

## Council on Professional Issues

### Members

Andrew Larkin, Arizona '19, chair; Sydney Shapiro, Columbia '20, council associate; Julie Vu, Washington '19, council associate; Anna Hill-Moses, Tennessee '19 district 4 trustee; Lindsey Janof, Boston '19, district 1 trustee; Nancy Honeycutt, CAE, executive director, staff liaison; Kris Okoskey, administrative assistant, staff liaison; and Robin Lieberman, executive assistant, staff liaison.

### Mission

Council on Professional Issues serves the association as a resource on matters that affect the dental student experience, including but not limited to: community engagement, public health initiatives, interprofessional education, diversity and inclusion, ethics, transition into practice and facilitating collaboration with other professional organizations.

### Council Business

- **E-4 Policy Review:** The E-4 Sensitivity to Diversity policy addresses several issues related to student diversity. The 2017-18 Governance Committee (GC) determined that while the content of the policy was timely and valuable, the wording was lengthy and cumbersome. The GC tasked the 2018-19 Council on Professional Issues to review the policy. The council evaluated the policy, considered the GC's recommendations and is presenting an amended E-4 policy as well as one new policy to the 2019 House of Delegates.
- **National Outreach Initiative:** The Council on Professional Issues manages the National Outreach Initiative (NOI), now in its second year. The initiative promotes unity, awareness and lifelong involvement in community service. It builds the value of community outreach in the profession while bringing awareness to underserved populations and future at-risk populations. The initiative promotes outreach in two ways:
  - **Special Population Focuses:** The council seeks to promote awareness of underserved or little known populations. To do so, the council selects three at-risk populations and highlights them through social media campaigns.
    - The populations for 2018-19 were: geriatric/elderly, displaced populations (homelessness due to natural disaster or anyone without a stable home at that time, for example) and veterans. Features included blog posts about treating elderly patients and those with dementia; a chapter service event to make meals for families staying at a local Ronald McDonald House; and an interview with an ASDA alumna and former national leader who works with the Office of Veterans Affairs.
    - The council also created 'flashguides' for each population to provide information, statistics and chapters outreach examples. Flashguides were shared with chapters and can also be found on the ASDA website.
    - In addition, a breakout session addressing oral health care of special needs patients has been added to the 2019 Annual Session agenda, at the request of the Council on Professional Issues.

- **ASDA's Week of Service:** The council coordinates a national event to feature the community service efforts of individual chapters.
  - Outreach events are highlighted through Facebook posts, Instagram, SnapChat takeovers, a webinar and blog posts.
  - For this year's Week of Service, more than 25 chapters were showcased in an Instagram feed, five individuals relayed 'what service means to me' in our Humans of ASDA Facebook posts, three chapters participated in social media takeovers, a founder of 'Give Kids A Smile' hosted a webinar and the #ASDAoutreach hashtag was utilized.
  - By featuring these coordinated initiatives, the council hopes to continue to enlighten members about chapters' community service events around the county and offer ideas for future participation in volunteer opportunities.
  
- **Dentistry in the Community Grant:** The National Outreach Initiative is generously sponsored by Colgate. As sponsor, Colgate provides five \$500 endowments through the Dentistry in the Community grant as well as oral health care kits. In addition, Colgate supplies any ASDA chapter with oral health care kits for outreach events. A record number of 18 applications were received and grants were awarded to the following chapters: Connecticut, Indiana, Michigan, Texas-Houston and Tufts.
  
- **#ASDAoutreach:** To encourage members to engage in outreach and keep volunteerism at the forefront of their chapter activities, the council provided #ASDAoutreach bracelets at the 2018 National Leadership Conference. The council urges chapters to use the hashtag for any community service events they host and/or participate in to continue to promote volunteerism.
  
- **Outstanding Community Outreach Award:** The council created criteria for the newly implemented *Outstanding Community Outreach Award* as part of the 2019 Gold Crown Awards program.
  
- **World Diversity Day:** To promote awareness and respectfulness of diversity, the council participated in World Day for Cultural Diversity on May 21. Council members posed the questions 'Why is diversity important to you?' and 'How does your chapter celebrate diversity?' to members. More than twenty posts were featured across ASDA's social media.