

Inside This Issue

- p.1 Try This To Generate Engagement This Spring!
- p.2 Pro Tips to Organize Your Home This Spring
- p.2 Situation of the Month
- p.3 A Viral Workout That Actually Works!
- p.3 Smoky Spicy Broccoli Fritters
- p.4 The Best St. Patrick's Day Celebrations in America

FEELING THE LUCK OF THE IRISH?

CHECK OUT AMERICA'S BEST ST. PATRICK'S DAY CELEBRATIONS

As we inch closer to the beginning of spring, nature around us is coming back to life. Soon, the grass and trees will return to their typical green hue if they haven't already. Luckily, you don't need to wait until April to see an abundance of green again. On March 17, we celebrate St. Patrick's Day, and people across the country will dress in green to honor the occasion.

Certain cities in the U.S. go big for St. Patrick's Day. If you've never attended a St. Patrick's Day parade or celebration, maybe this is the year. Here are three cities with St. Patrick's Day celebrations worth checking out.

Chicago, IL

Nobody does St. Patrick's Day quite like Chicago, Illinois. The entire city gets a makeover! This year, on March 11, Chicago will host its St. Patrick's Day

parade, which includes dyeing the Chicago River a beautiful shade of emerald green. They'll start tinting the river around 9 a.m., and the color will fade within six hours, so make sure you get there early! Chicago's St. Patrick's Day Parade is also one of the biggest in the country. You'll see floats, Irish step dancers, and much more.

New Orleans, LA

Once Mardi Gras concludes, all eyes are on St. Patrick's Day in New Orleans, Louisiana. The city hosts a parade on March 11, and it's always quite a spectacle. You'll see the makings of Irish tradition everywhere, including cabbage, onions, and potatoes, so keep your head on a swivel. You can also head to the Irish Channel neighborhood on March 11 to attend an all-day block party. Plenty of green beer will be available at this event, so come ready to celebrate!



New London, WI

Let's say you want to do something slightly toned down but still exciting for St. Patrick's Day. Then, you'll want to check out New London, Wisconsin, for one of the country's most unique St. Paddy's Day celebrations. Leprechauns will change the city signs from New London to New Dublin. The city also puts on an Irish funeral parody in its annual downtown parade.

SPRING-CLEANING ISN'T JUST FOR YOUR HOME!

HOW TO GENERATE ENGAGEMENT THIS TIME OF YEAR!

After the hustle and bustle of winter vacation, holiday season, and New Year has settled down, it's time for a deep spring-cleaning. Traditionally, everyone gets their homes, cars, and lives decluttered during March and April in preparation for the season of rebirth and renewal. Don't forget your office, too!

Because cleaning is on everyone's mind this time of year, we have some GREAT ideas to incorporate it into contests to host with your referral sources, both on the professional and patient side of things. Not only does this promote engagement, but it drives up referrals as well — two birds with one stone!

For your top referral professional offices, dental and medical, gather up a goody basket of treats and sweets, a box of cupcakes, or a jug of coffee and donuts to take to the collaborating office, along with a flyer providing details of the drawing and a sign-up sheet. The winner of the drawing will receive a full-day professional cleaning of their home to kick-off spring! Alternatively, you can email or drop-off the announcement and sign-up sheet. Then go with "Goodies" and the certificate to present to the winner at their office and have the photo up for your social media!

Reach out to us for a copy of a sign-up page template to get you started!

For your patients, you can announce the referral contest on social media, with a flyer hung in your office, or hand out the rules to each patient at the front desk. Your patients are one of the best ways to generate referrals — word of mouth travels fast. For this one, have different levels (numbers of referrals) that will make

them eligible to be entered into a drawing for a prize. You decide those levels, then you can enter the names of all those that reached that level into a drawing and host it live on social media and in-office so that everyone can participate and be present for the drawing and presentation of the full-day of cleaning certificate. You can offer cleanings for half or partial days for the lower levels of referrals or any other prize of your choosing!

As you know, contests are one of our favorite ways to create engagement with our patients and to show appreciation for our team. During spring break, you can have your patients and their family members submit creative photos of their children or family brushing or flossing and have them posted on your practice's Facebook page. All photos will be ranked by the number of likes, and the winning photo will be shared on your office's social media. The winner will receive a prize of your choice, it can be a day of cleaning also! Have a big celebration for them in your office and post photos on social media!

Lastly, I have a freebie for you! On our website, in the member's section, we have an article titled "It's Not Just A Cleaning," which details what is completed during a routine dental cleaning appointment. This information cleverly helps patients understand the importance of these recall visits. You can post this on your social media, attach it to your email reminders for those who have not visited the office in a while, include in your office newsletter, or hand it out at the front desk.

Rhea
Rhea M. Haugseth, D.M.D.



ADD ORGANIZATION TO YOUR SPRING-CLEANING LIST! 4 TIPS TO KEEP YOUR HOUSE TIDY

"Like our content? Use the provided articles in your company blog or Facebook posts!"

It's March — the month of spring-cleaning! While many often think of scrubbing the windows or washing the floors, spring is the perfect time to reorganize your house into a more efficient space.

And no, you don't need fancy storage furniture or shiny color-coded bins to get your home in order. There are many small things you can do just by using clever tricks and throwaway household items. So, try these organization hacks to tidy your home this month and beyond.

Keep your matching bed sets together by using a pillowcase to store them.

Organize your linen closet by slipping the flat and fitted sheets into one of their respective matching pillowcases (fold the other pillowcase in there as well!). This way, you'll never have to hunt for the matching sheets again!

Use an old disinfecting wipes container to store your plastic bags.

If you like to reuse plastic shopping bags at home, finding a way to store them can be a pain. Next time you run out of



Clorox Wipes (or another generic equivalent), rinse the inside of the container with water and store your plastic bags there. Then with the container's built-in feeding lid, you'll be able to pull the bags out one by one as you need them.

Label messy cords with tape.

As working from home and numerous consumer electronics (shut up, Alexa!) become more prevalent in our lives, the cords connecting these devices can become tangled and hard to differentiate. By wrapping a piece of painter's or washi tape around a cord, you can create a tag to write what that cord is attached to. So, no more guessing which cords you're unplugging!

Add some chalkboard paint to your jars.

Sometimes, we have no idea what's inside the jars in our pantry. Maybe it's flour, or maybe it's powdered sugar. Sometimes, it can be neither! To solve this, you can buy a little jar of chalkboard paint at your nearest craft store and paint squares on your jars (or other unlabeled containers around the house) to write with chalk what's inside! The best part is you can erase these labels and change them based on the jar's contents.

These hacks will help you give your spring cleaning a major boost by keeping your home neat and tidy for the rest of the year!

A WORKOUT TREND THAT'S HERE TO STAY



THE POWER OF 12-3-30

Workout fads come and go, but the benefit of aerobic exercise has never gone away. Right now, a popular exercise trend called the 12-3-30 Workout is circulating the internet. The thing is, this fad *actually* works, and fitness professionals are giving this exercise the green light.

So, what is it, and why is it so good for you?

12-3-30 Explained

The 12-3-30 Workout is pretty simple once you understand what the numbers stand for! Each number in the name correlates to a part of the exercise performed on a treadmill. Twelve percent is the incline you set the treadmill to, 3 mph is the speed at which you walk, and 30 minutes is the amount of time you walk. That's it!

These three numbers create the ideal circumstances in which your body has the resistance to utilize its muscles while also moving fast enough to increase heart

rate and reap aerobic benefits. And 30 minutes a day, five days a week, is the ideal exercise to ensure your heart, body, and mind stay healthy.

Benefits of the 12-3-30 Exercise

One reason this workout is gaining so much traction on the internet is because of the benefits. The first benefit users love is that this exercise gives you almost all of the same aerobic perks as running without the high impact on joints (thanks to that 12% incline!).

The second benefit the 12-3-30 Workout offers is endurance. Walking uphill instead of on a flat terrain causes us to activate more muscles, while 30 minutes of exercise forces us to remain at a high-intensity level for longer. This ultimately forces our bodies to acclimate to rigorous movement, which improves our health.

Like any other workout, the 12-3-30 is also great for weight loss, regulating blood sugar, and improving cardiovascular health. But it's also important to remember that no one exercise should be your *only* source of movement. Consider adding the 12-3-30 exercise to your weekly rotation, or use it to follow your weight training or other strength exercises for the best results.

SITUATION OF THE MONTH

Dear PDTA Pro,

With all this talk of spring-cleaning and getting everything tidied up, many members of the staff have noticed that our office isn't as "spic and span" as we'd like it to be. We often worry that if parents take a peek behind a cabinet or at the window sills, they'll notice some dust, cobwebs, or debris. The cleaning crew that comes in after hours does a good job, but sometimes these little hard-to-reach areas often are overlooked.

What can we do?

-In Need Of Sprucing Up

Dear In Need Of Sprucing Up,

Here's our suggestion for you to present to your doctor or office manager! On a day when you typically don't see patients, whether that be a Friday or a weekend, have the entire staff come in — nobody can opt out, and everyone will be compensated for the day, with lunch provided!

During this day, everyone should deep-clean their area, including emptying out drawers and cabinets and wiping everything down. In addition, for the office as a whole, the tasks can be itemized and you can even draw all the cleaning tasks out of a hat to make it fair and add an element of excitement. On our website, PediatricDentalAssistantsAssociation.org, in the member's area, we have an office cleaning checklist that can be used as a reference guide to ensure that nothing is missed or left behind!

As a token of appreciation, bringing in a massage therapist for a 15-minute chair massage for each staff member after lunch is a great way to thank the team for coming in on their day off to tackle some much-needed spring-cleaning while having fun together!

Enjoy your sparkling clean office!

-Pediatric Pro

HAVE A LAUGH



INGREDIENTS

- 2 ½ cups chopped broccoli
- ¼ cup chopped onion
- ¼ cup packed cilantro
- 1 tsp oil, plus more for frying
- 1/3 tsp salt
- ½ tsp garlic powder
- ½ tsp smoked or regular paprika
- 1 tsp chipotle pepper powder
- 1 tbsp barbecue sauce
- ¾ cup chickpea flour

DIRECTIONS

1. In a food processor, add broccoli, onion, cilantro, and 1 tsp oil and process until uniform. Transfer to a bowl. Add the rest of the ingredients and mix well to distribute.
2. Let mixture sit for 2 minutes for the broccoli to leak enough moisture so you can form patties. If mixture is too wet, add more chickpea flour. If mixture is too dry and does not stick well, wait another few minutes or sprinkle some water and mix.
3. Shape into 5–6 patties. Heat a skillet over medium heat. Add oil and spread it in the pan.
4. Pan-fry the patties for 4–5 minutes per side.
5. Serve with Sriracha, ketchup, barbecue sauce, marinara, or a cooling ranch as desired.

Inspired by VeganRicha.com

770-823-3534 • www.pediatricdentalassistantsassociation.org