



Marjorie Stocks, MPH
Public Education Specialist

California Fluoridation Manual

California Department of Public Health
Office of Oral Health

April 20, 2022

1995 AB 733, the Fluoridation Act

- Requires water systems with 10,000 connections or more to fluoridate if funds are provided from a source other than the rate payers or taxpayers.
- Applies to retail systems but does not apply to wholesale systems.
- Health and Safety Code Section 116409-116415.



California Fluoridation Status

Community Water Systems

CDC

Year 2000

28.7% of population
9.5 million residents

California Ranked 45th in
the Nation.

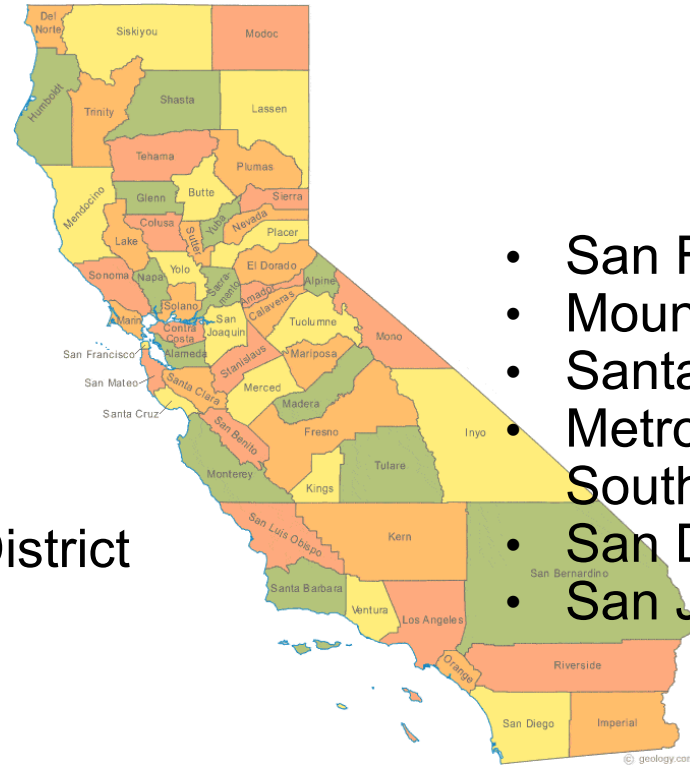
Year 2018

59.3 % of population
22.6 million residents

California Ranked 37th in
the Nation.

California Communities/Systems Fluoridated since 1995

- Los Angeles
- Sacramento
- Santa Maria
- Daly City
- Escondido
- Helix Water District
- Olivenhain
- Sweetwater Authority



- San Francisco PUC expansion
- Mountain View
- Santa Monica
- Metropolitan Water District of Southern California
- San Diego
- San Jose

California Fluoridation Manual

California Oral Health
Technical Assistance Center



UCSF

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What is Community Water Fluoridation?

Community water fluoridation (CWF) is the controlled adjustment of the natural fluoride concentration in community water supplies to the concentration recommended for preventing tooth decay.¹ It is a public health intervention undertaken by a community to bring about lasting improvements in the oral health of its residents. Efforts to add fluoride to drinking water supplies require policy, system and environmental changes such as passing laws, regulations and resolutions, creating infrastructure and training, and making structural changes.

History of Fluoridation in California

San Francisco was one of the first communities in California to fluoridate its water supply. Approval was given by voters in November 1951 (proposition M) and fluoridation started in 1952. By 1992, 117 California water systems were serving 4.85 million residents with fluoridated water.⁶

The California Fluoridation Act of 1995⁷ requires water systems with 10,000 or more service connections to fluoridate their water supply when funding becomes available from a source other than the rate payers or taxpayers.

Section 116410 (a) of the California Health and Safety Code states:

“Each public water system with at least 10,000 service connections and with a natural level of fluorides that is less than the minimum established in the regulations adopted pursuant to this section shall be fluoridated in order to promote the public health of Californians of all ages through the protection and maintenance of dental health, a paramount issue of statewide concern.”

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Strategy		<ul style="list-style-type: none"> • Assess the area's water supply. • Learn the area's fluoridation history. • Develop a steering committee or coalition. • Develop a communication strategy. • Develop a project plan.
Advocacy		<ul style="list-style-type: none"> • Engage volunteers. • Educate the advocates and the community. • Write to decision-makers. • Prepare for a public forum. • Research and identify possible funding agencies.
Policy		<ul style="list-style-type: none"> • Attend a public forum and provide testimony. • Engage with water system executive staff. • Achieve policy in favor of fluoridation.
Fund Raising		Policy has been established and the funding package can be secured.
Develop Contract		A contract to fund and construct the fluoridation system is usually created between the funding agency and the water system.
Construct System		Final design and construction of a fluoridation system require approximately two years if installed at a treatment plant. If there are capital improvement projects to be made or the system contains multiple wells, more time may be required.
Test System & Implement		The fluoridation system must be tested prior to implementation. Testing can require several months to complete. Implementation of fluoridation will occur following notification to health practitioners and the public. The notification requirements are contained in California regulations.

Sample Fluoridation Timeline

Fluoridation Project Timeline												Year 1												Year 2												Year 3 and Beyond											
												J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
Strategy																																															
Assess area's water supply																																															
Learn area's fluoridation history																																															
Develop steering committee or coalition																																															
Develop communications strategy																																															
Develop project plan																																															
Education and Advocacy																																															
Educate the community																																															
Dialogue with decision makers																																															
Prepare for a public forum																																															
Policy making																																															
Attend a public forum																																															
Achieve policy in favor of fluoridation																																															
Fund Raising																																															
Secure funding package																																															
Contract development																																															
Construction 2+ years																																															
Testing and Implementation																																															



I. Strategy

The process of fluoridating your community's water supply begins with a strategy consisting of the following steps:

- **Assessing the region's water supply**
 - Where does the water come from?
 - How much fluoride is in the water?
 - How is the water system governed?
 - What are the capital costs of initiating fluoridation?
- **Learning the area's fluoridation history**
- **Developing a steering committee or coalition**
 - Prepare for the first meeting
- **Developing a communication plan**
 - Develop a problem statement
 - Develop a facts statement/question and answer sheet
 - Identify spokespersons and draft a sample talk
 - Provide training on the media
 - Work with the media
 - Educate community educators
 - Suggested educational opportunities
- **Defining a project plan**
 - Review the planning documents in [Appendix A](#)
 - Meet with your leadership team

Assessing the Region's Water Supply

Start by identifying the geopolitical boundaries of the regional area to be served. There may be one or more water districts within a county or regional area. The California State Water Resources Control Board, Division of Drinking Water (DDW) can be consulted to identify the water districts in your county or areas. DDW divides California into 24 districts, which can be seen with the contact information for each, on the page 7 map.¹²

For your water district, review your water bill to identify the water agency or agencies that supply your drinking water.

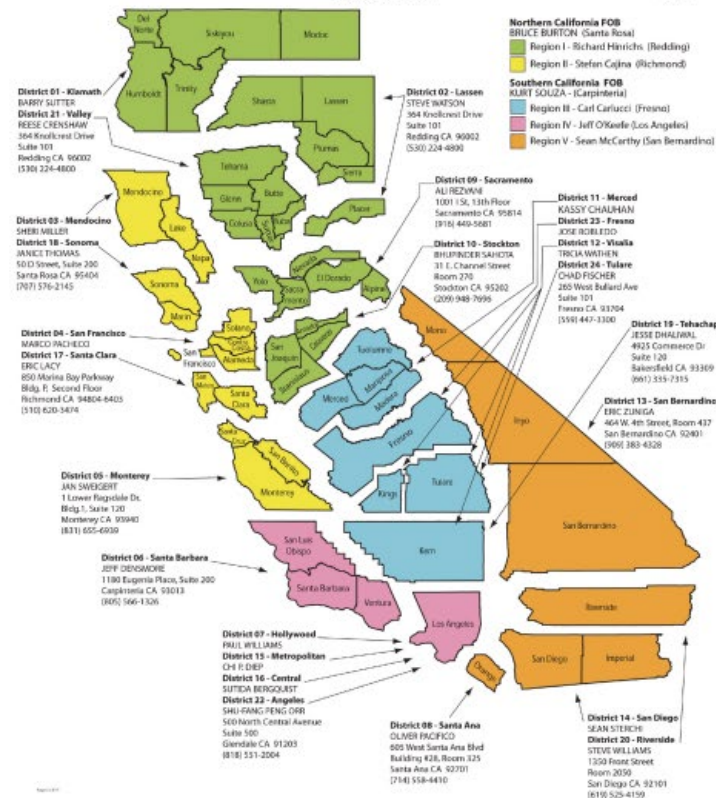


STATE OF CALIFORNIA STATE WATER RESOURCES CONTROL BOARD Division of Drinking Water - District Offices

Headquarters Office
(916) 449-5577
1001 I St, 24th Floor
Sacramento CA 95814



Constance G. Brown, Jr.
Governor



I. Strategy

The process of fluoridating your community's water supply begins with a strategy consisting of the following steps:

- **Assessing the region's water supply**

- Where does the water come from?
- How much fluoride is in the water?
- How is the water system governed?
- What are the capital costs of initiating fluoridation?

- **Learning the area's fluoridation history**

- **Developing a steering committee or coalition**

- Prepare for the first meeting

- **Developing a communication plan**

- Develop a problem statement
- Develop a facts statement/question and answer sheet
- Identify spokespersons and draft a sample talk
- Provide training on the media
- Work with the media
- Educate community educators
- Suggested educational opportunities

- **Defining a project plan**

- Review the planning documents in [Appendix A](#)
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Developing a Steering Committee or Coalition

Your community must own the task of fluoridating the water supply. Broad-based community support is essential to creating local policy in favor of fluoridation. An executive team or steering committee can develop a plan, spearhead advocacy efforts, and monitor results. A steering committee or leadership team can give shape to your coalition, make urgent decisions quickly, and present the community's issues to the media.

To build an effective coalition, consider key influencers in your community. Can you define the leadership structure that would affect a decision on fluoridation? Work with your steering committee to identify the key contacts at state, county, and local agencies and organizations that might support your effort and contribute expertise and leadership. These include the following:

- University of California San Francisco - California Oral Health Technical Assistance Center (COHTAC).¹⁶
- State and local dental¹⁷ and medical¹⁸ societies
- State¹⁹ and local²⁰ health departments
- Chambers of commerce²¹
- School districts²²
- Water agencies²³
- Children's organizations²⁴
- Senior citizen groups²⁵
- Neighborhood associations
- Labor unions
- Faith-based organizations
- Other relevant community-based organizations
- Funding agencies
- Parent organizations

The California Dental Association (CDA) has played an important historical role in promoting fluoridation and continues its leadership role. The CDA should be contacted²⁶ whenever the local community becomes interested in water fluoridation in California in order to initiate or maintain fluoridation. To reach CDA, contact the local dental society office. The CDA website provides a search tool to obtain local dental society contact information.²⁷

In addition, identify individuals not associated with organizations, such as dentists and dental hygienists and other health care professionals including nurses, physicians, and the like. From these key contacts, choose those who demonstrate strong interest and advocacy experience for your steering committee or coalition.



TIP Consider beginning your search with the dental community. Dentists understand the dental needs and the need to collaborate with other health care providers, business elements, and organizations that serve children, families, and seniors.

Steering Committee/Coalition Activity	Who is Responsible	Start	Finish
<p>Research and Identify possible funding agencies.</p> <p>Working with your steering committee and/or coalition, research possible sources of funding. Consider the following:</p> <ul style="list-style-type: none"> Foundations State public health department First 5 organizations at the county level A combination of public and private sources. The public water system 			
<p>Educate the community.</p> <ul style="list-style-type: none"> Provide materials for organizations to distribute to their membership. Offer a presentation at a parent or senior group. Provide social media messages for coalition members and organizations to share. Participate in health fairs. 			
<p>Engage the media if appropriate.</p> <ul style="list-style-type: none"> Your expert spokesperson is trained and available. Demonstrate the need for fluoridation: Create an opportunity for a media interview at a children's dental clinic. 			
<p>Prepare for a public forum if needed.</p> <ul style="list-style-type: none"> Provide scripts for speakers. Role play to answer tough questions. Review the staff report. 			
<p>Policy is created.</p> <ul style="list-style-type: none"> Attend the public meeting if appropriate. Provide testimony if needed. Thank the decision makers. 			
<p>Confirm the funding package.</p> <ul style="list-style-type: none"> Identify the capital funding. Develop agreement with water system if needed. Monitor contract development if needed. 			
<p>Fluoridation Implementation:</p> <ul style="list-style-type: none"> Follow fluoridation construction and implementation schedule. Continue to monitor progress or any rollback attempts. 			
<p>Celebrate success</p> <ul style="list-style-type: none"> Thank coalition members, stakeholders and decision makers. Acknowledge policy makers for their action. Provide certificates for coalition members. 			

Fluoridation Strategy Checklist

This checklist can help you ensure that you have completed all the necessary steps in your initiative. Check off items as you complete them.

Assess the region's water supply

- ☐ List the relevant water sources.
- ☐ How are the water systems governed?
- ☐ Identify communities or unincorporated areas served.
- ☐ Does the water supply consist of surface water treatment plants, wells, or both?
- ☐ What is the naturally occurring fluoride level in the water supply?

Learn the area's fluoridation history

- ☐ Review the community's history of the fluoridation issue.
- ☐ Is this an effort to initiate, maintain or reinstate fluoridation?
- ☐ Locate press articles that have been written on fluoridation.
- ☐ Research relevant items before the California Public Utilities Commission (CPUC).
- ☐ Contact key members of the earlier initiative and learn from their experiences.
- ☐ Identify prior city council or water board decisions in favor of or opposed to fluoridation.
- ☐ Review past fluoridation efforts in the state.
- ☐ Identify earlier litigation concerning fluoridation.

Develop a steering committee or coalition

- ☐ For support, contact UCSF COHTAC (California Oral Health Technical Assistance Center).
- ☐ Learn the community's leadership structure.
- ☐ Choose your leadership or executive committee.
- ☐ Appoint a steering committee chairperson.

Fluoridation Strategy Checklist

This checklist can help you ensure that you have completed all the necessary steps in your initiative. Check off items as you complete them.

Choose your coalition members from the following list. Be sure your coalition is composed of a variety of professionals to assist with the scientific components of the issues.

- ☐ Relevant medical and dental societies
- ☐ Dental hygiene and dental assisting groups
- ☐ School districts
- ☐ Universities
- ☐ Senior organizations
- ☐ Chambers of Commerce
- ☐ Labor unions and employer groups
- ☐ Relevant community organizations
- ☐ Children's Groups
- ☐ Faith based groups
- ☐ Neighborhood organizations
- ☐ Ethnic advocacy groups
- ☐ Community Health Workers/Promotores
- ☐ Children Now
- ☐ First 5 (County)
- ☐ CPEHN (California Pan-Ethnic Health Network)
- ☐ County/Clinic dental director
- ☐ Public health officer
- ☐ Water engineer or operator
- ☐ Public Health nurse
- ☐ Attorney
- ☐ Parent-teacher organization members
- ☐ Pharmacist
- ☐ Biochemist
- ☐ Marketing professional
- ☐ Parents of special needs children

Use the following list to identify a contact person in county, state, and national organizations who can provide support and expertise.

- ☐ Dental, dental hygiene, and dental assisting schools
- ☐ State and county health departments
- ☐ State and county nursing organizations
- ☐ American Association of Public Health Dentistry
- ☐ Association of State and Territorial Dental Directors
- ☐ American Academy of Pediatrics
- ☐ Medical and Dental Associations and Societies



II. Education and Advocacy

The plan developed in Section I indicates who is likely to support or oppose fluoridation. Once the plan has been finalized, education and advocacy efforts can begin. Before beginning, it is important to note the key differences between education, advocacy and lobbying.

Education: Education is the foundation of your plan and includes creating written materials, websites or social media explaining the safety and benefits of fluoridation.

Advocacy and Lobbying: Advocating for fluoridation requires the joint efforts of a core group of individuals and organizations working toward the common goal of enacting this local health policy.

The National Association of County and City Health Officials (NACCHO) provides useful definitions of Advocacy and Lobbying⁴². (see next page)

II. EDUCATION AND ADVOCACY

What is Advocacy?

Advocacy is the “promotion of an idea that is directed at changing a policy, position, or program at an institution.” (IRS, 2016)

Advocacy is a strategy that aims to draw attention to or educate a policymaker on a particular issue. Health advocacy includes educating policymakers and the public about evidence-based policy. Advocacy can often be non-partisan and based in research and analysis.

Effective advocacy can do the following:

- Build relationships with policymakers.
- Educate and influence a policymaker or lawmaker’s decision.
- Alter existing policies, laws, and budgets.
- Encourage the creation of new programs.

What is Lobbying?

Lobbying is the attempt to influence a legislative body through communication with a member or employee of the legislative body or with a government official who participates in constructing legislation. Lobbying can include written or oral communication for or against specific legislation. Rules about lobbying vary according to local jurisdictions. Check the rules in your local health department.

The National Conference of State Legislatures lists state definitions of lobbying and lobbyist.⁴³



TIP It is best to check with your administrator before implementing your education and advocacy plan. Lobbying by local and state government employees is generally prohibited. See Fluoridation Education and Advocacy Checklist in [Appendix B](#).

Educating the Community

Important: Your advocacy team must always include at least one scientific expert, preferably a dentist, physician, or professor of dentistry, medicine, or public health. Seek guidance from the California Oral Health Technical Assistance Center to identify an expert. These experts play a vital role in communicating the science of fluoridation. They are uniquely qualified to quickly dispel misconceptions about fluoride based on misinformation.

Local leaders and decision-makers have authority over the water system. Meet with each decision-maker individually so you can ask each other questions. Focus the meeting on the need for fluoridation.

Support your position with local data, the safety and benefits of fluoridation, and initial cost projections, if available, for implementing and maintaining the water system. Cost projections, however, are difficult to obtain without the input of a professional engineer.

If a scientist is not available to attend the meeting, offer to provide access to a science advisor to answer decision-makers' questions at the earliest opportunity. It is essential to counter misinformation promptly when dialoguing with city council members, the water system's board of directors, and the media.

Residents

Prepare handouts, press releases, a media kit, and any other type of media likely to be read. Identify existing educational networks in your community. Make your fluoridation information available to them. Local health organizations integrate information describing the safety and benefits of fluoridation into their messaging as one element of oral health management. The most effective educators are practitioners who can discuss oral health with patients in their own language. Relevant practitioners include dentists, dental hygienists, pediatricians, nurses, community health workers, family resource center staff⁴⁵ and promotores.

Consumers need to be able to approach their health care providers with questions. A one-on-one conversation with a trusted health provider is often the most successful means of informing consumers about fluoridation. See [Appendix A](#) for a sample script that walks health care providers through discussing fluoridation with patients.

Educate Community Educators

Ensure that your community of dentists and pediatricians from the private and public sectors are informed about your educational efforts and are comfortable with the topic of fluoridation. Dentists, dental hygienists, and pediatricians are trusted professionals, well positioned to provide education on fluoridation. They also address questions patients raise about fluoridation. Community health workers and promotores³⁹ also engage with families about oral health. Provide these valuable contacts with addresses of informative websites and access to resources such as the ADA's Fluoridation Facts⁴⁰. Offer lectures or workshops for interested professionals.

Obtaining Letters of Support for Decision-makers

As part of your advocacy effort, you must document, for the public record, the support you have obtained for fluoridation in the community. When seeking support from an organization or individual, request that they send you a letter of support, written on their letterhead, addressed to the governing body of the water system. Provide a template or sample letters.

Appendix A includes samples of the kinds of letters that might further your cause. Such letters and oral testimony can come from school nurses, surgery center staff, parents, dental patients or their parents, social workers, and family members. The letters should focus on personal experiences that tell stories about the impact of poor dental health on, for example, education, self-esteem, employment, health, and speech.

Request the opportunity to review the letter of support before it is sent. Most likely, a letter of support for fluoridation will require agency or board approval, so be sure to allow enough time to receive the letters. Ask an executive team member to review the letter. After the review, ask the writer to send the approved letter directly to the governing body of the system, that is, the mayor and council members or the board of directors. Contact the city clerk for specific directions.

Such letters alone will not ensure the success of your initiative, but they will document the fact that you have secured support for fluoridation in your community.

Researching and Identifying Possible Funding Agencies

See Section V Capital Funding

Preparing for a Public Forum

Complete the following preparations before participating in a public forum.

- Offer to train steering committee and collaborative members on how to speak with media and handle media inquiries.
- Prepare speakers to respond effectively to opposing arguments based on misinformation posed by individuals or the media.
- Encourage speakers to practice answering the 3-4 toughest questions they might anticipate, avoiding using defensive language (for example, "It is not true that . . .").
- Provide sample scripts to those who will testify before a public body. These could be adapted from the sample talk that your coalition has created for its spokespersons.
- Check in with the board secretary or city clerk to acquaint yourself with how the council or board of directors works.
- Find out how much time each speaker will have.
- Plan what each speaker will address to avoid repeating the same points.
- If it is available, review the staff report. This report is usually prepared by a city manager at the request of a city council or by a general manager at the request of a board of directors. The staff report might include a recommendation for or against fluoridation.

Letter from a School Nurse

I have worked as a Registered Nurse in (location) for eight years and have been a Public Health Nurse working with very low-income school-age children for six of those years. I have seen lots of injuries and illnesses over the years. Tooth decay is a health issue that can easily be prevented in children with fluoride. However, most of the city does not have fluoridated water and many children suffer.

While I worked at a school site one day, Rita (not her real name) came into the school office crying and holding her left cheek. When I asked Rita what happened, I expected her to say she was hit with a ball on the playground. Instead, Rita said she had a toothache. She had been up all night because of the pain and now her head was throbbing. She couldn't stand the pain anymore. I called Rita's parents and had them pick her up from school. She had trouble paying attention in class because of the pain. If she stayed in class, her crying would have distracted other students. I asked Rita's parents to take her to the dentist as soon as possible.

As soon as possible turned out to be several days later. Rita missed a total of five days of school because the dentist could not treat Rita right away and she missed one day for the procedure and one day after to recover. Rita lost valuable classroom learning time because of her toothache. She was also embarrassed and ashamed for having "rotten teeth."

Water fluoridation could have helped prevent Rita's pain and suffering and keep her in school. It also could have saved money because one of her parents couldn't work while caring for Rita. It also would have been more cost effective than Rita's dental procedure. Rita is just one child, out of thousands in this area, who could benefit from water fluoridation, regardless of income level or access to dental care.

Sincerely,
{Name Withheld}



The First 5 years.
Make them count.

January 26, 2016

The Honorable Barbara Keegan
Chair, Santa Clara Valley Water District
5750 Almaden Expressway
San Jose, CA 95118-3686

Dear Chair Keegan:

On behalf of FIRST 5 Santa Clara County, I am writing to express our continued support for community water fluoridation. Tonight's approval of the Fluoridation Construction Contract is an important milestone in realizing the policy the Board adopted on November 15, 2011 to fluoridate the District's three water treatment plants. We thank the Board for its leadership to fluoridate the District's water treatment facilities.

Tooth decay is the most common chronic disease found in young children, and one effective method to prevent tooth decay in children is fluoridation. In Santa Clara County, roughly 50 percent of low-income children have a history of cavities before they enter Kindergarten. Oral health diseases can affect children's growth, speech development, nutritional intake, and overall quality of life. As a leading provider of programs and services for children prenatal through age 5 in Santa Clara County, FIRST 5 is committed to ensuring that children are born healthy and stay healthy. Our Health & Wellness Initiative takes a multi-pronged approach to prevent oral health diseases and ensure optimal oral health for our youngest children. This is why FIRST 5 Santa Clara County has committed over \$1 million to the implementation of fluoridation at the District's water treatment plants, along with The Health Trust and the California Dental Association. Some children in our County have enjoyed the benefits of fluoridated water for decades. We are committed to health equity and believe that all children in Santa Clara County should have access to the same health benefits.

We are proud to stand as a funder and supporter of community water fluoridation and oral health disease prevention. Thank you again for your actions to ensure that children in Santa Clara County experience optimal oral health.

Sincerely,

Jolene Smith, Chief Executive Officer



III. Policy Making

Local policy to fluoridate is decided by the water system's governing body, usually a board of directors or city council. These entities prefer public hearings, which they often require before developing policy. At the hearings, scientific experts and community groups present information in support of fluoridation. The local opponents to fluoridation also present their arguments.



Attending a Public Forum— Municipal System

Advocates will be called upon to convey the story of oral health in the community. Practitioners offer personal observations of their patients' need for fluoridation, that is, the state of tooth decay and the cost of treatment. Costs often include treatment for young children under general anesthesia at a local hospital. These costs could be reduced by implementing fluoridation.⁴⁶

Ask a school nurse to describe the case of a child with tooth decay, including learning challenges and time lost from work for the family to seek care. Here is an example:

Decision making: When to move forward

Determining readiness to fluoridate in a community is a complex task. Following the steps in this manual will help define a potential path to fluoridation. In addition to assessing resources in your community, seek help from COHTAC and national fluoridation experts, experienced in developing and maintaining fluoridation. Ultimately, your community members are the most knowledgeable about the available resources and timing of your education and advocacy campaign.

First Policy, Then Funding

Achieving fluoridation requires a policy to fluoridate as well as adequate funding to implement the policy. It is sometimes advisable to separate the science of fluoridation from the funding challenges. The science of fluoridation supports a favorable policy. After a policy to fluoridate is established, the science of fluoridation need not be discussed further.

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How to use this manual

This manual describes the following:

- the process of obtaining fluoridation for communities in the State of California
- the governing processes involved in choosing fluoridation
- and provides information on making the case for fluoridation in your community

Progressing through the manual, section by section, guides you through the steps of advocating for fluoridation from beginning to result. See the diagram in [Appendix A](#) for an overview of this process.

California Fluoridation Manual

California Oral Health
Technical Assistance Center



25 IV. Preventing or Reversing a Rollback

25 How a Rollback Starts

25 Investigate the Reason for the Proposed Rollback

26 Form a Coalition to Respond

26 Why it is Important to Respond Now

It is crucial to act quickly.

Investigate the Reason for the Proposed Rollback

If the attempt to roll back is within the purview of the governing body, find out the following:

- Why was the cessation of fluoridation proposed?
- Who initiated and who supported the cessation of fluoridation?
- Was the measure an attempt to save costs?
- Were equipment problems or operating costs a factor?

25 IV. Preventing or Reversing a Rollback

25 How a Rollback Starts

25 Investigate the Reason for the Proposed Rollback

26 Form a Coalition to Respond

26 Why it is Important to Respond Now

Form a Coalition to Respond

Reach out to community agencies. See the list of agencies in Section I under Developing a Steering Committee or Coalition, to identify community agencies quickly. See also Developing a Communication Strategy in the same section. Steps for recruiting volunteers can be found in the Fluoridation Strategy Checklist in Appendix B.

In Appendix A, see an example of talking points you can develop to assist you in overturning or preventing the rollback. Appendix A also includes sample letters to decision-makers in support of restoring fluoridation.

25 IV. Preventing or Reversing a Rollback

25 How a Rollback Starts

25 Investigate the Reason for the Proposed Rollback

26 Form a Coalition to Respond

26 Why it is Important to Respond Now

Why it is Important to Respond Now

The sooner advocates respond to a rollback attempt, the easier it will be to succeed.

Advocating in support of fluoridation before it has stopped is easier than advocating to place it back in the operating budget. Also, equipment problems can arise if the equipment is idle for too long.

Unfortunately, responding to a rollback might require as many resources as an initial fluoridation undertaking. Responding quickly and effectively to the rollback can help you avoid this expensive path.

Further reading on Preventing a Rollback can be found at <https://fluoridationtoolkit.org/toolkit/is-cwf-threatened-in-your-community> (Accessed on November 11, 2020) and [Fluoridation Policy Making Checklist in Appendix B](#)

<u>27</u>	V. Capital Funding
<u>27</u>	Who Funds Fluoridation?
<u>27</u>	Educate Prospective Funders by Networking

Who Funds Fluoridation?

Historically, California fluoridation systems have been supported with funding from the following:

- Foundations
- First 5 organizations at the county level⁴⁹
- The public water system
- State public health departments
- A combination of public and private sources

27 V. Capital Funding

27 Who Funds Fluoridation?

27 Educate Prospective Funders by Networking

Educate Prospective Funders by Networking

Raising capital dollars is like advocating for fluoridation. You must educate prospective funders about the status of oral health in your community and the need for fluoridation. To do so, network with key influential sources within the prospective funder organization. Networking has been shown to be much more effective than simply submitting a grant application, which is usually insufficient. Begin your first discussion with a potential funder by emphasizing the state of oral health in the community. Provide a compelling story. Support your position with testimony, keeping in mind that fluoridation is a response to an unmet community need.

Inquire about the strategic planning process and funding cycle of each organization researched.

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VI. Communicating with Operators

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Successful Efforts at Initiating or Maintaining Fluoridation

- Ask if any staff would like a presentation describing the safety and benefits of fluoridation. Refer them to the CDC's online training, Fluoridation Learning Online.⁵¹
- Help them feel like members of the health care team.⁵²
- Tour your local water plant.
- Express interest in the process and their work.
- Thank them for providing safe drinking water to their residents.
- Thank them for providing fluoride to help prevent cavities and improving the overall health of children in the community.
- If you are a health practitioner, consider sharing the story of a patient that illustrates the importance of disease prevention.
- Let them know the impact they are having.

Appendix A: Sample Documents

- A2** Overview of the Process of Fluoridating Your Community Water Supply
- A4** Sample Project Plan
- A8** Sample Fluoridation Timeline
- A10** What Health Care Providers Can Tell Patients
- A12** Fluoridation Information to Help Answer Customer Questions
- A13** A Resource for Water Utilities
- A14** Sample Talking Points
- A15** Letter from a School Nurse
- A16** Letter from CA Department of Public Health in support of fluoridation of San Jose
- A17** Letter from First 5 CEO to Chair, Santa Clara Valley Water District, in support of initiation of fluoridation.
- A18** Letter from a dentist to Mayor of Santa Maria opposing a rollback
- A19** Letter from President of the Hispanic Dental Association to Mayor of Santa Maria urging resumption of fluoridation

What Health Care Providers Can Tell Patients – a suggested script

The 5 As (similar to tobacco cessation counseling)

1. Ask

"Do you live in a fluoridated part of the County?" "If you don't know, we can look that up."

Based on the response, provide advice, followed by assessing their use of fluoridated water and their willingness to support community efforts to maintain or initiate fluoridation.

If YES, do you drink tap water or cook with it?

2. Advise

You should drink fluoridated tap water and cook with it to help reduce the risk for tooth decay (cavities) for you and your family.

3. Assess

- If you already do, then congratulations – that will help to reduce the number of new cavities you get.
- If you don't, then, for the health of your teeth
- Refill your water bottle with tap water; it's also better for the environment
- Ask for tap water when eating out

If NO, do you drink tap water or cook with it?

Because you don't have fluoridated water, we should consider having your children reduce their high risk for cavities by prescribing fluoride supplements.

- Would you be willing to support our effort to have our water fluoridated?
- If yes, would you be interested in helping our County Oral Health Access Coalition?
- If no – here is some information on fluoride's safety and benefits.

4. Assist all patients

- Provide access to good information resources on fluoridation.
- Advise your patients to reduce their risk for tooth decay
- By brushing twice a day with fluoridated toothpaste
- By reducing frequency of sugar consumption
- By receiving fluoride varnish for those at high risk for caries

5. Arrange for all patients

- To provide answers to questions
- Follow up at future visits

For patients who are opposed to fluoridation and don't want to use fluoride:

- Advise them to severely restrict their sugar frequency, as if they are "allergic to sugar."
- Recommend increasing the frequency of dental checkups and caries risk assessments.
- Answer their questions politely—no need to be argumentative.
- Say that you've reviewed the evidence and you're convinced of fluoridation's safety and benefits.

Keep it simple!

"I'm so glad we have fluoridation", or "you would probably have some cavities", or "more cavities and the decay would be more extensive".

"I wish we had fluoridation that would probably have reduced your number of cavities and the decay would be less extensive."

"It's great for kids and adults as well."

"I'm convinced of fluoridation's safety based on the research I've seen."

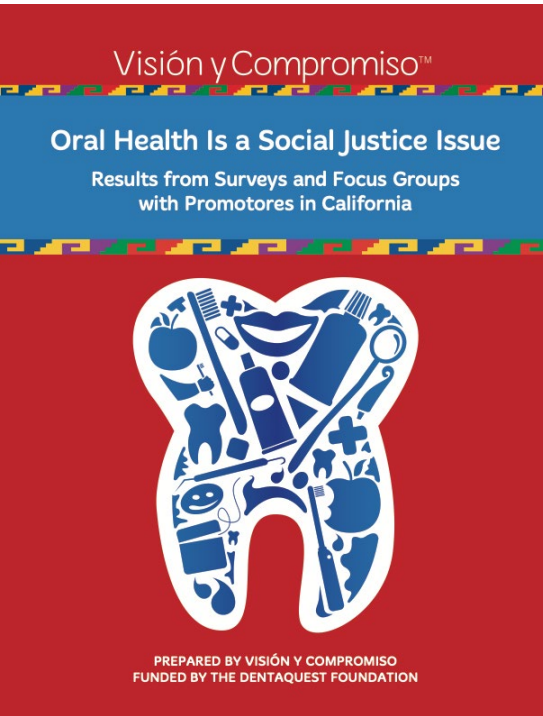
"Fluoridation's safety and benefits are backed by more than 75 years of experience in the USA, 65 years in San Francisco, 45 years of experience in Marin and the East Bay."

"There's overwhelming consensus on its benefits and safety and it has saved so much money – \$ billions"

Appendix B: Fluoridation Checklists

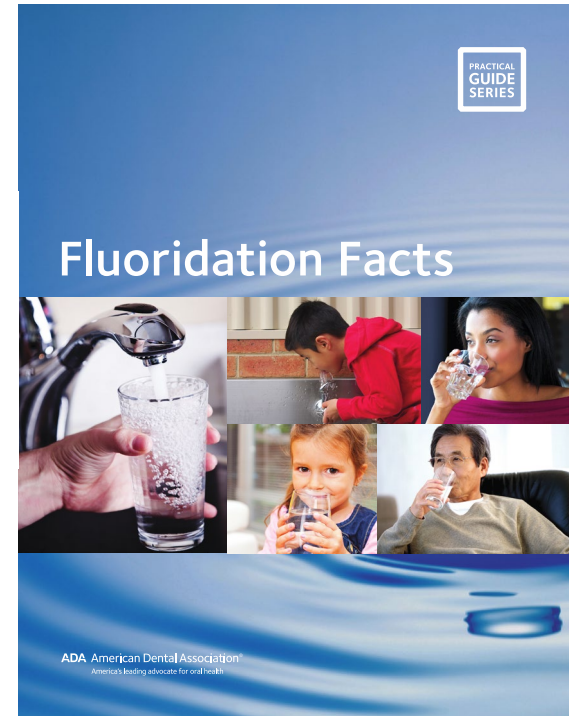
- B2** Fluoridation Strategy Checklist
- B3** Fluoridation Education and Advocacy Checklist
- B4** Fluoridation Policy Making Checklist
- B4** Fluoridation Rollback Checklist
- B5** Fluoridation Management and Additional Resources

58 References



39 ORAL HEALTH IS A SOCIAL JUSTICE ISSUE Results from Surveys and Focus Groups with Promotores in California. ©2016 by Visión y Compromiso. Available at https://visionycompromiso.org/wp_new/wp-content/uploads/2016/08/oral_health_final.pdf (Accessed October 16, 2021).

40 ADA, Fluoridation Facts (2018), https://legacy.ada.org/~media/ADA/Files/Fluoridation_Facts.pdf?la=en (Accessed December 10, 2021).



Successful Efforts at Initiating or Maintaining Fluoridation

After fluoridation has been implemented or a challenge has been overcome, thank the decision-makers and those involved in the process. Periodically remind the public of the benefits of fluoridation.

Celebrate success

- Thank coalition members, stakeholders and decision makers.
- Acknowledge policy makers for their action.
- Provide certificates for coalition members.



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Clinical Professor

California Fluoridation Manual

California Department of Public Health
Office of Oral Health

April 20, 2022

Prop 56 Workplan and the California Fluoridation Manual

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Prop 56 Workplan Objectives 2022-2027

<p>☒ 2.4: Conduct training for community members/partners/stakeholders who desire to learn about the safety, benefits and cost effectiveness of community water fluoridation and its role in preventing dental disease.</p>	<p>2.4(A): Training agenda 2.4(B): Training materials 2.4(C): Number of community trainees for community water fluoridation trainings 2.4.a(A): Number of engineers/ operators trained 2.a(B): List of trainees and trainings 2.4.b(A): Marketing materials 2.4.b(B): Number of public awareness campaigns 2.4.c(A): Webpage URL 2.4.d(A): Evaluation report 2.4.d(B): Assurances for successful referral 2.4.e(A): School dental program success stories 2.4.e(B): Dissemination plan</p>	<p>07/01/22-06/30/27</p>
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First Steps – Seek to Understand

Need to Know	Helpful Resources
Benefits, role in preventing disease	<ul style="list-style-type: none">• ADA – Fluoridation Facts (pages 1 – 20)• CDC website on fluoridation
Safety	<ul style="list-style-type: none">• ADA - Fluoridation Facts (pages 37 – 68)• CDC website on fluoridation
Cost effectiveness	<ul style="list-style-type: none">• ADA - Fluoridation Facts (pages 106 – 109)• CDC website on fluoridation
Learn about your water system <ul style="list-style-type: none">• Where does water come from?• Is it fluoridated?• How is the water system governed?	<ul style="list-style-type: none">• California Fluoridation Manual (page 6)• Check out your water company website• Call for information to understand current system

Build Training Partners

The California Fluoridation Manual recommends always working with community partners.

This can be applied to training and education about fluoride and community water fluoridation

Local partners might include:

- First 5
- Dental Professionals – Registered Dental Hygienists and/or local dentists
- Medical Society or local doctors, especially pediatricians
- Nurses or school nurses
- Elected officials



2.4.a(A): Number of engineers/ operators trained

California Fluoridation Manual

Page 29: Communicating with Operators

Two step process

- Plan a tour to thank the operators for their help in providing safe water and their help in preventing cavities
- All operators need to complete on-going training. Provide information about CDC's on-line training,. CEUs not available yet
 - <https://www.cdc.gov/fluoridation/engineering/training.htm>

2.4.b(A): Marketing materials

2.4.b(B): Number of public awareness campaigns

Lots of useful fluoride materials for public awareness campaigns



I Like My Teeth

- <https://ilikemyteeth.org>

Early Childhood Learning & Knowledge Center

- [I Like My Teeth Fluoride Posters | ECLKC \(hhs.gov\)](#)

DentaQuest – Fluoridation Toolkit

- <https://fluoridationtoolkit.org>

California Fluoridation Manual

Page B5 – Additional Resources



Thank You and Let's Collaborate

- Reach out to other LOHPs and let's learn from everyone's successes and challenges
- Laura McEwen - lmcewen@co.humboldt.ca.us



School Dental Program

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The 3 Buckets of Prevention

Fluoride Varnish
in Primary Care
Settings

CalAIM Caries
Risk Assessment
Bundle for 0-6
year old Children

Traditional Clinical
Prevention



Innovative Clinical
Prevention



Community-Wide
Prevention



Health Care

Public Health



Community
Water
Fluoridation

Toothbrushing in
Early Care &
Education
Programs

Rethink Your
Drink Campaign

Oral Health
Literacy