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Community Water Fluoridation

Getting Started

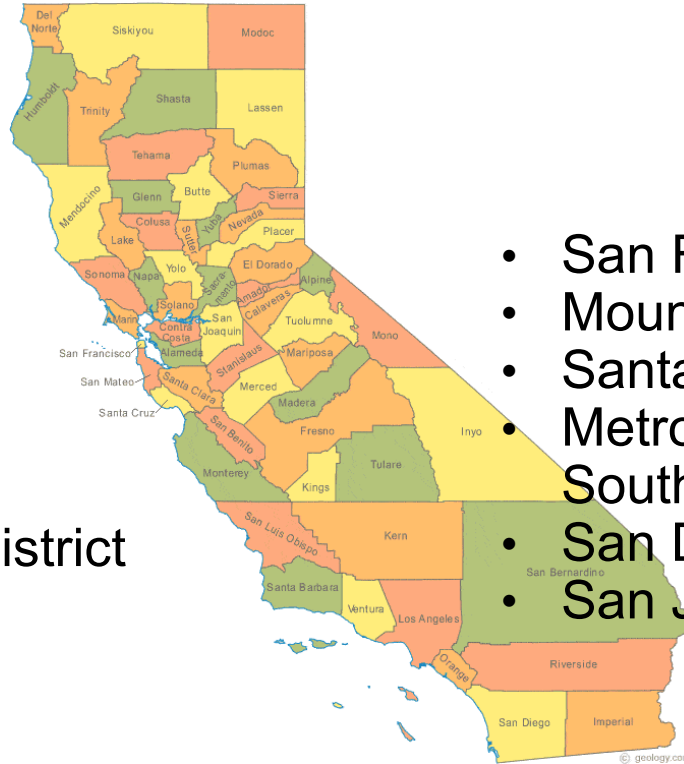
1995 AB 733, the Fluoridation Act

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



California Communities Fluoridated since 1995

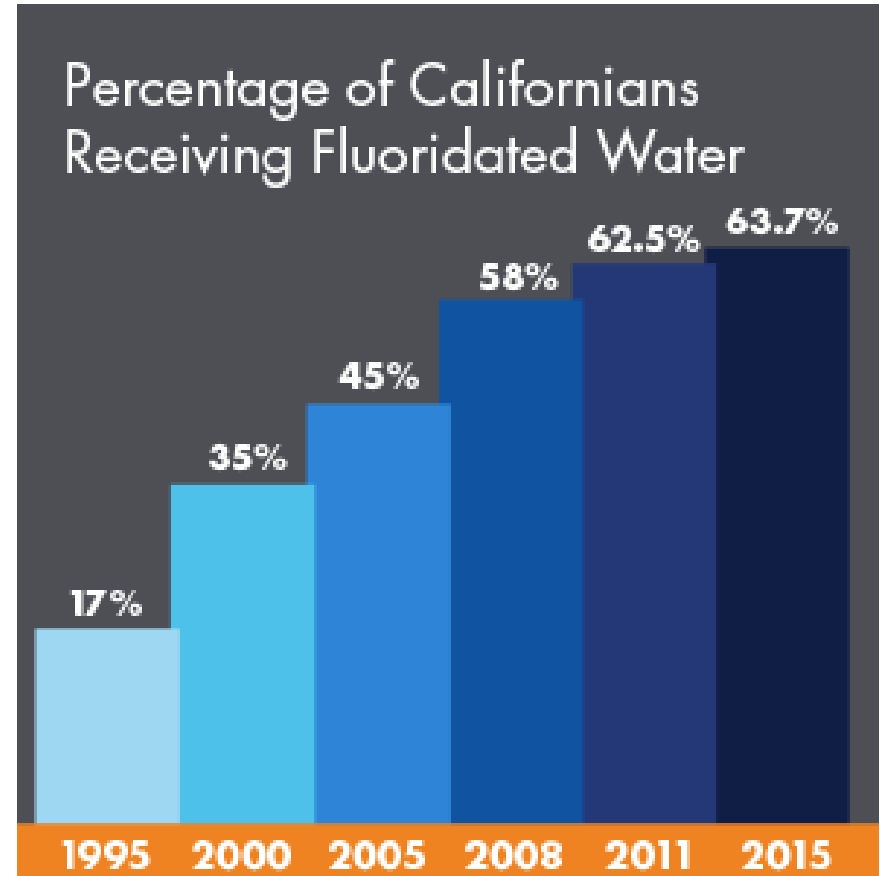
- Los Angeles
- Sacramento
- Santa Maria
- Daly City
- Escondido
- Helix Water District
- Olivenhain
- Sweetwater Authority



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

California Fluoridation Status

- Today, 24 million residents, 63.7 percent of the state's population receive the benefits of fluoride, an increase of 47 percent since the 1990s.



Community Action to Achieve Optimal Fluoridation



Develop a Strategic Plan:



Assess the Water Delivery System:

- What are the water delivery systems that serve your community?
- Are the systems municipal or private, that is, investor owned?
- If municipal, what is the governance?
- Investor owned will have executive staff.

Develop a Strategic Plan:



Assess the Water Delivery System:

- How many residents are served?
- Will impact perceived cost.
- What is the current level of fluoride?
 - ✓ Refer to the Water Quality Report online.

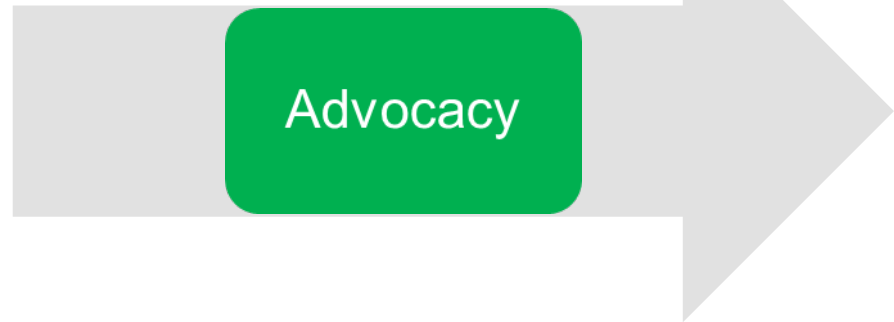
Develop a Strategic Plan:



Create an initial communication strategy:

- What is your message? Is there a personal story to convey?
- What are the rates of dental disease in your community?
 - ✓ Local data are helpful.
- What are the major media sources in your community? Be familiar with the press and social media.

Coalition Building

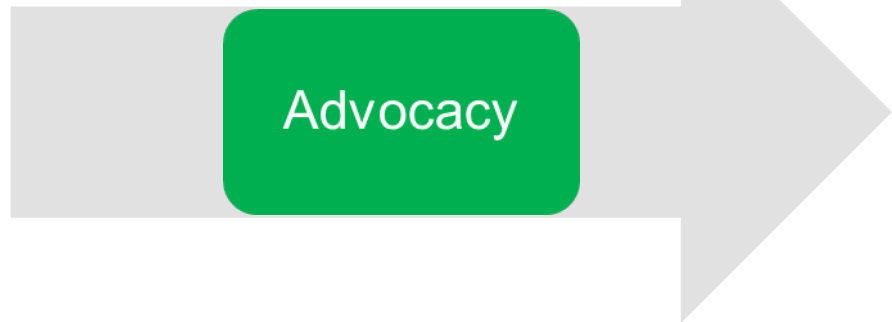


- Who would lead your coalition?
- Who are likely members?
- Who are allies in your community ?
- *Look outside of public health!*
- Seek a champion on the governing board or city council.
- Network to build your coalition.

Coalition Building

Consider:

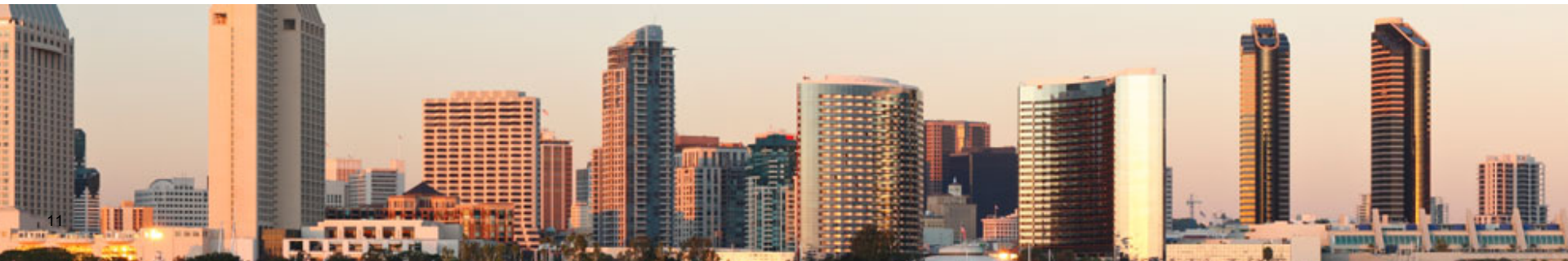
- School nurse
- Dentists in private practice
- Community based organizations
- Faith based groups
- Banking institutions
- Chamber of commerce
- Business groups
- Hospitals
- Universities, academic institutions
- Pediatricians
- Interested parents
- Senior organizations
- Medical and Dental organizations
- Labor Unions



San Diego Steering Committee

Advocacy

- Co-Chairs: Two retired state senators
- Healthcare institutions (VP level & above)
- Academic institutions
- Business leaders (banking, local industries)
- Represent entire community
- Coalition - over 100 endorsements



San Jose Steering Committee



Advocacy

- Formed Executive Team:
 - ✓ CEO of The Health Trust
 - ✓ Santa Clara County Health Officer
 - ✓ California Dental Association Foundation
- Developed community support:
 - ✓ People Acting in Community Together
 - ✓ Silicon Valley Leadership Group



San Jose



Advocacy

Silicon Valley Leadership Group:

- Public policy business trade organization
- More than 390 Silicon Valley employers
- Issues: energy, transportation, education, housing, health care, tax policies, economic vitality and the environment
- Provides nearly one of every three private sector jobs in Silicon Valley.



Educating community leaders and elected officials



Advocacy

- Lead with local oral health data as a problem statement.
- What is community water fluoridation?
 - ✓ How effective is it?
 - ✓ How does it work?
- Build relationships by responding to questions.
- Will need a scientific expert to respond to misinformation.

Educating Your Constituency



Advocacy

- Dialogue with individuals and small groups.
- Present local oral health data.
 - ✓ Make it personal and tell a story!
- Reach out to:
 - ✓ Community leaders, stakeholders — anyone of influence
 - ✓ County, city, and state representatives
 - ✓ Dental, medical, faith, and business groups
 - ✓ Water systems when appropriate

Public Hearings

Water system board or city council



Policy
Making

- Coalition members attend public hearings.
- Provide scientific testimony before a city council or water board.
- Respond to misinformation about fluoridation.

Public Hearings

Water system board or city council



Policy
Making

- Will need a cost rough estimate. Who will pay for this?
- Will you seek a policy in favor of fluoridation before you have the funding?
- Look for cost saving with ongoing capital improvements in the system.
- Construction projects can be multi-year.
- Ongoing costs need to be placed in the operating budget.

Rollback attempts

Often initiated by those opposed to fluoridation:

- Can occur in a community that has been fluoridated for many years.
- Signatures may be gathered for a ballot measure to stop fluoridation.
- A request may be made to a city council or water system board of directors to cease fluoridation.
- City government may cease fluoridation as a cost saving measure.

Role of Local Health Jurisdictions

- Reach out beyond public health to determine interest in fluoridation!
- Work with CBO's interested in oral health and/or children's issues.
- Provide education about the benefits of fluoridation to residents.
- Support efforts of others in your community:
 - ✓ Write letters of support to oppose a rollback attempt.
 - ✓ Provide public testimony to illustrate the state of oral health in your community and the need for fluoridation.

A vertical image on the left side of the slide shows water being poured from above, creating a splash and many bubbles as it enters a pool of water. The water is clear and blue.

CDA Model to Fluoridate Communities

Journal California Dental Association 2012 Aug; 40(8) 648 -655.
<http://www.ncbi.nlm.nih.gov/pubmed/22953523>

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