.cdafoundation.org

Instructions for Use

To operate your DVD, follow these guidelines:

- * You will need a standard television DVD player or a DVD reader in your computer.
- * The DVD contains six educational videos, three in English and the same three in Spanish.
- * The videos play in an endless loop in either English only, Spanish only, or alternating between English and Spanish formats.
- * Place the DVD into your player, close the tray and click the "play" icon.
- * An introductory message from the CDA Foundation will automatically play the first time you run the DVD, however it will *not* repeat within each video loop.
- * At the conclusion of the introductory message, the main menu will ask for your selection.
- * Select the language format that is best for you. If you choose English/Spanish Format, all six videos will play in alternating languages.

