5 Steps to Promote Health Equity

COMMUNITY WATER FLUORIDATION

1. Engage in positive conversations with patients about fluoride
   - Start by asking the question!
     - “Where do you live? Let’s see if your community’s water is fluoridated.”
       - Then show the patient My Water’s Fluoride or your local/state health department website.
     - “Do you use fluoridated toothpaste?”
       - Then reiterated the importance of systemic and topical fluoride use to achieve optimal oral health prevention.
   - Remember that by engaging in a health literate and culturally competent matter, you can educate the patient and improve their health outcome.
     - Cultural Cognition
       - Affirms the audience’s self-worth
       - Encouraged curiosity and a safe learning environment
       - Engaged in civil conversations
       - Affirms the advocate’s value (impact) and values (principles)
       - Uses a diverse set of experts and perspectives to achieve positive system change

2. Reiterate the importance of preventing dental disease with community water fluoridation –
   - With over 75 years of research and practical experience, community water fluoridation is the single most effective public health measure to help prevent tooth decay.
   - Community water fluoridation is a population health initiative that is uniquely positioned to equitable prevent dental caries across all socioeconomic groups.

3. Get involved with non-oral health groups
   - Participating in non-oral health groups allows you to be involved in your community or the area where you work, live, shop, and engage.
   - It allows for the opportunity to prioritize oral health and promote disease prevention.

4. Foster community advocacy and meet with medical providers
   - Share information from the American Dental Association, American Academy of Pediatrics, Centers for Disease Control and Prevention, or World Health Organization to illustrate national and international commitment supporting community water fluoridation.

5. Collaborate and promote a shared vision
   - Empowering collaboration requires integrity, excellence, civility, and dedication to evidence-based research and equitable strategies.
   - Working together to promote a shared vision to promote oral health prevention and equity will change the dialogue of community water fluoridation from reactive to proactive.