Getting it Done-
Fluoridating
San Jose

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California Dental Association Foundation
Celebrating 70 Years of Fluoridation
American Dental Association, Chicago
September 11, 2015
1995
AB 733, the Fluoridation Act

- Required water systems with 10,000 connections or more to fluoridate if funds were provided
- Does not apply to wholesale systems such as the Santa Clara Valley Water District
Percentage of Californians on Public Water Supplies Receiving Fluoridated Water
Fluoridation of California’s Major Cities

- Los Angeles: 1999
- Sacramento: 2000
- Metropolitan Water District of Southern California: 2008
  - Serves six Counties in Southern California
- City of San Diego: 2011
San Diego County Fluoridation Status
CDA Fluoridation Advisory Group

Chair: Dr. Howard Pollick

Representation from:

• Los Angeles County
• Sacramento County
• Metropolitan Water District of Southern CA
• State Water Board Engineers
• California Department of Public Health
• California Dental Association
• Any active community
San Jose Overview

- Largest city in the nation without fluoridation
- Population over 1 million
- Served by 4 water systems
- Required a regional solution
- Home to Silicon Valley
Water Distribution Serving San Jose

Two major water systems:

Santa Clara Valley Water District

- Wholesale system serving the county – Customer base of ~ 2 million people in 15 cities
- Three treatment plants

San Jose Water Company

- Retail system serving over 1 million people in Santa Clara County
- Private water system, publicly traded and governed by the CA PUC
- ~108 wells in 27 well sites and 3 treatment plants
CDA Model to Fluoridate a Community
CDA Model

Formed Executive Team:
• Fred Ferrer, CEO of The Health Trust
• Sara Cody, MD, Director of Public Health for the County of Santa Clara
• Public Relations
• CDA Foundation
Executive team developed:

- Communication strategy to message & address the opposition

- Education:
  - Professional: Santa Clara County Dental Society
  - Key Influencers: Current and former elected officials
  - Community: Worked with dentists—patient dialogue
  - Decision makers
CDA Model

- Dialogue with individuals and small groups
- Present local oral health data
- Reach out to:
  - Community leaders, stakeholders — anyone of influence
  - County, city, and state representatives
  - Dental, medical, faith, and business groups
  - Water systems
Silicon Valley Leadership Group:

- Public policy business trade organization
- More than 390 Silicon Valley employers
- Issues: energy, transportation, education, housing, health care, tax policies, economic vitality and the environment
- Provide nearly one of every three private sector jobs in Silicon Valley
CDA Model

- PACT: People Acting in Community Together; faith-based group
- San Jose Mercury News
- Dialogue with Valley Water engineers and management.
  - Peer-to-peer education with engineers
  - Obtained initial estimates

San Jose Mercury News

Mercury News editorial: Move ahead with fluoride in water
Santa Clara Valley Water District

- Board adopted policy 2011
- Funding: Developed a public/private partnership. Board approval 2012
- Implementation: 2017-2020
- Current work: San Jose Water Company, largest retail system in the county
Thank you!