

1 Report of the HDA Direct to Consumer Task Force – 2020

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3 **Strategic Plan Goal #3 – Advocacy:** Effectively ensure that the profession of dentistry
4 is protected and maintained at the highest regard, among key decision makers and the
5 people of Hawaii, through strong public policy and advocacy efforts.

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7 The Task Force recommended Direct to Consumer (DTC) and Do-It-Yourself (DIY)
8 policies that were approved by the HDA Board of Trustees at its July 2019 meeting.
9 Since then the Task Force has not met in 2020 due to the COVID-19 pandemic but will
10 continue to review efforts made by the ADA and other states and make further
11 recommendations in 2021.

12 The members of this Task Force include Drs. Sean Holliday (Co-Chair), Shelliann
13 Kawamoto (Co-chair), and J DeMeo.

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15 Respectfully Submitted,

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18 Shelliann Kawamoto, DDS, MS
19 Co-chair
20 Direct to Consumer Task Force

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22 **Recommendation of the HOD Reference Task Force on the Report of the HDA**
23 **Direct to Consumer Task Force:**

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25 The HOD Reference Task Force recommends that the Report of the HDA Direct to
26 Consumer Task Force be accepted.

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28 **Action taken by the House:** The HDA HOD accepted the Report of the HDA Direct to
29 Consumer Task Force.