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Fluoride Communication in a Hesitant World

June 25, 2026

Susan Fisher-Owens, MD, MPH, FAAP

Professor of Pediatrics, UCSF School of Medicine, Professor of Preventive and Restorative Dental Sciences, UCSF School of Dentistry, Chief Consultant, California Fluoride

Susan Fisher-Owens, MD, MPH, FAAP is Clinical Professor of Pediatrics at the UCSF School of Medicine and Clinical Professor of Preventive and Restorative Dental Sciences at the UCSF School of Dentistry, in San Francisco California. Clinically, she works as a primary care pediatrician and faculty preceptor. She spends the remainder of her time serving as a children's oral health advocate and researcher, working with medical providers to increase their knowledge and interventions in oral health and with dental professionals to increase their understanding and application of contextual factors to care, and working with children. Her paper on "Influences on Children's Oral Health: A Conceptual Model" has led to other work being conducted to investigate and reduce oral health disparities and improve care, and "Primary Teeth," the clinical program she started to introduce oral health care into the pediatric practice setting, was recognized with the Academic Pediatric Association's Health Care Delivery Award in 2011. She served on the American Academy of Pediatrics National Section on Oral Health, and is lead author of an upcoming AAP clinical review on this Adolescent Oral Health.

Marjorie Stocks, MPH

Consultant, California Fluoride

Marjorie Stocks, MPH, directed the California Fluoridation Implementation Project, a statewide endeavor funded by a \$15 million award from The California Endowment, through which she assisted over 10 California communities in implementing fluoridation including Sacramento, Los Angeles, Santa Monica, and the Metropolitan Water District of Southern California.

As a Fluoridation Consultant for the California Dental Association Foundation, Ms. Stocks collaborated with local advocates to achieve fluoridation in the City of San Diego and the Santa Clara Valley Water District serving the San Jose area. Currently, Ms. Stocks works with the California Department of Public Health, Office of Oral Health on contract at the University of California San Francisco. Ms. Stocks is an author of the California Fluoridation Manual.

Jennifer Fitzpatrick, BSDH, RDH

Dental Health Program Coordinator, County of Sacramento

Jennifer Fitzpatrick is a Registered Dental Hygienist with 25 years of experience who transitioned from clinical practice to public health 17 years ago. She currently serves as Health Program Coordinator for the Local Oral Health Program in Sacramento County, focusing on prevention, education, and community partnerships. Since 2021, she has led the region's community water fluoridation promotion efforts to advance oral health equity.