

What is The Academy Doing for Me?

Dr. Scott Shore and I have been charged by President Stephen Moss to develop a pamphlet enumerating the benefits of members in the American Academy of Pedodontics. The pamphlet, if approved by the Board of Directors, may be used by the membership committee in its effort to increase membership in the Academy.

As Scott and I discussed our project, we were both impressed by the numerous activities that the Academy is currently involved in, all of which offer great opportunities for membership participation and benefits. I would like to highlight only a few of the most exciting ones and encourage your greater involvement in Academy affairs.

Public Relations Campaign

True to the tradition of doing only the best, the Academy has signed a contract with one of the nation's most respected P.R. firms to launch a multimedia campaign at national and local levels. Many members are participating as spokesman for pedodontics in their communities and more members are welcome and needed to assist in distributing the campaign materials and to develop press and media contacts. A special course was held in Chicago by media specialists to further improve membership expertise in mass communications. These activities are even more remarkable in view of the fact that there has been no increase in our dues or one-time assessment as has been the pattern of institutional advertising by other dental specialty groups.

Publications

The series of educational monographs and films produced by the Academy on topics such as: "Fluorides: An Update for Dental Practice;" "Preventive Dentistry; Pediatric Dental Care;" "An Update for the Dentist and Pediatricians;" "Changing Perspectives in Nutrition and Caries Research;" and "National Symposium on Dental Nutrition," are testaments of the Academy's symbol of excellence in education, research and practice. All of these were supported by educational grants of significant amounts secured by individual members from industry or federal sources.

Pediatric Dentistry is now cocognized as a highly scholarly journal in pedodontics, and library subscriptions from throughout the world continue to grow. Membership support and recognition by the academic community has been most gratifying.

Continuing Education Courses

These courses have been highly successful and are designed with the special interest and level of quality that Academy members expect. Mark in your calendar the dates and places of future events: January 30-31, Newport Beach, California; February 6-7, Orlando, Florida; March 14-21, Steamboat Springs, Colorado; April 3-5, New Orleans, Louisiana; and the Annual Meeting in Philadelphia on May 23-26.

Special Projects

Several of these deserve special mention.

TV Series on Prevention — President Moss has been approached by one of the national television networks to air a five-part series tackling various aspects of "tooth decay as a preventable disease," from infancy through young adulthood.

Each segment would be approximately 90 seconds in length and will probably be aired on news and public service programs. Because of the truly educational nature of these series, prospective sponsors have already been identified.

The role of the Academy would be to assist in developing the scientific contents. (It might make some members instant TV personalities).

"International Symposium of Periodontal Disease in Children" — will be published as a special supplement to *Pediatric Dentistry* as a result of a federal grant from the Department of Health and Human Services.

Radiation and Radiological Health Workshop — The Academy, through the efforts of a special committee has received another grant from the Department of H.H.S. to sponsor a workshop on radiation and radiological health in children. This workshop will be a certain success under the planning chairmanship of Dr. A. J. Nowak.

The question that probably should be asked is "What are you doing for the Academy?"



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