Influencing the Conversation on Water Fluoridation

Anthony Shop
Co-Founder + Chief Strategy Officer
@afshop
Why #TheDress?
It’s all about you.
our agenda

there is no dress. It is not the dress that changes colors, it is only yourself.

Blue. Black. White. Gold. We see them all.

#GalaxyS5 #TheDress

So. Many. Colors. #TheDress *@StephNLieb: I just scored six great dresses on sale @jcpenny 🎀

#whiteandgold or #blackandblue? We fou a way around science- you can have both! #TheDress #dressgate

Fashionably late? #TheDress
Why is it so hard to see black and blue? One in 6 women are victims of abuse.

#StopAbuseAgainstWomen
put people at the center
If only Bradley’s arm was longer. Best photo ever. #oscars
The Media Mix

AUDIENCE RELATIONSHIP

MESSAGE CONTROL

SHARED
OWNED
EARNED
PAID
The 5 E’s of Engagement

- Empower
- Educate
- Elevate
- Ease
- Entertain
T.J. Eaton @DicksCottons_TJ · Feb 21
Bless you @ChipotleTweets 🙏
our agenda

Chris Haber Photo @ChrisHaber_com · Nov 26
@K12FutureE when will the 3D printing challenge winner go to @NASA_Marshall to see their tool printed? #asknasa

Future Engineers @K12FutureE · Nov 29
@ChrisHaber_com Winners are announced Jan 3.

Chris Haber Photo @ChrisHaber_com · Nov 29
@K12FutureE I understand winners r announce 2 know when winner’s going 2 Marshall 2c th

Future Engineers @K12FutureE · Oct 6
@mytowntutors Absolutely! We would love to. We will DM you our contact info. Thanks!

Future Engineers @K12FutureE · Dec 1
@ChrisHaber_com Excited to read your article in 2015.

Chris Haber Photo @ChrisHaber_com · Dec 1
@K12FutureE would that be before April?

@mytowntutors Absolutely!

Future Engineers @K12FutureE
@ChrisHaber_com It will depend upon NASA’s operation schedule following the announcement of the winner.
The senior class of Princeton came together tonight for #FEEDsupper and raised over 10,000 meals. Is your campus hosting a Supper?

mommychicbyjessica 🍽️
avhancan @claucubero

davidlauren Very cool!!!
nannacayoficial 🍽️🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴🍴�
BioSand filters make an incredible difference for families in Cambodia by filtering dirty water into water like this.

Piped systems in Rwanda help bring clean and safe drinking water to entire communities.

For kids in Malawi, access to clean water means less time walking for water and more time building better futures.
Current Fluoride Conversation
When do they discuss Fluoridation most?

Nationwide

US lowers recommended amount of fluoride in water

Fluoride in water linked in weight gain and depression

10 ways to avoid fluoride
http://t.co/Pm14PmpGay

Anti-fluoride supporters in Amherst, MA town meeting reference Nazism
http://bit.ly/1Jyp2dM

Activists in Boston push for fluoride elimination from water

Cambridge town meeting on water fluoridation

Fluoride reduced in Cambridge water in Sept.

Massachusetts
Conversation Source Breakdown

162,056 total posts
Nationwide

1,821 total posts
Massachusetts
Top Sites for conversation

- twitter.com: 138,517 visitors, 85%
- facebook.com: 5,068 visitors, 3%
- babycenter.com: 3,485 visitors, 2%
- reddit.com: 2,120 visitors, 1%
- treato.com: 1,057 visitors, <1%
- whattoexpect.com: 1,037 visitors, <1%
- godlikeproductions.com: 853 visitors, <1%
- gamefaqs.com: 780 visitors, <1%
- city-data.com: 507 visitors, <1%
- imdb.com: 395 visitors, <1%
- yahoo.com: 368 visitors, <1%
- thebump.com: 261 visitors, <1%
- grasscity.com: 233 visitors, <1%
- blogspot.com: 208 visitors, <1%
- webmd.com: 190 visitors, <1%
- bodybuilding.com: 177 visitors, <1%
- survivalistboards.com: 167 visitors, <1%
- neogaf.com: 164 visitors, <1%
- cafemom.com: 160 visitors, <1%
- delphiforums.com: 158 visitors, <1%

Fluoride: good for babies’ teeth, bad for their brain?
Whitney Berthel
posted: February 20, 2014, 8:15 am

Forget Banning Flags, Ban the Deadly Garbage, **Fluoride**, Rx Drugs, Obama, GMO’s, Chemical Filled “food”, Cell/WIFI Radiation Devices

**BREAKING!!** Rupert Murdoch media pushing for 100% public water fluoridation in Australia...

**Gun Control & Water Fluoridation**

**Denver Water Votes To Keep Adding Industrial Waste** **Fluoride**, Ignores Natural Fluoride Difference

They attempting to fluoridate all water in the UK.

August 04, 2015 Durango City asked to remove fluoridation from water

I brush my teeth 2, sometimes 3 times per day, always floss, and drink 8 - 12 glasses of fluoridated water, but still I have FIVE CAVITIES.

by Anonymous 3 on Jun. 30, 2015 at 6:18 AM
❤ 2 moms liked this

Wait a sec...are you saying dumping toxic poison into our water isn’t improving our dental health?!!
## Conversation HotSpots - National

![Map of the United States with conversation hotspots highlighted.](image)

<table>
<thead>
<tr>
<th>#</th>
<th>State</th>
<th>Posts</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>California</td>
<td>11973</td>
<td>15.72%</td>
</tr>
<tr>
<td>2</td>
<td>Texas</td>
<td>9963</td>
<td>12.30%</td>
</tr>
<tr>
<td>3</td>
<td>New York</td>
<td>6967</td>
<td>9.15%</td>
</tr>
<tr>
<td>4</td>
<td>Florida</td>
<td>4804</td>
<td>6.31%</td>
</tr>
<tr>
<td>5</td>
<td>Illinois</td>
<td>2410</td>
<td>3.17%</td>
</tr>
<tr>
<td>6</td>
<td>Tennessee</td>
<td>2324</td>
<td>3.05%</td>
</tr>
<tr>
<td>7</td>
<td>Massachusetts</td>
<td>2231</td>
<td>2.93%</td>
</tr>
<tr>
<td>8</td>
<td>Pennsylvania</td>
<td>2208</td>
<td>2.90%</td>
</tr>
<tr>
<td>9</td>
<td>Michigan</td>
<td>2088</td>
<td>2.74%</td>
</tr>
<tr>
<td>10</td>
<td>Colorado</td>
<td>2049</td>
<td>2.69%</td>
</tr>
</tbody>
</table>
Conversation Hotspots - Massachusetts

<table>
<thead>
<tr>
<th>#</th>
<th>City</th>
<th>Posts ↓</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Boston</td>
<td>841</td>
<td>65.19%</td>
</tr>
<tr>
<td>2</td>
<td>Pittsfield</td>
<td>122</td>
<td>9.46%</td>
</tr>
<tr>
<td>3</td>
<td>Salem</td>
<td>97</td>
<td>7.52%</td>
</tr>
<tr>
<td>4</td>
<td>Springfield</td>
<td>88</td>
<td>6.82%</td>
</tr>
<tr>
<td>5</td>
<td>New Bedford</td>
<td>57</td>
<td>4.42%</td>
</tr>
<tr>
<td>6</td>
<td>Worcester</td>
<td>47</td>
<td>3.64%</td>
</tr>
<tr>
<td>7</td>
<td>Lowell</td>
<td>38</td>
<td>2.95%</td>
</tr>
</tbody>
</table>
Influencers - National

AP
The Associated Press
114,444 tweets
7,321 following
5,456,620 followers
99
posted on 7/31/15 4:30 AM GMT
(Klout score and author metrics as of Jul 31, 2015)

ABC News
105,877 tweets
861 following
4,140,144 followers
99
posted on 4/2/15 17:05 PM GMT
(Klout score and author metrics as of Apr 27, 2015)

The Boston Globe
92,078 tweets
1,221 following
348,147 followers
96
posted on 2/1/15 05:00 AM GMT
(Klout score and author metrics as of Feb 1, 2015)

Chicago Tribune
55,160 tweets
576 following
387,325 followers
96
posted on 4/2/15 17:01 PM GMT
(Klout score and author metrics as of Apr 27, 2015)

Newsweek
40,001 tweets
32,348 following
2,597,294 followers
96
posted on 4/29/15 2:00 AM GMT
(Klout score and author metrics as of Apr 29, 2015)

CBS News
77,997 tweets
386 following
3,672,059 followers
95
posted on 4/28/15 4:11 AM GMT
(Klout score and author metrics as of Apr 28, 2015)

Business Insider
213,676 tweets
176 following
1,130,286 followers
94
posted on 6/23/15 2:27 AM GMT
(Klout score and author metrics as of Jun 23, 2015)

AOL
103,900 tweets
3,152 following
140,952 followers
94
posted on 4/28/15 9:15 AM GMT
(Klout score and author metrics as of Apr 28, 2015)

NBC News
58,928 tweets
917 following
1,905,798 followers
94
posted on 4/27/15 19:30 PM GMT
(Klout score and author metrics as of Apr 27, 2015)

The Seattle Times
61,432 tweets
13,140 following
192,644 followers
93
posted on 7/23/15 1:09 PM GMT
(Klout score and author metrics as of Jul 23, 2015)
Influencers - Massachusetts

**The Boston Globe**

- **Username**: ToastGlobe
- **Location**: Boston, MA
- **Scores**:
  - Klout: 92,120
  - Twitter: 3,221
  - Following: 348,256
  - Followers: 96

**Jason Pontin**

- **Username**: jasonpontin
- **Location**: Cambridge, MA
- **Scores**:
  - Klout: 31,651
  - Twitter: 1,017
  - Following: 23,441
  - Followers: 81

**Kade Ellis**

- **Username**: kadeellis
- **Location**: Boston, MA
- **Scores**:
  - Klout: 143,560
  - Twitter: 1,933
  - Following: 12,033
  - Followers: 73

**Wayne Chang**

- **Username**: waynechange
- **Location**: Boston, MA
- **Scores**:
  - Klout: 6,104
  - Twitter: 317
  - Following: 42,522
  - Followers: 77

**Christopher Penn**

- **Username**: cspenn
- **Location**: Boston, MA
- **Scores**:
  - Klout: 37,476
  - Twitter: 57,633
  - Following: 77,856
  - Followers: 71

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**@soda345 (juggler)** says: @blop3 (juggler) is good for my teeth, which are extremely strong. Thanks to fluoride!

**@eskite (tender)** says: I tried a fluoride treatment last appointment with an over the counter fluoride rinse. Now they have me using a HX toothpaste.

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