

Fluoridation Information to Help Answer Customer Questions

A Resource for Water Utilities

Many people take for granted that community water fluoridation (CWF) in the U.S. is a safe and well-accepted public health practice, but some people question or even oppose it. As a water facility operator, you may be confronted with questions from the customers you serve.

We know that fluoridation is only a small portion of the important job you do. That's why we have developed brief responses to common questions you may receive. Go to ilikemyteeth.org/waterops for more information on the topics listed below, including links to easy-to-read information for you and your customers.

Community Water Fluoridation is Effective & Safe

- CWF is **effective**. It has been proven to prevent dental disease by 25% or more, reducing painful and costly decay for children AND adults.
- CWF is **safe**. The best available scientific evidence from around the world, and more than seven decades of experience here in the United States, proves the safety of fluoridation.
- CWF is **supported** by all the nation's major health and medical groups, and it is supported by the [American Water Works Association](https://www.awwa.org/), the leading association of water supply professionals.
- Just like cars have seat belts *and* air bags, fluoride in water **adds to protection** we get from fluoride in toothpaste and other dental products.
- CWF is a public good because it **benefits everyone**. It helps people of all ages and incomes, especially children and families who cannot get regular preventive care or dental treatment.
- CWF is a **widespread** public health practice. Nearly 75% of people served by public water systems in the U.S. have fluoridated water. It has been in place in the United States for over 70 years.
- CWF **saves money** for individuals and the public sector by reducing the need for costly treatment of cavities and related problems.
- CWF is **needed prevention**. Tooth decay is largely preventable, yet it is still the most common disease of childhood, and adults suffer, too. On average, over 30% of people under the age of 44 have untreated cavities. The cost of treatment is one of the main reasons people don't get help. Fluoridation helps everyone prevent unnecessary decay and save money, just by drinking tap water.



About Fluoride & Fluoridation

Fluoride occurs naturally in all water. Community water fluoridation is the adjustment of the fluoride level to the correct amount to prevent tooth decay.

The current recommended level of fluoride concentration in water is 0.7 mg/L. Water operators closely monitor and adjust these levels. For more information, customers can refer to their water quality reports and also check their water utility's website.

Go to ilikemyteeth.org/waterops for more information on:

- Regulation of drinking water
- Fluoride Additives

Specific Topics You May Encounter

Customers may have questions about a variety of issues related the practice or cost of fluoridation, topics that fall outside the range of responsibilities of water utility staff.

Go to ilikemyteeth.org/waterops for more information on:

- Fluoridation & the role of government
- Cost savings of fluoridation
- Fluoridation outside the U.S.
- Sources of fluoride additives
- Fluoride, the environment & waste
- Links to state & national organizations



70
YEARS

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25%

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prevented by CWF

Who we are

The Campaign for Dental Health (CDH) is a program of the American Academy of Pediatrics. The CDH was created to ensure that people of all ages have access to the most effective, affordable and equitable way to protect teeth from decay — community water fluoridation. It is our mission to provide the public and policy makers with the evidence-based information and tools they need to promote and protect this important public health measure. We believe, quite simply, that life is better with teeth.

**Thank you for the important
work you do!**

We are interested in hearing about the
questions your customers are asking.
Please email us with questions and
comments at fluoride@aap.org.

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For more information visit ilikemyteeth.org/waterops

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of Pediatrics



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CAMPAIGN FOR
DENTAL HEALTH
life is better **WITH TEETH**