



Dear VSDS Member :

At our annual meeting earlier this month we kicked off a yearlong campaign to highlight the role each of you play in supporting your communities and advocating for your patients in Vermont's public policy dialogue.

Dubbed ***Care Beyond the Chair***, our campaign will feature our local, regional and statewide advocacy, advance our public policy agenda and promote the prevention of oral health disease.

More specifically, our campaign's public advocacy goals are:

- Prioritize Prevention & Proper Brushing, Flossing and Healthy Eating
- Help More Communities Benefit from Fluoride
- Expand the Successful Tooth Tutor Program to all School Districts.
- Add Expanded Function Dental Assistants (EFDAs)
- Advocate for Placing Community-Based Hygienists in Every Region

But to give our public policy objectives more energy, and to elevate the profile of the dental community, we also want to help highlight the ***Care Beyond the Chair*** that you provide in your communities. From pro-bono care, local sponsorships and charitable giving – we know how much each of you do and we want to help you bring awareness to those efforts. Our goal is to take the information you provide and help get you the attention your practice deserves. Think of us as the PR shop you always wished you had.

**To highlight the role you play in your community, please send a short summary (pictures too if you have them) of the organization/cause/action you'd like us to highlight to [PR@VSDS.ORG](mailto:PR@VSDS.ORG).**

We want to make sure every Vermonter knows the support Vermont's community dentists make to extend their care beyond the chair.

Advocating for these important priorities through a coordinated statewide campaign will remind everyone – especially lawmakers in Montpelier – that we all have a role to play in making Vermont a healthier and more affordable state.

Again, send us your ***Care Beyond the Chair*** ideas to [PR@VSDS.ORG](mailto:PR@VSDS.ORG) and we'll get started!

Sincerely,

Vaughn Collins  
Executive Director