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The Branding Campaign, the Journal, and our Editorial Review Board

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I recently returned from the American Dental Hygienists' Association (ADHA) Annual Session in New Orleans. It was quite exciting to see the new branding campaign unfold. "Unleashing your potential" says it all. ADHA is committing to empowering, developing, and supporting every dental hygienist. Through my many years in academia, I have had the privilege of seeing many graduate students enter as one person and leave quite differently-empowered, developed, and supported by his/her faculty and peers to go out and make many contributions to the dental hygiene profession. Each of us has the ability to become the person we envision. It takes perseverance and a network of caring mentors and peers. Each of you can have the support you need to become the professional you desire through the American Dental Hygienists' Association-if you take advantage of it.

My role as editor-in-chief of the *Journal of Dental Hygiene* is to envision and implement what we should look like to the scientific community. The *Journal* is a public symbol of our theoretical base in dental hygiene and it represents our unique body of knowledge. **In the entire world, there are only 3 peer-reviewed, scientific research journals for dental hygienists.** To give you something to compare that to, nurse practitioners have somewhere between 4-5 times the numbers of peer-reviewed research journals to represent their profession. The entire nursing profession has many more than that!

The 3 peer-reviewed, scientific research journals in dental hygiene are the *Canadian Journal of Dental Hygiene* (CJDH), the *International Journal of Dental Hygiene* (IJDH), and the *Journal of Dental Hygiene* (JDH). The CJDH is published 6 times per year; the IFDH and JDH are published 4 times per year. The CJDH is in print version only; the IFDH is in print and online versions, and the JDH has been online-only since the summer of 2004. In response to our members' requests to bring the print version of the JDH back to ADHA members, ADHA staff developed, pilot tested and conducted a randomized sample of members with the consultation of a statistician. The entire results will be published in a future issue of *Access*. The bottom line is that 89% of respondents want a print or print and online version of the Journal. Only 11% wanted the online version only. Since ADHA is committed to data-driven decisions, the Board of Trustees were presented with the results of the survey and they made a recommendation to the House of Delegates to increase dues by \$5 per year to bring back the print version of the JDH. In a close vote, the House narrowly defeated the dues increase. What that means to you is that the JDH will remain in an online format. Although the House did not feel it is financially feasible at this point in time to raise dues, the move to bring the print edition of the JDH is not being ruled out. For now, ADHA staff is committed to improving the online version of the Journal as we investigate other strategies to move ahead as the ADHA membership desires.

As we strive to make our Journal the best it can be to empower, develop, and support you, I would like to take this opportunity to thank several people. Staff at ADHA who make my job pleasant and innovative are Jeff Mitchell, director of communications, and Katie Barge, staff editor. Thanks for all of the hard work that you do every day!

The JDH Editorial Review Board is fantastic! All reviewers to the Journal have a tremendous responsibility to evaluate manuscripts critically but constructively. They prepare a summary of comments to help authors improve their writing ability. In addition, they make recommendations to me about the quality of the paper and whether it is suitable for the *Journal of Dental Hygiene*. The reviews have to be accomplished in a certain time frame so they are adding this job on to the many other tasks they have to do. The JDH could not function without the time, expertise and commitment of the following people. Thank you for loving your profession and lending **support** to others so they may become **empowered** in their careers and **developed** in their writing abilities.

Have a wonderful summer!

Sincerely,

Rebecca Wilder, RDH, BS, MS

Editor-in-Chief, *Journal of Dental Hygiene*

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