

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 equitably 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.