



BULLETIN

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President's Message. . . .

Our society has always been responsive to the needs of our members. As a united group we must be able to work toward the improvement of every aspect of our specialty. During the past several months the Board of Directors has been considering the need to promote Pedodontics through a modified institutional advertising program. Many of the methods under consideration would require very large sums of money in addition to considerable time and effort. Advertising by national specialty organizations has required that every member pay an assessment in addition to regular dues. In an effort to initiate a promotional campaign the Ad Hoc Committee on Public Relations, chaired by Dr. Bob Weis, has proposed that we ethically advertise our expertise in the treatment of the child patient in the Yellow Pages of the telephone directory. A section in the dental listings would carry our name, the C.S.P.D. logo and the words, "The dentists listed below are specialists in the dental care of children and the handicapped patient."

This plan standardizes our advertising effort and allows us to professionally advertise our specialty to the public. Our initial effort in this undertaking has been very successful in certain areas of Northern California. It is a method that places the expense upon those who desire to advertise and allows us to place our names before the public as specialists capable of superior service.

I believe the project has value and merits your consideration. It will improve our public relations, strengthen our membership, improve patient flow and allow us to ethically promote the specialty of Pedodontics. Informational material will be sent to every C.S.P.D. member in the near future so that your participation can be assured.

Roland W. Hansen, DDS, MS

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTS

CSPD ACTIVITIES, REPORTS AND ANNOUNCEMENTS

Board Highlights---September 27, 1980

CSPD's next Annual Meeting will be held at the Stanford Court Hotel in San Francisco on March 26-29, 1981.

The American Academy of Pedodontics has retained the services of the public relations firm of Hill and Knowlton to publicize pediatric dentistry via radio, television and newspapers. The two-level campaign will:

1. Involve prime media coverage in ten U.S. cities; and
2. Train APPmembers and give them press kits so they will know how to approach and utilize the various medias.

CSPD members will receive a questionnaire on Child Abuse from Stephan M. Blain, D.D.S., M.S.

CSPD's 1982 Annual Meeting will be held on March 25-28 at the PALM SPRINGS SPA.

Treasurer's Report - August 31, 1980:

Savings:	T-Bill	\$10,000.00
	Passbook	726.08
	Passbook	3,273.36
Operating Account		\$ 8,278.81

CSPD's Dental Care Committee will prepare guidelines for all members on the mechanics of updating fees to CDS.

The next mailing of the BULLETIN will include the American Academy of Pedodontic's publication, "The Pedodontist - dedicated to the oral health of children."

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COLORFUL BOOKLETS AVAILABLE

Enclosed with this issue of the BULLETIN is a copy of "The Pedodontist - Dedicated to the Oral Health of Children." This booklet is prepared by the American Academy of Pedodontics and can be purchased from them at the rates listed on the enclosed price list. You do not have to be a member of APP to purchase these brochures.

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Pedodontic-Orthodontic Seminar

Dr. Ray Stewart has announced that this meeting will be April 25, 1981. Dr. Lysle Johnstone will be the speaker.

Dr. Johnstone is Professor and Chairman of the Department of Orthodontics and Professor of Anatomy, at St. Louis University.

The location will be announced later, but will be in the Los Angeles area. Questions may be directed to Ray Stewart (213) 533-3751.

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTS

ROCHE LABORATORIES RECALLING NISENTIL

Roche Laboratories recently notified it's wholesalers that it is recalling Nisentil from the market. The pertinent parts of their letter are reprinted here.

September 26, 1980

Re: NISENTIL^R (alphaprodine Hydrochloride)
Schedule II Controlled Substance
Ampuls, 40 mg., 1 ml., Item No. 74805-NDC 0004-1915-06
Ampuls, 60 mg., 1 ml., Item No. 74816-NDC 0004-1916-06
Vials, 60 mg., 10 ml., Item No. 74814-NDC 0004-1917-06

Dear Wholesaler:

Due to reports of several adverse drug reactions which were apparently associated with the usage of Nisentil not specifically within our package insert recommendations, Roche Laboratories has decided to immediately discontinue the sale of Nisentil^R (alphaprodine hydrochloride) C II.

In addition, in view of these reports and the availability of alternative medications to the medical profession, Roche Labs is also requesting the prompt return of all available stock of this drug. Before reaching this decision, Roche Laboratories considered a communications program concerning this usage. This, however, was decided against, since the effectiveness of such a program could not be guaranteed.

.....we also request you provide us with a list of customers who purchased any of the above Nisentil products. This information will be available to you from your Schedule II order forms. We would appreciate your compiling and mailing this list of Nisentil purchasers as quickly as possible,

These customers will be requested to return any Nisentil they may have in stock directly to Roche. They will also be reimbursed by Roche for any Nisentil returned and mailing costs incurred.

This product return notice is being made with the knowledge of the Food and Drug Administration.

-oOo-

LUM SEEKS ANSWERS TO RADIATION WORRIES

Director Weyland Lum is currently gathering information as to the most frequently asked questions about dental radiation and answers to these questions.

He has particularly recommended for our use two pamphlets prepared by the American Society of Dentistry for Children. One pamphlet is entitled Medicine & Dentistry - Why X-Ray Children's Teeth? This is directed to the physician. The other one is for distribution to parents and is entitled simply, Why X-Ray Children's Teeth?

Weyland points out that the CDA Journal in June of this year had an article on diagnostic dental radiation and it's risks. Recommended reading would also include a May 15th issue of The New England Journal of Medicine which has an article entitled Low-Dose Radiation and Leukemia.

Medical and Dental X-Rays: A Consumers Guide to Avoiding Unnecessary Radiation Exposure by Priscilla W. Laws will give you information the public is currently exposed to. Laws is an associate Professor of Physics, Dickinson College.

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTS

MEMBERS IN THE NEWS.

TOM BARBER, our former President was named Dentist of the Year by The Illinois Unit of the American Society of Dentistry for Children....

RICHARD THERRELL is serving as Alumni Co-Chairmen of the Hpollonians, the new program for financial support of the UCLA School of Dentistry....

ERIC BYSTROM, new chairman of Pediatric Dentistry, at the University of Pacific School of Dentistry, San Francisco. Dr. Bystrom comes from the University of Colorado School of Dentistry, where he was chairman of the division of pedodontics and the coordinator of dentistry for the handicapped patient. Dr. Bystrom's interest is most heavily weighted toward the treatment of the disabled patient and the developing of sensitivity of the undergraduate dental student to both pediatric dentistry and the patient with handicapping disabilities. In keeping with this he had taught many undergraduate and continuing education courses, served on community and dental school committee's and written a number of publications in the field of treatment of the patient with disabilities.

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CLASSIFIED.....

All members are urged to use the Bulletin to place a free classified advertisement!!!

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WELCOME NEW MEMBERS

RICHARD D. METLEN
MICHAEL H. HARRIS
MICHAEL LOOPER
ROBERT FISHER
MERLE E. MORRIS
JAMES MUSSER

10808 Washington Blvd., Culver City, CA 90230
468 E. Calaveras Blvd., Milpitas, CA 95035
912 Grand Avenue, San Rafael, CA 94901
750 North Capitol Ave., Ste. C-2, San Jose, CA 95133
334 Dutton Ave., San Leandro, CA 94577
22242 Montgomery Street, Hayward, CA 94541

HOW ABOUT AN EXCITING WEEKEND AT THE FABULOUS SAN FRANCISCO STANFORD COURT?

. . . WHEN? March 26 through 29, 1981
. WHERE? Stanford Court Hotel, San Francisco
. WHAT? Annual Meeting for C S P D

We have engaged Dr. Charles Rosenbaum as our main speaker whose topics include PUBLIC RELATIONS and PRACTICE PROMOTION....Dr. Robert Aubuchon will speak on Premedication.

MARK YOUR APPOINTMENT BOOK CALENDARS FOR MARCH 26-29, 1981.....Look for our Meeting Announcement being sent to you now!

We have many activities planned---join us at the fabulous Stanford Court on San Francisco's Nob Hill....eat at the world renowned Fournou's Ovens...attend Theatre.....dine elegantly at many fine San Francisco restaurants. We also have women's activities planned.



Effects of solutions used to treat dental fluorosis on permeability of teeth

Robert E. Griffin, Jr., DDS; Marvin F. Grower, DDS, PhD;
and William A. Ayer, DDS, PhD, Washington

Radioactive phosphorus was used to determine the depth of penetration in extracted, noncarious teeth of agents used in the bleaching of fluorosed teeth. ~~None of the agents appeared~~ to penetrate the enamel and dentin into the pulp chamber. Radioactive iodine was used to determine the permeability of enamel and dentin after treatment with hydrochloric acid, which is one of the components of McInnes's bleaching solution. No increase in permeability was detected.

JOURNAL OF ENDODONTICS | VOL. 3, NO. 4, APRIL 1977

Summary and conclusions

The purpose of this study was to determine if any histopathologic changes occur after vital teeth are subjected to clinically acceptable bleaching procedures. Fifty-one premolars planned for orthodontic extraction were treated for 30 minutes each on three separate occasions, and extracted at intervals of an hour, three days, 15 days, and 30 days.

* Histologic examination showed that the pulpal condition of the experimental group was consistent with the pulpal condition of the control group. The odontoblastic layer was intact except for areas located at the CEJ in approximately 36% of the teeth observed. In these areas, there was aspiration of odontoblastic nuclei into the dentinal tubules.

* It can be concluded that under the conditions of this study, the

treatment of vital teeth with heat and 35% hydrogen peroxide may be considered harmless to pulpal tissue.

Human Pulpal Responses to Bleaching Procedures on Vital Teeth

Steven C. Cohen DDS

Journal of Endodontics
Vol. 5 May 1979

A postreplantation evaluation of air-dried and saliva-stored avulsed teeth

Robert J. Oswald, DDS; Gerald W. Harrington, DDS, MSD; and
Henry J. Van Hassel, DDS, MSD, PhD

The maxillary lateral incisors of five adult *Macaca fascicularis* monkeys were extracted as atraumatically as possible. One of each contralateral pair was allowed to air-dry for 90 minutes before replantation. The other tooth in each animal was stored in saliva in the animal's buccal vestibule for 90 minutes before replantation. All teeth were splinted for two weeks. Endodontic treatment was performed at the time of splint removal. Clinical and radiographic examinations were performed at periods up to 22 to 27 months.

All air-dried teeth demonstrated ankylosis and progressive replacement-type resorption. All saliva-stored teeth retained normal mobility and did not show radiographic evidence of significant root resorption through the duration of the study. In addition, all saliva-stored teeth showed radiographic evidence of reestablishment of an intact periodontal ligament (PDL) space. Histologic evaluation of one saliva-stored tooth at 25 months showed an intact PDL.

J. Endodontics

Vol 6 May 1980

Pulpal response to vital bleaching procedures

William D. Robertson, DDS, MS, and Rudy C. Melfi, DDS, PhD

The application of heat ranging from 115 to 124 F and a 35% solution of hydrogen peroxide to intact human premolars causes a mild superficial inflammation (graded 0.5 to 1.0) in a significant number of pulps. Peroxide alone, or heat with saline solution, was judged to be less irritating since it did not cause a significant number of inflammatory responses.

CALIFORNIA SOCIETY OF PEDIATRIC DENTISTS

OFFICERS AND MEMBERS OF THE BOARD OF DIRECTORS - 1980-81

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Director 82	<i>Larry S. Luke, DDS; UCLA School of Dentistry, Center for Health Sciences, Los Angeles 90024; (213) 825-5619</i>

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Nominating - Roland Hansen, Chairman; members: Warren Brandli, Martin Steigner and James Berger

Executive Secretary - Bobbi Dennis, 927 Mendocino Ave., Santa Rosa 95401 (707) 528-6555

A Child's Good Mouth keeping Seal of Approval



Join us
Today
!!!

To: Barbara Dennis, Executive Secretary
California Society of Pediatric Dentists
927 Mendocino Avenue
Santa Rosa, CA 95401

I am interested in becoming a member of CSPD. Please send me an Application for Membership.

Name _____
Address _____
City _____ Zip _____

C.S.P.D. NEWSLETTER
Barbara Dennis, Executive Secretary
927 Mendocino Avenue
Santa Rosa, CA 95401

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SANTA ROSA, CA. 95402
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