Promoting Oral Health in WA: Fluoridation as a Foundation

Chicago
Sept 11\textsuperscript{th}, 2015

70\textsuperscript{th} Anniversary Celebration and Symposium
Mission: To prevent oral disease and improve overall health.

- We do this through innovative programs and policies that produce permanent changes in the health environment so that over the long-term oral disease is prevented

Funding: Delta Dental of Washington - a non-profit dental benefits company committed to improving oral health
This presentation will discuss:

- Key questions for campaign development
- Elements to classifying your campaign
- Washington state case examples
- Useful campaign resources
Why is fluoridation important to you and the community?

- Oral health impacts overall health and quality of life
- Oral disease is nearly 100% preventable
- Oral disease contributes to unnecessary healthcare spending
- There is an opportunity to improve health for a large number of people
I've seen too many young children in pain
Let me tell you a story from my life…

I want my children and grandchildren to have the best opportunity for health.

I’ve seen too many young children in pain

I care about the future of my community.

Let me tell you a story from my life…
Model for interpreting the assessment

Adapted from: prochange.com
Key questions

Who makes the decision?
Key questions

Where is the support?
Where is the opposition?
Key questions

What about the water system?
Key questions

What do people value?

HELLO
I am

My Beliefs & Values
My Communication
My Actions
… now what?
Model for interpreting the assessment

Adapted from: prochange.com
Types of Campaigns

- Foundational
  - National
  - Community
  - State

- Proactive
  - City Council
  - Legislature
  - Governor
  - Water Board
  - Ballot
  - Referendum
  - Initiative

- Protective
Campaign: Foundational

www.themightymouth.org
Types of Campaigns: Proactive

Resources

Fluoridation Advocacy
Pew’s Contributions and Lessons That Emerge

Water Fluoridation:
A Community Toolkit

Campaign for Dental Health
Life is better WITH TEETH

Michigan Oral Health Coalition
Council Hearing
March 26, 2014

City Council
City of Fircrest
302 Regents Blvd
Fircrest, WA 98466

Dear Fircrest City Council Members,

On behalf of the Washington State Dental Association, I am writing to support the continued practice of optimally fluoridating Fircrest’s water supply. Support for community water fluoridation can be found among more than 100 national and international health organizations including the Centers for Disease Control and Prevention and the World Health Organization.
Do you really want her drinking a neurotoxic chemical?

STOP ARTIFICIAL WATER FLUORIDATION

Campaign: Protective

Persistence
Community Water Fluoridation:
Expand and maintain access to community water fluoridation for the health benefit of children, adults, and seniors.

From *Recommended Strategies to Improve Oral Health for Washington Residents*, 2013
Water Fluoridation: Principles and Practices presents basic information on community water fluoridation, including engineering and administrative guidance.

For more information:

[www.cdc.gov/dcs/RequestForm.aspx](www.cdc.gov/dcs/RequestForm.aspx)
MEET JOHN & JOE. YOU DON’T KNOW THEM, BUT YOU’VE BEEN PROTECTING THEM FOR YEARS.

www.cdc.gov/fluoridation/materials/
Campaign: Protective

Resource

FLUORIDATION TOOLKIT: A RESOURCE FOR HEALTH ADVOCATES

Posted January 9, 2015 & filed under Facts about Fluoride.

The U.S. celebrates fluoridation’s 70th anniversary this year, and this toolkit provides resources that local advocates can use to educate their communities. The 70th Anniversary of Community Water Fluoridation (CWF): How to Use the Toolkit guide offers instructions and tips to help you take advantage of the following resources:

- Blog Posts about Fluoridation
- Memo for Newspaper Editors
- Letters to the Editor (LTEs)
- 10 Tips for Talking to Reporters

#factsfavorfluoridation
Fluoridation Facts

[Link to ADA Member Center file]

[Link to ASTDD Fluoridation and Fluorides Committee]

[Link to Fluoride Science]
Resources

cdc.gov/fluoridation/

ilikemyteeth.org

cdhp.org
Thank you!

Emily Firman, MPH, LICSW
Senior Program Officer
efirman@deltadentalwa.com