COLLABORATIVELY PLANNED BY

American Academy of Pediatrics

American Dental Association

astdd

Centers for Disease Control and Prevention
Introduction

On January 25, 1945 at 4 p.m., Grand Rapids, Michigan became a pioneer in public health when it became the first city in the world to fluoridate its drinking water to the recommended levels for preventing tooth decay. Seventy years later, over 210 million people in the U.S. are benefitting from fluoridated community water. Fluoridation continues to be effective in reducing tooth decay by at least 25% for children and adults.

Based on 2012 data, 74.6% of the U.S. population on public water systems had access to fluoridated water. Healthy People 2020 (HP 2020) Objective OH-13 deals specifically with community water fluoridation and sets a target that at least 79.6% of the population served by community water systems should be receiving the benefits of optimally fluoridated water by the year 2020. The HP 2020 objective is achievable, especially with the efforts of the organizations, agencies and individuals attending this symposium who all share a commitment to the benefits of community water fluoridation. This symposium will (1) facilitate the update and transfer of current science surrounding fluoridation; (2) allow for sharing of legislative and legal strategies as they relate to fluoridation; (3) establish a national fluoridation dialogue and (4) refocus efforts on securing water fluoridation for U.S. communities.
Agenda of Events

Friday, September 11, 2015

7 a.m. – 5:30 p.m.

Registration
ADA Headquarters – Second Floor Foyer

7 – 8 a.m.

Breakfast
ADA Headquarters – Hillenbrand Auditorium (Second Floor)

8 – 8:30 a.m.

Welcome and History of Fluoridation
0.5 Hours CE
ADA Headquarters – Hillenbrand Auditorium (Second Floor)

Panel Description:
The panel will provide a historical perspective on fluoridation that will set the stage for the topics to be discussed during the 70th Anniversary Fluoridation Celebration and Symposium.

Learning Objectives:
1. Describe the importance of fluoridation as it relates to the oral health of the nation from the CDC and ADA perspective.
2. Learn about the role the city of Evanston, Illinois played in the early fluoridation trials.
3. Gain knowledge about the Grand Rapids fluoridation trial from the perspective of a child who was a participant.

8:30 – 10:30 a.m.

Science and Engineering
2.0 hours CE
ADA Headquarters – Hillenbrand Auditorium (Second Floor)

Panel Description:
This session will address the current state of the science and engineering on community water fluoridation. Topics will include three recent science reviews on water fluoridation, the most common questions about fluoridation and the role of water system personnel.

Learning Objectives:
1. Describe key points about the science used to make the USPHS announcement of 0.7mg/L fluoride in drinking water.
2. Reiterate key points about the science to address the comments made regarding the announcement.
3. Answer common questions on fluoridation additives and facts on their composition.
4. Describe engineering and operational considerations for water facility operations.
10:30 – 10:45 a.m.

**Break**

10:45 – 11:30 a.m.

**Fluoridation and State Legislation**

0.75 hours CE

*ADA Headquarters – Hillenbrand Auditorium (Second Floor)*

**MODERATOR**

Jane McGinley, RDH, MBA
American Dental Association

**PRESENTERS**

Paul O’Connor, BS
American Dental Association

Leon Stanislav, DDS
Clarksburg, Tennessee

**Panel Description:**

The last legislative session was one of the busiest in years. Gain insight into the types of bills filed. Learn about a Tennessee state law that provides for “early notification” of changes in water fluoridation programs.

**Learning Objectives:**

1. Describe the most common types of state bills filed.
2. Understand what parameters should be considered before filing a state-wide fluoridation bill.
3. Describe the opportunities and challenges of filing an early notification bill.

11:30 a.m. – 12:30 p.m.

**Lunch**

*ADA Headquarters – Hillenbrand Auditorium (Second Floor)*

12:30 – 2 p.m.

**The Cost of Fluoridation: Negotiating the Complexities in a Real World**

1.5 hours CE

*ADA Headquarters – Hillenbrand Auditorium (Second Floor)*

**MODERATOR**

Christine Wood, RDH, BS
Association of State and Territorial Dental Directors

**PRESENTERS**

William Maas, DDS, MPH
The Pew Charitable Trusts

Edie Arey
Delta Dental of Arkansas Foundation

Weldon Johnson, MBA
Delta Dental of Arkansas Foundation

Jayanth Kumar, DDS, MPH
California Department of Public Health

**Panel Description:**

Funding and cost/benefit analysis information are key to successful fluoridation efforts. This panel will present information on funding strategies that were used successfully in New York and Arkansas. In addition, an update on the most recent national cost/benefit study will be provided.

**Learning Objectives:**

1. Explain how findings from economic analysis can be applied to inform community-specific policy decisions regarding water fluoridation.
2. Understand the funding models and strategies used to promote fluoridation in New York State.
3. Understand how to foster collaboration to attract potential funders.

2 – 2:15 p.m.

**Break**

2:15 – 4:30 p.m.

**Successful Strategies and Useful Resources for Positive Fluoridation Outcomes**

2.25 hours CE

*ADA Headquarters – Hillenbrand Auditorium (Second Floor)*
Panel Description:
Learn about current efforts to prepare communities for fluoridation decisions. Presenters will discuss how to adapt strategies and approaches to local context and setting.

Learning Objectives:
1. Discuss the variety of fluoridation campaigns and resources and tools available to support them.
2. Describe ways to access local strengths towards building a successful fluoridation campaign.
3. Discuss campaign strategies, as well as approaches that can be employed by grassroots advocates.

4:30 – 5:30 p.m.
Reception
ADA Headquarters – Hillenbrand Auditorium (Second Floor)

Join your fellow attendees for refreshments and an opportunity to network.

MODERATOR
Katherine Weno, DDS, JD
Centers for Disease Control and Prevention

PRESENTERS
Deborah Foote, MPA
Oral Health Colorado
Emily Firman, MPH, LICSW
Washington Dental Service Foundation
Allison Lesko, DDS
Salina, Kansas
Marjorie Stocks, MPH
Sacramento, California

Saturday, September 12, 2015

7 a.m. – 12:30 p.m.
Registration
ADA Headquarters – Second Floor Foyer

7 – 8 a.m.
Breakfast
ADA Headquarters – Hillenbrand Auditorium (Second Floor)

8 – 10 a.m.
Fluoridation Advocacy in the Digital Age
2.0 hours CE
ADA Headquarters – Hillenbrand Auditorium (Second Floor)

Panel Description:
This panel will share recent research on the content and nature of online communication on community water fluoridation, with an emphasis on the spread and intense connectivity of misinformation. The discussion will also address the changing nature of advocacy in this environment and will provide examples of effective strategies and pro-fluoridation resources.

MODERATOR
Lauren Barone, MPH
American Academy of Pediatrics

PRESENTER
Brittany Seymour, DDS, MPH
Harvard School of Dental Medicine
Myron Allukian, DDS, MPH
Massachusetts Coalition for Oral Health
Holli Russinof, MUPP
American Academy of Pediatrics
Learning Objectives:
1. Describe how fluoridation is presented on the Internet and in social media and how those representations influence fluoridation decision-making in the United States.
2. Describe new challenges and opportunities for promoting and supporting community water fluoridation.
3. Assess the role that online social networks and advocacy groups play in creating, spreading and reinforcing misinformation.
4. Explain why the sociology of online networks may be just as influential in shaping public attitudes and health-related behaviors as expertly disseminated, scientifically valid information.
5. Describe pro-fluoridation information and resources available on social media channels through the Campaign for Dental Health.

10 – 10:15 a.m.
Break

10:15 a.m. – 12:15 p.m.
Using SEO and Social Media to Meet our Fluoridation Communications Goals
2.0 hours CE
ADA Headquarters – Hillenbrand Auditorium (Second Floor)

MODERATOR:
Lauren Barone, MPH
American Academy of Pediatrics

PRESENTERS:
Anthony Shop
Social Driver
Steve Horne
American Dental Association
Lisa Sall
American Dental Association

Panel Description:
Communication today is constantly changing. In addition to crafting the right message, we need to find existing conversations and take part in them. The panelists will explore using social media and search engine optimization to help us meet our communications goals about CWF – from research to strategy to implementation.

Learning Objectives:
1. Understand what social media and search insights can tell us about conversations around water fluoridation.
2. Learn how social media and search can be used as tools to identify and participate in conversations.
3. Understand consumer awareness of and preferences for community water fluoridation (CWF), and how awareness and preferences are impacted in “fluoridation-active” geographies.
4. Learn which negative messages resonate most strongly with consumers and which positive messages are most effective in countering negative messages.
5. Learn how other organizations are using paid search and paid social to reach new audiences with positive messaging about CWF.
6. Use the 5 Es to engage an audience using social media.

12:15 – 12:30 p.m.
Closing

The American Dental Association is an ADA CERP Recognized Provider. ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry. Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at ADA.org/CERP.
At-a-Glance

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10:15 a.m. – 12:15 p.m.
Social Media/Search Engine Optimization
2.0 hours CE
ADA Headquarters – Hillenbrand Auditorium (Second Floor)
12:15 – 12:30 p.m.
Closing