

<p><b>CORE IDEOLOGY</b> – To guide the evolution of the dental hygiene profession to facilitate optimal oral and systemic health.</p>	<p><b>VISION:</b> Integration of dental hygienists into the healthcare delivery system as primary care providers. Dental hygienists will practice to the fullest extent of their education, training, and licensure to improve access to oral health care.</p>
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**VALUES:** *Wellness ~ Service ~ Collaboration ~ Quality ~ Community ~ Lifelong Learning ~ Ethics*

GOAL AREA	OBJECTIVE	STRATEGY / Action Plan	TASKS
<p>ADVOCACY</p> <p><i>WIDHA will advance the profession of dental hygiene at the state level.</i></p>	<p>Strengthen the voice and influence of dental hygienists in the Wisconsin Legislative and regulatory arenas</p>	<ul style="list-style-type: none"> <li>• Conduct advocacy training ~WPHCA?</li> <li>• Increase HYPAC funding</li> <li>• Educate legislators about DH profession</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct advocacy training</li> <li>• Host HYPAC reception – fundraiser</li> <li>• Create matching list (DH – legislators)</li> <li>• Letter writing / lobby day / legislator visits</li> <li>• Contribute financially to WI legislators’ campaigns that support the goals of WI-DHA.</li> <li>• Retain a WI-DHA lobbyist</li> </ul>
	<p>INCREASE awareness of dental hygiene opportunities in alternative settings</p> <p>Improve access to dental hygiene services</p>	<ul style="list-style-type: none"> <li>• Reactivate the SETTINGS Task Force.</li> <li>• Increase the number of DHs working in alternative settings</li> </ul>	<ul style="list-style-type: none"> <li>• Hold T.F. meetings                             <ul style="list-style-type: none"> <li>○ Write charge to Task Force</li> <li>○ Focus on Nursing Homes and Group Homes</li> <li>○ Write proposal / recommendations</li> </ul> </li> <li>• Hold a training workshop in applying for MEDICAID PROVIDERSHIP</li> <li>• Formally recognize DHs practicing in alternative settings [AWARD]</li> <li>• Create and post podcasts highlighting DHs working in alternative settings. [generate interest]</li> <li>• Create mentoring program between interested DH and DHs practicing in alternative settings.</li> </ul>
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<p>EDUCATION</p> <p><i>WIDHA will facilitate the preparation of dental hygienists to practice an evolving scope in expanded settings.</i></p>	<p>Strengthen collaborative partnerships with dental hygiene educators</p> <p>Increase awareness of degree completion</p> <p>Facilitate an articulation agreement/ Strategic Partnerships between the Tech. College/ Universities</p> <p>Recognition of advanced DH education up to terminal degrees.</p>	<ul style="list-style-type: none"> <li>• Survey DH programs in WI annually how many students they have, how many graduates, what is attrition rate, any open faculty positions, will they increase the number of students enrolled each year.</li> <li>• Reach out to the technical colleges and find out what degree completion programs are available</li> <li>• Assess interest and motivation to offer BSDH through the technical college system in WI</li> </ul>	<ul style="list-style-type: none"> <li>• Form a task force to write an annual survey to submit to dental hygiene programs. Utilize ADHA as a resource for forming survey.</li> <li>• Host DH educator summit meeting / mega-issues discussion</li> <li>• Round-table discussions</li> <li>• Offer presentations from other states / other professions</li> <li>• Publicize Degree Completion Options for the dental hygiene profession in WI on the WI-DHA website</li> </ul>
	<p>Build stakeholder knowledge of the DH profession.</p>	<ul style="list-style-type: none"> <li>• Distribute ADHA and other authoritative professional publications/ position papers /white papers about DH to stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Identify stakeholders</li> <li>• Educate stakeholders using... <ul style="list-style-type: none"> <li>○ Written materials</li> <li>○ Presentations</li> <li>○ Social media</li> </ul> </li> <li>• Purchase hard copies of materials for distribution to stakeholders</li> <li>• Lobby day</li> </ul>
<p>OUTREACH</p> <p><i>WIDHA will expand the influence of dental hygienists in the health care arena.</i></p>	<p>Increase strategic partnerships with other professional organizations</p>	<ul style="list-style-type: none"> <li>• Joint CE programs / sharing information between DH and other Health care professionals</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and contact stakeholder organizations</li> <li>• Develop CEs of interest to DHs and other HCP</li> <li>• Publicize other HCP's CEs to DHs in WI</li> <li>• Host (or co-host) summit meeting between DH and other HCP groups <ul style="list-style-type: none"> <li>○ Identify common goals</li> </ul> </li> <li>• Participate in WPHA /WOHC/ WPHCA activities <ul style="list-style-type: none"> <li>○ Presentations</li> <li>○ Mega-issues discussion</li> <li>○ Community education</li> </ul> </li> </ul>

			<ul style="list-style-type: none"> <li>○ Advocacy</li> <li>● CB Award Advertisement</li> </ul>
	IMPROVE communications with the dental hygiene community in WI	<ul style="list-style-type: none"> <li>● Communicate ADHA/WI-DHA brand identity to DHs in WI [increase use of the ADHA / WI-DHA logo]</li> <li>● Survey DHs in WI to gain knowledge of their issues/ concerns/expectations</li> <li>● Use WI-DHA website and FACEBOOK to improve knowledge of DHs in WI</li> <li>● Stay current with social media platforms i.e., Instagram &amp; Twitter postings</li> </ul>	<ul style="list-style-type: none"> <li>● Make ADHA/WIDHA branded items available as gifts and for purchase (not necessarily fundraising)</li> <li>● Form survey task force <ul style="list-style-type: none"> <li>○ Write strategic questions</li> <li>○ Develop comprehensive email list</li> <li>○ Distribute survey</li> <li>○ Analyze survey</li> <li>○ Report to BOD</li> </ul> </li> <li>● Post relevant content on social media <ul style="list-style-type: none"> <li>○ FAQs</li> <li>○ Component activities</li> <li>○ Member highlights</li> <li>○ Regulations</li> <li>○ Opportunities for active involvement <ul style="list-style-type: none"> <li>▪ Community service</li> <li>▪ BOD</li> <li>▪ GA</li> <li>▪ INDIGO</li> <li>▪ Component meetings</li> <li>▪ Advocacy opportunities</li> </ul> </li> </ul> </li> </ul>
	INCREASE <i>public</i> awareness of DH profession and our roles in health care.	<ul style="list-style-type: none"> <li>● Communicate focused messages during National Dental Hygiene Month (October) in multiple arenas</li> <li>● Develop informative articles for local newspapers [press releases]</li> </ul>	<ul style="list-style-type: none"> <li>● Schools of DH</li> <li>● Local libraries</li> <li>● Hospitals / clinics</li> <li>● Health departments</li> <li>● Write letters to editors</li> <li>● Submit articles for publication in local papers</li> </ul>
	Increase involvement of WI DHs in Association Activities	<ul style="list-style-type: none"> <li>● INDIGO</li> <li>● GA</li> <li>● Component events</li> <li>● Advocacy</li> </ul>	<ul style="list-style-type: none"> <li>● Publicize events, opportunities, advantages of involvement</li> <li>● Fund officer travel expenses for meetings</li> </ul>

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<p>OPERATIONS / INFRASTRUCTURE</p> <p><i>WIDHA will have the infrastructure to support its core ideology and vision.</i></p>	<p>Secure infrastructure stability of current association operations</p>	<ul style="list-style-type: none"> <li>• Establish and maintain tax-exempt status with IRS               <ul style="list-style-type: none"> <li>○ Constituent</li> <li>○ 7 Components</li> </ul> </li> <li>• Perform annual internal review and bi-annual external audit and comply with ADHA</li> <li>• Execute contracts with all independent contractors</li> </ul>	<ul style="list-style-type: none"> <li>• Consult with CPA and/or legal counsel to ensure compliance with relevant regulations               <ul style="list-style-type: none"> <li>○ Monitor compliance with IRS and WI regulations related to tax-exempt status</li> </ul> </li> <li>• Appoint finance committee for internal review with our BOD at Annual Budget Review</li> <li>• Employ CPA for external audit every other year</li> <li>• Identify all ICs working for WI-DHA and maintain contracts annually.</li> <li>• Peter Theo – Lobbyist</li> <li>• Essential IT – Web Designer</li> <li>• Indigo speakers, subcontractors, and venue</li> <li>• CPA</li> </ul>
	<p>Achieve sustainability of Association operations</p>	<p>FACILITATE use of the WDHA Operations Manual at all levels of leadership.</p>	<ul style="list-style-type: none"> <li>• Update the OPERATIONS MANUAL annually</li> <li>• Distribute updated OPERATIONS MANUAL</li> <li>• Conduct leadership workshops at state level</li> <li>• Quarterly BOD meetings.</li> </ul>
	<p>Financial solvency</p>	<ul style="list-style-type: none"> <li>• INDIGO registration</li> <li>• Sale of WI-DHA Branded items</li> <li>• Silent auction @ INDIGO</li> <li>• Membership</li> <li>• Donations to HYPAC</li> <li>• WI-DHA Scholarship fund</li> <li>• INDIGO exhibitors</li> <li>• IOH individual donations</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Merchandise</li> <li>• Letters / school visits / website / mailings</li> <li>• Fundraising events / receptions</li> </ul>

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Membership	Attract new members	Offer discounts at INDIGO Survey potential members' needs	<ul style="list-style-type: none"> <li>• Discount_at Indigo for new members</li> <li>• Social Media</li> </ul>
	Retain current members	Recognize achievements Recognize membership longevity Survey members' needs	<ul style="list-style-type: none"> <li>• Carol Benson award</li> <li>• Survey Monkey / snail mail</li> <li>• Maintain website / FB presence</li> </ul>
	Enhance transition numbers/ Increase student membership	Scholarships Poster Presentation awards Recognition Survey School visits Information sessions Survey students' needs	<ul style="list-style-type: none"> <li>• School visits</li> <li>• Printed announcements</li> <li>• Survey monkey / snail mail</li> <li>• School visits (travel)</li> <li>• Survey monkey / snail mail</li> <li>• <u>Maintain website / FB presence</u></li> <li>• Student Scholarships</li> </ul>