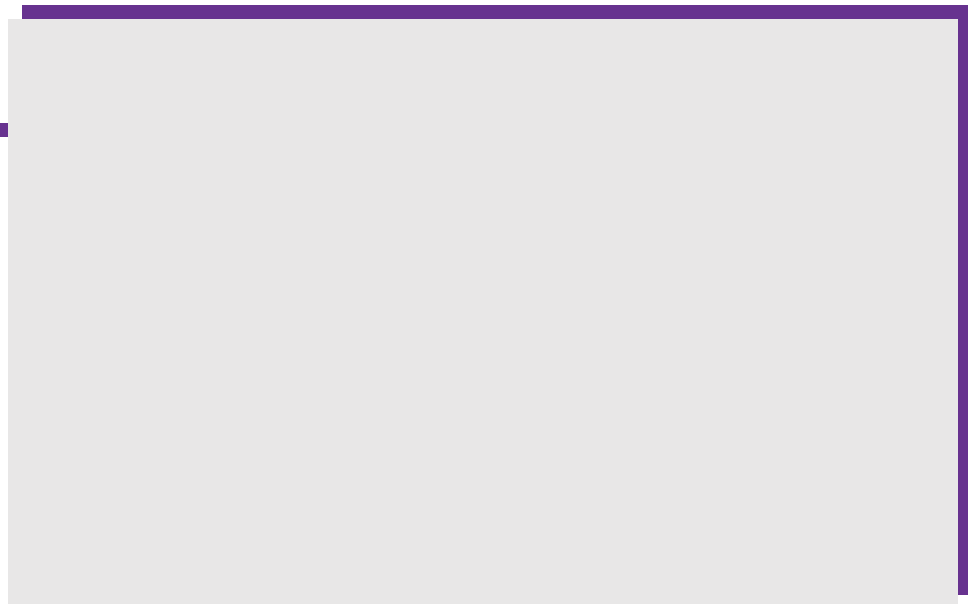


Inside This Issue

- p.1 The Calm Before the Storm
- p.2 Why Charities Hate Spring-Cleaning
- p.2 A Sticky Social Media Situation
- p.3 2 Effective Natural Antibiotics
- p.3 Have a Laugh on Us!
- p.3 Everything Popcorn
- p.4 Celebrate Dr. Seuss



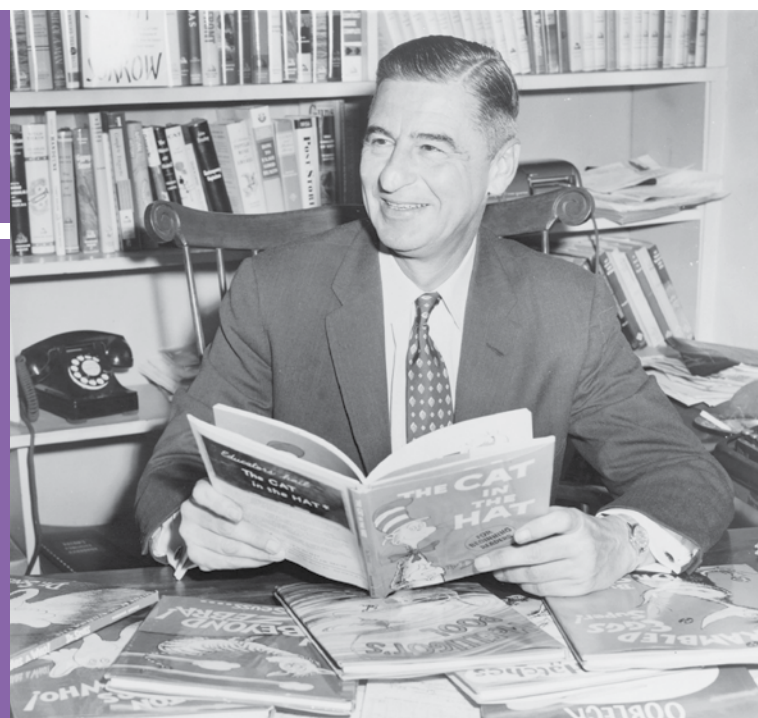
1 BOOK, 2 BOOK Who Was Theodor Geisel?

On March 2, Read Across America Day is celebrated by students, teachers, and community members in towns throughout the country. They chose that date to pay homage to one of the most beloved children's authors who was born that day: Theodor Geisel. That name may sound unfamiliar to you, but "Dr. Seuss" should ring a few bells.

His name alone is so associated with literacy that in 2007, the author of an article in U.S. News & World Report that chronicled the history of 1957 — the year "The Cat in the Hat" was published — wrote, "Greece had Zeus — America has Seuss."

In 2001, Publisher's Weekly released a list of the bestselling hardcover children's books of all time in the U.S. Of the books in the top 100, Seuss authored 16, which is more than any other author on the list by a long shot. But Seuss did not break into the children's literature industry easily.

Seuss and his nearly 50 children's books almost never got off the ground. His first children's book, "And to Think I Saw It on Mulberry Street," was denied by more than a dozen publishers. Legend has it that Seuss was on his way home to burn the manuscript when he ran into an old friend who suggested another publisher. The rest is history.



Given the enthusiasm for reading Dr. Seuss has fostered in children for the past eight decades, it's no wonder the National Education Association chose his birthday to mark a day dedicated to celebrating reading. After all, he's often quoted as saying, "You're never too old, too wacky, too wild, to pick up a book and read with a child."

SPRING INTO YOUR BEST SELF Both Personally and Professionally

In the world of pediatric dentistry, spring is the calm before the storm. We all know when school's out and summer vacation begins our calendars are going to be packed. That's why it's so important to use this season to set yourself up for success.

Of course, there's a whole tradition this time of year devoted to preparing for the change of the seasons: spring-cleaning. I'm not going to pretend I have expert tips to turn your house into a gilded palace of organization — heck, I have a pesky Viking that won't seem to stay put in mine — but I do know a thing or two about the tidying tips that will make your practice run more efficiently.

More often than not, the supply closet is the most chaotic part of any practice. The patients don't see it, so we let it become a disaster. The problem is, that really slows you down. Every time a dentist needs a new package of toothbrushes or floss for their office, you're left to fumble around and hope you find it. What you should do is label the shelves and create dedicated spaces for each category of item. Monitor that these sections don't get cluttered, and everything will run smoothly. It's also a good idea to check inventory on all items, especially little used ones, and move soon-to-be-expired products to the front of their shelves. While you're at it, take a look at your inventory system itself and see if it could use a freshen up.

This "one space per item" methodology should be applied everywhere in your practice. Time spent looking for something is time spent wasted. We no longer have to thumb through stacks of patient records to find what we need. The same should go for everything else. This type of cleaning doesn't just make your office pretty; it also makes it more functional. That's what I call a win-win.

Physical spaces aren't the only thing in need of a refresh during this time of year. Every spring, I take a look back to the personal and professional goals I set for myself at the beginning of the year. Odds are I haven't tackled some of them as thoroughly as I'd like to. I ask myself which goals need to become a focus in the coming months and which were wishful thinking from the start. Once I know which goals I can actually prioritize and pursue, it's a little easier to accomplish them.

"I'm not going to pretend I have expert tips to turn your house into a gilded palace of organization — heck, I have a pesky Viking that won't seem to stay put in mine — but I do know a thing or two about the tidying tips that will make your practice run more efficiently."



SAVE THE DATE!
The 5th Annual PDAA Conference
will take place in early November!
Stay tuned for more information...

If one of your resolutions this year was to spend more time learning about your career, you're in luck. We've recently added a ton of modules to our website (thepdaa.org) that you can access now. Our topics include Infection Control, Guiding Parental Behavior, Risk Management, Coronal Polishing, Explaining Treatment Plans to Parents, Fluoride, Sealants, Pulp Therapy, and more. To ensure that each topic is digestible, some modules may be split into multiple, shorter modules.

As you're looking back on the start of the year and preparing for the busiest part of it, I hope you'll take the time to reach out to me with any wins or concerns you have. Have a topic that could be featured in our "Situation of the Month" article? I want to know about it. Do you have a new strategy that's working wonders? I'd love for you to share it. You can reach out to me anytime at PDAADirector@gmail.com.

Rhea

Rhea M. Haugseth, D.M.D.



DONATE WITH CARE

The Right Way to Donate After Spring-Cleaning

- Expired medications
- Old TVs
- Cribs
- Loose remote controls
- Personal care items, like soap,
- shampoo, or makeup
- Mattresses
- Carpets
- Tangled cords or phone chargers
- Any broken, damaged, or dirty items

These items may be unsafe to sell, costly to ship, or impossible to refurbish effectively. When a charity regularly receives items they cannot use, they have to spend hours of manpower sorting through things that end up in the trash anyway. This process can be expensive for organizations with already-strained resources. Some local charities spend over \$1,000 a year on dumpster and trash removal fees for unusable donations.

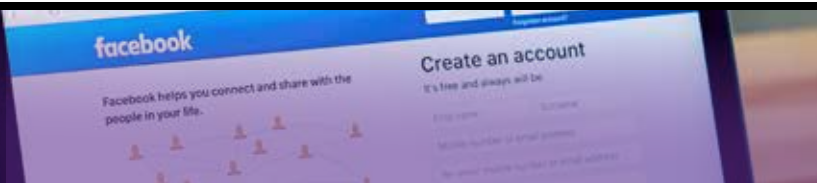
While charities will have no choice but to throw unusable donations in the trash, there are services you can use to make your spring-cleaning eco-friendly, even for items you can't donate. For example, if you have torn or stained blue jeans, reach out to Blue Jeans Go Green. This program keeps denim out of landfills by turning it into insulation. And while Goodwill can't take your batteries or old flip phone, you can check out Call2Recycle.org to learn how to safely recycle your e-waste.

Your donations can be a big help to local charities. Just don't "donate" your garbage.

Spring is in the air, and it's time to celebrate with another round of spring-cleaning. Banish the clutter and make room in your life for something new! Many charities see a sharp increase in donations as spring-cleaning season starts. Donating your used books, kids' toys, and gently worn clothing allows your old items to have a second life. However, when filling that donation box, make sure you're donating each item because it can do good and not just because you feel bad about throwing it away.

Charities have a big problem with well-meaning citizens dropping off items that are better left in the trash. There are many items charities simply *cannot* handle. Most charities will have lists of items they can and cannot accept on their websites. Some items that you should not donate include:

SITUATION OF THE MONTH FACEBOOK FRUSTRATIONS



DEAR PDAA PRO,

I have a persistent issue with a coworker spending way too much time on social media sites like Facebook and Instagram. It makes us look unprofessional and decreases our productivity. When this employee isn't checking their accounts on work computers, they're in the bathroom doing the same thing on their phone. It drives me crazy. How can we stop it?

Sincerely,

-A Frustrated Teammate

DEAR FRUSTRATED TEAMMATE,

Well, first off, you're not alone. Social media overuse is not just a problem at your practice; it's an issue that many dentists and employers of all types struggle with. Time spent on Facebook is a source of contention for many business owners, but it's not like you can tell everyone to just stop using their computers.

Technology is an essential part of the modern work environment, so the key is to put practices in place that make sure your team uses it appropriately during office hours. There are two major approaches to solving this issue. The first is to hold people accountable, and the second is to take advantage of tools that limit access to social media.

I have to be honest; I'm not a huge fan of option No. 1. You can try speaking to the people who are abusing their digital workspace — it's usually only one or two

people — but there are major drawbacks to this method. You will have to monitor every new hire's screen habits until you're confident they're not an Instagram addict. It also creates an environment where coworkers don't trust each other and spend time worrying about who tattled on them.

Instead, I recommend using simple tools to ensure that your employees don't waste time. On computers where nobody needs to get on Facebook for practice purposes, you can go into your browser's settings and block access to distracting sites. You can even make it so that team members only have access to the sites they need to view. The insurance folks can use insurance sites, for example, and Facebook is only accessible by the machine of the person who manages the practice accounts. Of course, you'll have to make sure nobody reverses the settings, so you'll want to password protect your options.

You won't be able to do that for employee's personal phones, but it's a lot easier to restrict phone time to specified periods. If employees aren't willing to keep the phone use to lunchtime, you always have the option to make them drop their phones off in their manager's office before their shift.

Facebook and other social media platforms can be powerful tools for a practice, and their benefits shouldn't be overlooked. But nobody should be posting personal selfies during their shift, so why give them the chance to do so?

-Pediatric Pro

GO NATURAL WITH YOUR ANTIBIOTICS

2 Ways to Fight Bacteria

Our world is becoming increasingly antibacterial with practically every office, medical facility, and school being equipped with dozens of containers of hand sanitizer and sanitizing wipes. While these products claim to be 99.9 percent effective at killing bacteria, the harsh chemicals dry out our skin, and over time, bacteria become more and more resistant to these agents. Doctors, too, are blamed for overprescribing antibiotics. As a result, we're hearing more and more about "superbugs" — strains of harmful bacteria that cause severe illness and are not easily remedied by antibiotics.

But you can still protect yourself and your family against illness-causing bacteria without resorting to harsh chemicals and medications. The answer is to go all-natural! Here are two options that are completely natural yet totally effective against the microorganisms that make us sick.

RAW HONEY Most honey you find at the store has been pasteurized and filtered, rendering it far less effective when it comes to its antibacterial properties. On the other hand, raw, unfiltered honey is an incredible antiseptic. Even better than your average raw honey is manuka honey, which comes from New Zealand. Its antibacterial properties are potent enough that hospitals around the world keep it on hand to treat certain kinds of infections and burns.

If you get a cut, applying raw honey to the wound can keep out harmful, infection-causing bacteria while killing any existing bacteria. Not only does the honey help prevent infection but it can also help reduce healing time. Raw honey can also help alleviate internal infections, such as peptic ulcers caused by *Helicobacter pylori*. Manuka honey is particularly great for this — just add some to hot tea or water and drink!

OREGANO A study published in the International Journal of Molecular Sciences took a look at the effectiveness of oregano against bacteria. It turns out certain compounds in oregano — carvacrol and thymol — make it a strong antibacterial and antifungal agent. The study found that oregano was effective against salmonella as well as other harmful microorganisms and fungi that make people sick.

As an antibacterial, oregano is most useful as an essential oil. In this form, it's highly potent, meaning you only need a drop or two in a glass of water for it to have an effect. You can drink it, or you can infuse a couple of drops into some coconut oil and apply to your skin. However, be warned that because it is potent, it should not be used on a regular, ongoing basis. Use only when needed and only for a few days at a time — and never use it undiluted!

HAVE A LAUGH



EVERYTHING POPCORN

Inspired by Food & Wine magazine

INGREDIENTS

- 3/4 cup popcorn kernels
- 2 tablespoons flaky sea salt
- 1 teaspoon black sesame seeds
- 2 teaspoons white sesame seeds
- 2 teaspoons granulated garlic
- 2 teaspoons granulated onion
- 1/3 cup canola oil
- 4 tablespoons unsalted butter, melted

INSTRUCTIONS

1. In a small skillet over medium heat, toast sesame seeds. Shake skillet often and cook until white seeds are golden and fragrant, about 2 minutes. Transfer to a small bowl and add garlic, onion, and salt.
2. In a large saucepan, combine popcorn kernels and oil. Cook over medium-high heat, covered, until popcorn kernels start to pop. Once popping, continue cooking and shaking the pan intermittently until popping ceases, about 3–5 minutes.
3. Transfer popcorn to a large mixing bowl. Pour in butter and toss to coat. Finally, add seasoning, toss again, and serve.