



CAPITALIZING ON CURRENT NEWS

EDITOR'S CORNER

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For a dentist, making sure that you are getting your share of the pie requires active involvement in social media. You cannot get away from the fact that it really matters. That means that you need to be up-to-date with news that relates to our discipline.

Recently, there has been a spate of questions about the relevance and value of flossing. Can you believe it? This is due greatly to the farcical new criticism of evidence for the value of flossing in helping to preserve your dental health. It is as ridiculous as so many other current issues which deny the obvious and fly in the face of good judgement. The Associated Press' recent announcement, and the publication of the article by Ray Ellen Bitchell on National Public Radio that there is no evidence of the value of flossing is not to be construed as a reversal of the 1979 edict that we should all floss the teeth we want to keep. The only truth in the report is that they have not conducted long enough clinical trials.

We should all be prepared to answer such questions, and could capitalize on it as Dr. Steven Glassman of New York has when he stated the case clearly on



CBS (<http://www.cbsnews.com/news/a-big-problem-with-flossing/>)

“that the suggestion that we need not floss is a serious mistake, and that neglecting the spaces between the teeth causes gum disease, decay between the teeth and predisposes you to potential heart attacks. The American Dental Association has not changed its position on the appropriate incorporation of flossing as a regular part of proper oral health care.”

By Googling the subject, you will be able to find the links and a rebuttal which you can share on your professional Facebook page and on

LinkedIn, and thereby establish yourself as an active expert in touch with modern day concerns. You can also tweet about it and add your comments, all of which will increase the number of online citations you have which in turn will boost your web presence.

In her 1798 letter to Admiral Lord Nelson, shortly before he left for the battle of the Nile, Lady Hamilton wrote, “Don’t forget to pack your dental twine dear!” Nelson returned victorious though minus an arm and many of his teeth. Clearly the upper echelons of society knew, even then, the value of using fine string to clean between the teeth. Everyone should now be flossing.

(If you need help with materials to support your expression rebuttals of erroneous news, contact LADS for helpful resources.) ■