Campaign Strategies for Water Fluoridation

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Salina’s Keep Fluoride Campaign

- Central Kansas, population 50,000
- Fluoridated water for 48 years
- Local small anti-fluoride group
- Referendum to repeal Salina’s water fluoridation
  - Vote aligned with General Election November 4, 2014
  - **Successful 2:1 win to protect fluoride!**
Kindling to Salina’s Campaign

- In 2013, numerous national cities and Wichita, KS
- Local anti-fluoride group got energized
  - Help from some of the anti-fluoride leaders in Wichita, KS
  - Initiated petition process
  - 10 months of petitioning resulted in success for them
  - Lessons learned – know the petition regulations

- Pro-fluoride’s activity in 2013
  - Backseat approach
  - Minimal public awareness
  - Identified some of the RRT members during this process
  - Maintained City Council and City Leader’s relationships
  - Missed opportunity to advocate
Campaign Time

- City Council chose to allow public vote with General Election: November 4th, 2014
- 13 week campaign cycle
- Immediate activation of RRT
  - State level organizations
- Creation of local campaign committee
Campaign time: Get Organized

Weeks 1-8

- Campaign Committee
  - 5 local dentists, 2 local physicians, 3 reps from Oral Health Kansas, 2 reps from Kansas Bureau of Oral Health, 1 rep from Kansas Dental Association and a hired campaign strategist
  - Directed and created the campaign strategy
  - Created the messaging
  - Utilized our individual strengths and connections
  - Effective communication and weekly meetings

- **FUNDRAISE** - State and Local donors
- Endorsements – State and Local. Local more meaningful.
- Identify you local supporters
- Find a way to connect with your supporters and community
Build a Recognizable Brand

- Keep Fluoride VOTE NO
- Grab attention
- Common message
- Common appearance
- Encourage sharing and engagement

Our local leaders, health professionals and your neighbors support water fluoridation for our community. We work here, we live here and our families grow here.
Train and Support Your Local Team

• Dental and medical community
  • Provided “on-boarding” materials
    • Education and marketing tools
    • Identify key partners and opinion leaders
    • Weekly communication for their needs
    • Dentists to pass out signs too

• Education resources
  • ADA’s Fluoridation Guide
  • Oral Health Kansas
  • Kansas Bureau of Oral Heath
  • Ilikemyteeth.org
  • Kansas Dental Association
    • Media training
Fluoride is SAFE, EFFECTIVE & COST-EFFICIENT!

SAFE
Water fluoridation is safe based on 69 years of research.

EFFECTIVE
Fluoridated water is effective in reducing tooth decay by 40-65%.

COST-EFFICIENT
For every $1 invested in fluoridating water, it saves $38 in dental costs.

Fluoridated Water is supported by:

- ADA
- APHA
- CDC
- KDA
- Salina Regional Health Center

www.facebook.com/keepfluoridesalina
www.KeepFluoride.com

#keepfluoride
Cast Your Net(work) Far!

- Look beyond the health partners
  - Local civic groups, teachers, school board, business owners, PTOs, school nurses, Head Start, churches, etc
    - Identify supporters and volunteers
    - Engage them in the discussion and social media spread
    - Get creative in spreading the info (political vs educational)
    - Attend their meetings. Presentations for them if possible.
- Think BIG. Who’s the big voice in your town?
Connect Your Supporters

- Facebook
  - Interactive
  - Informative
  - Brand recognition
  - Share across users
  - Boost / advertise
- Website
  - Expanded content
  - Great links for information
- Email Groups
  - Volunteer chain
  - Advocate chain

Fluoridated water keeps kids in school and out of the dentist’s office. Keep Fluoride and Vote NO in November!
Utilize Social Media

Salina dentist, John Adams knows the truth about fluoride. "Parents, do your own research, but be careful of articles or people who are not giving you the truth about the safety and effectiveness of fluoride in the water. Be sure of the source of the article and don't be mi... Continue Reading
Change your Mindset

Campaign vs Advocacy

- Message differences
- Identify your target population
  - VOTERS!
    - Salina has 18,000 registered
    - Advanced Voters
  - Low socioeconomic areas
  - Parents
  - Patients

Campaign Strategist & State Organizations
Campaign Targets

- Marketing strategies and timing
  - Reaching the targets
  - Utilizing brand recognition
  - Campaign materials vs non-campaign materials
- Advanced Voters
- Campaign tempo
  - Fatigue
    - Message, volunteer, leaders, voters
Campaign Strategy

5 weeks of Fury

- Time line – October 1st
  - Signs hit the ground
  - Total of 1300 yard signs and 14 Large signs
- Bus ads heavy circulation
- Direct mailers
- Daily Facebook posts.
- Commercials, increasing frequency
- Radio appearances
- Letters to the Editor
- Newspaper ads and front page stickers
- Newspaper and television interviews
- Salinajournal.com and Salinapost.com
- Phone calls to Advanced voters
"Over the past 40 years, I have seen the dramatic difference in people's teeth that had fluoride in the water when they were young and those without that benefit."
John Adams, DDS

"Children get cavities, but it's the difference between two teeth affected versus four. It may not sound like much, but when it's your child in the chair you might just change your mind."
Allison Lesko, DDS

"I am voting no because as a mom and pediatrician, I want to protect the teeth of my own children, and all of the children in Salina."
Abbey Rupe, MD

"I am voting no because nearly half of kindergartners already have cavities and it would be much worse if they had no access to fluoridated water."
Alison Rickof, DDS

"Many published studies, in both humans and animals, have shown no link between fluoridated water and an increased risk for any type of cancer. I urge voters to be wary of unproven claims regarding the effects of fluoride, especially with regards to an association with cancer— This claim is simply not true!"
William Cathcart-Rake, MD, FACP
Dean, KU School of Medicine - Salina
Oncologist, Clinical Associate Professor of Medicine

"At the end of the day, it's about health, not a political protest."
Salina Mayor
Aaron Householter

"The anti-fluoride movement arguments are based on half-truths and either bad science or misinterpretation of facts."
Robert Freelove, MD,
CEO of Salina Family Healthcare Center

Keep Fluoride
VOTE NO

Keep Fluoride
VOTE NO

Protecting Salina’s Teeth Since 1968
KeepFluoride.com
Direct Mailers
- 3 Part series
- Sent 1 week prior to Advanced voters’ ballots issued
- Focused on one messaging topic per mailer
- Created by State reps and campaign strategist
Timing is Everything

- Royals Baseball
- Halloween
Door Walking

- Utilize your volunteers
- Designate all call days and self walking areas
- Opening lines
- Approaching the “already decided”

Targeted areas

- High concentration of voters
- Highly traversed streets / great visibility
- Lower socioeconomic
- Elementary schools
VoteSharp App
Doctor’s Commercial

Keep Fluoride
VOTE NO

Vote November 4th
Childhood Decay Commercial
Blitz Week

- Peak commercial play
- 2 radio appearances
- Final mailer delivered
- Halloween
- 4 full page ads
- Day of vote corner stand
Summary of Sucesses

- Well organized and focused
  - Message, plan and action committee
- Involved the right people
  - Talents, exposure, local leaders, state organizations
- Hired a campaign strategist
- Don’t get lost in the whirlwind
THANK YOU!

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