

***COMMUNITY WATER
FLUORIDATION:***

**An Advocacy Primer From
Two Alaska Communities**

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HELLO!

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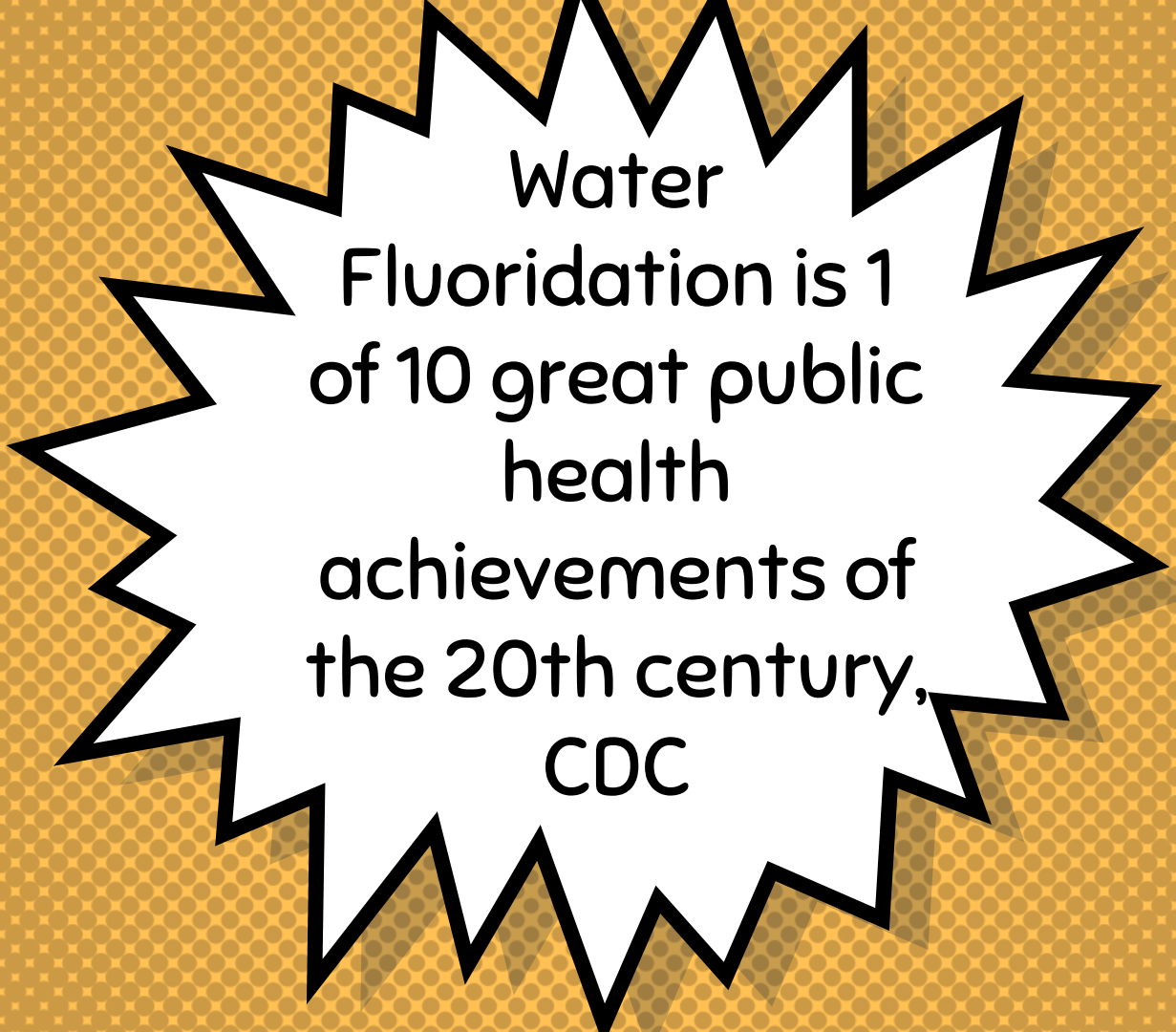
In Collaboration with

Laurie Hood, RN, BSN

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LEARNING OBJECTIVES

- Learn to critically evaluate information sources on community water fluoridation (CWF)
- Discuss benefits of CWF
- Identify strategies to maintain or initiate CWF



Water
Fluoridation is 1
of 10 great public
health
achievements of
the 20th century,
CDC

WHY IS WATER FLUORIDATION IMPORTANT?

- Fewer cavities
- Less severe cavities
- Less need for fillings and removing teeth
- Less pain and suffering from tooth decay

***LIFE IN ALASKAN
COMMUNITIES BEFORE
FLUORIDE***





***WHY ARE WE STILL
TALKING ABOUT
WATER
FLUORIDATION?***

ANTI-FLUORIDE MOVEMENT

- Sows fear and confusion
- “Studies” citing the dangers of fluoridation
- Falsely attributes fluoridation to health problems





Sitka, Alaska

A TALE OF TWO CITIES
Petersburg & Sitka

HISTORY OF COMMUNITY WATER FLUORIDATION IN PETERSBURG

- Petersburg started community water fluoridation in 1986
- In 1998, the community voted to keep community water fluoridation
- In 2017, a local resident wrote the city council asking for fluoride to be removed from community water. The council took no action, and she collected enough signatures to have it added to the 2017 ballot.

COMMUNITY WATER FLUORIDATION IN SITKA

- Sitka began community water fluoridation in the 1950s
- Fluoride level is 0.6ppm (recommended range is 0.7 – 1.2ppm)
- In 2014, a group of citizens tried and failed to stop CWF
- In 2018, a group of citizens convinced the assembly to bring CWF cessation to the Assembly table

MOBILIZING IN PETERSBURG



Radio Debate



MOBILIZING IN SITKA

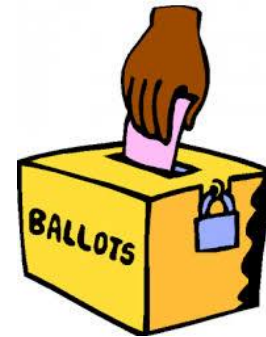
- Convened core group of advocates
- Fact-based resources
- Letters to the Editor
- Letters, calls, emails
- Public testimony



THE OUTCOME—PETERSBURG

In October of 2017, voters decided to keep adding fluoride to Petersburg's water

- 62% (692) voted to continue fluoridation



THE OUTCOME—SITKA

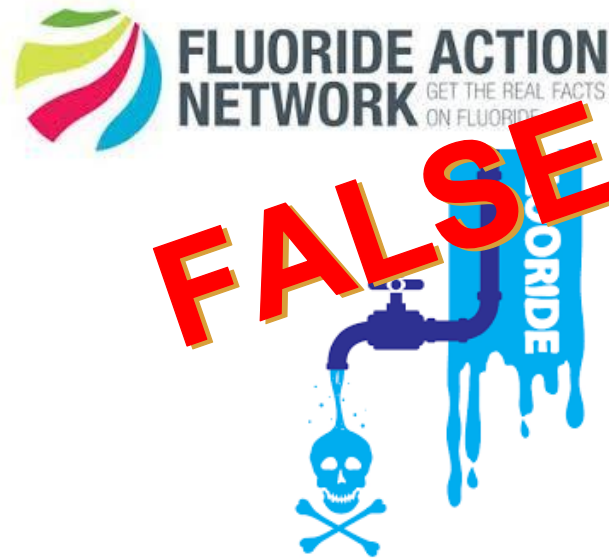
Feb 13, 2018—Sitka Assembly voted 5-2
to continue fluoridation



**Public Health
Prevails!**

LESSON 1

Know thy enemy



LESSON 2

Mobilize across sectors

- Public Health
- Dental/Medical
- Parents
- Teachers



LESSON 3

Educate

- Letters to the Editor
- Public testimony
- Personal calls and emails
- Community radio programs



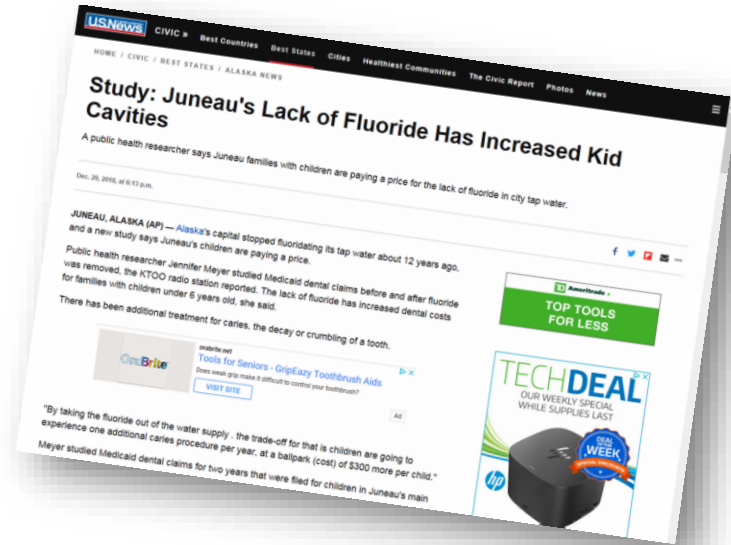
LESSON 4

STAY on message



HELPFUL RESOURCES

- Alaska Dental Society
- ALPHA
- Public Health Nursing
- ANTHC



HELPFUL RESOURCES

- <https://www.cdc.gov/fluoridation/index.html>
- <https://ilikemyteeth.org>
- <https://www.cancer.gov/about-cancer/causes-prevention/risk/myths/fluoridated-water-fact-sheet?redirect=true>
- <https://www.nidcr.nih.gov/research/data-statistics/water-fluoridation>

THANKS!



Any questions?

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