

Community Water Fluoridation Wins and Losses

Lessons Learned from the PEW Children's Dental Campaign

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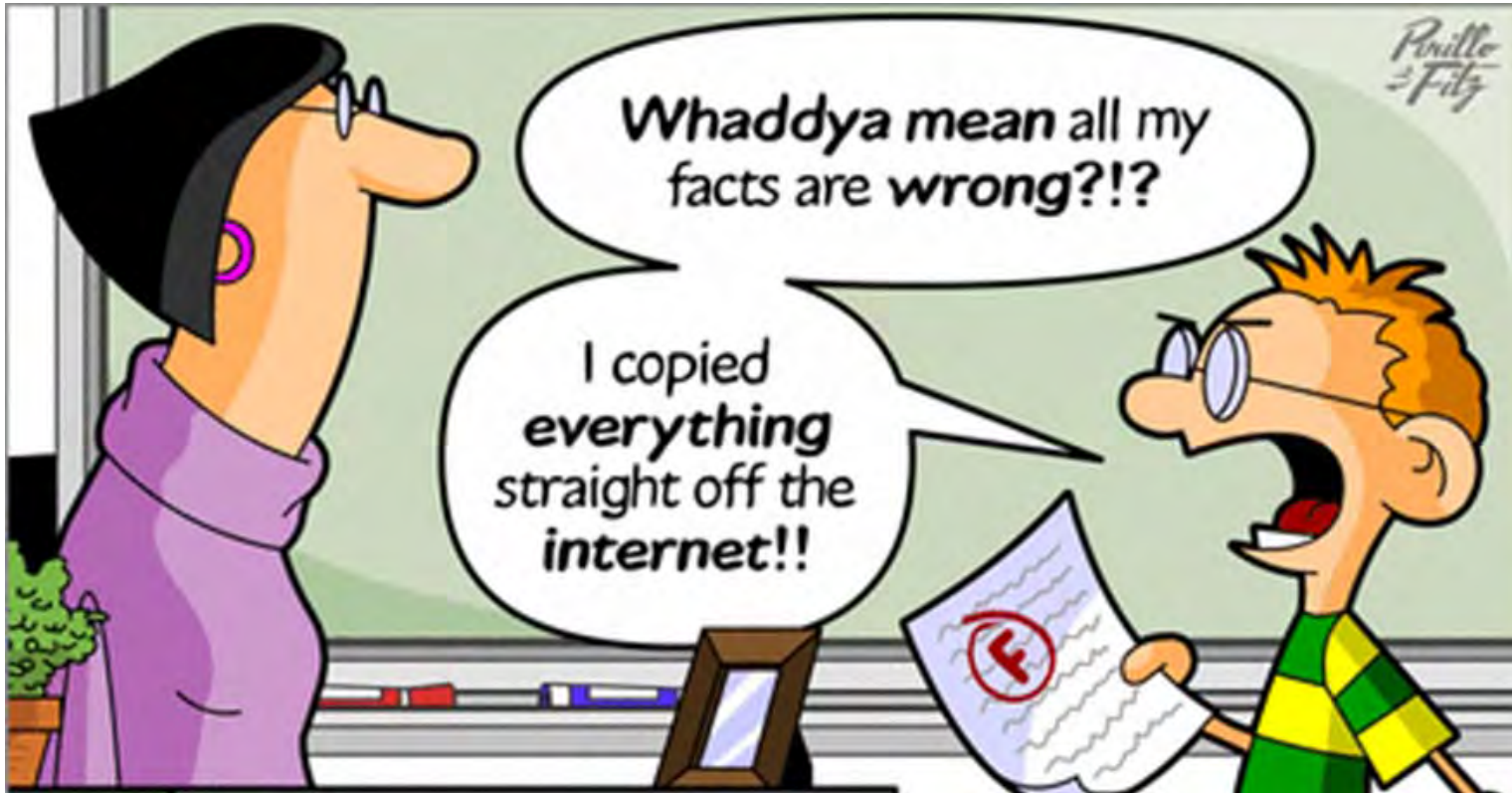
**Washington Dental Service
Foundation**

Community Advocates for Oral Health

Perspective



Perspective



Problem

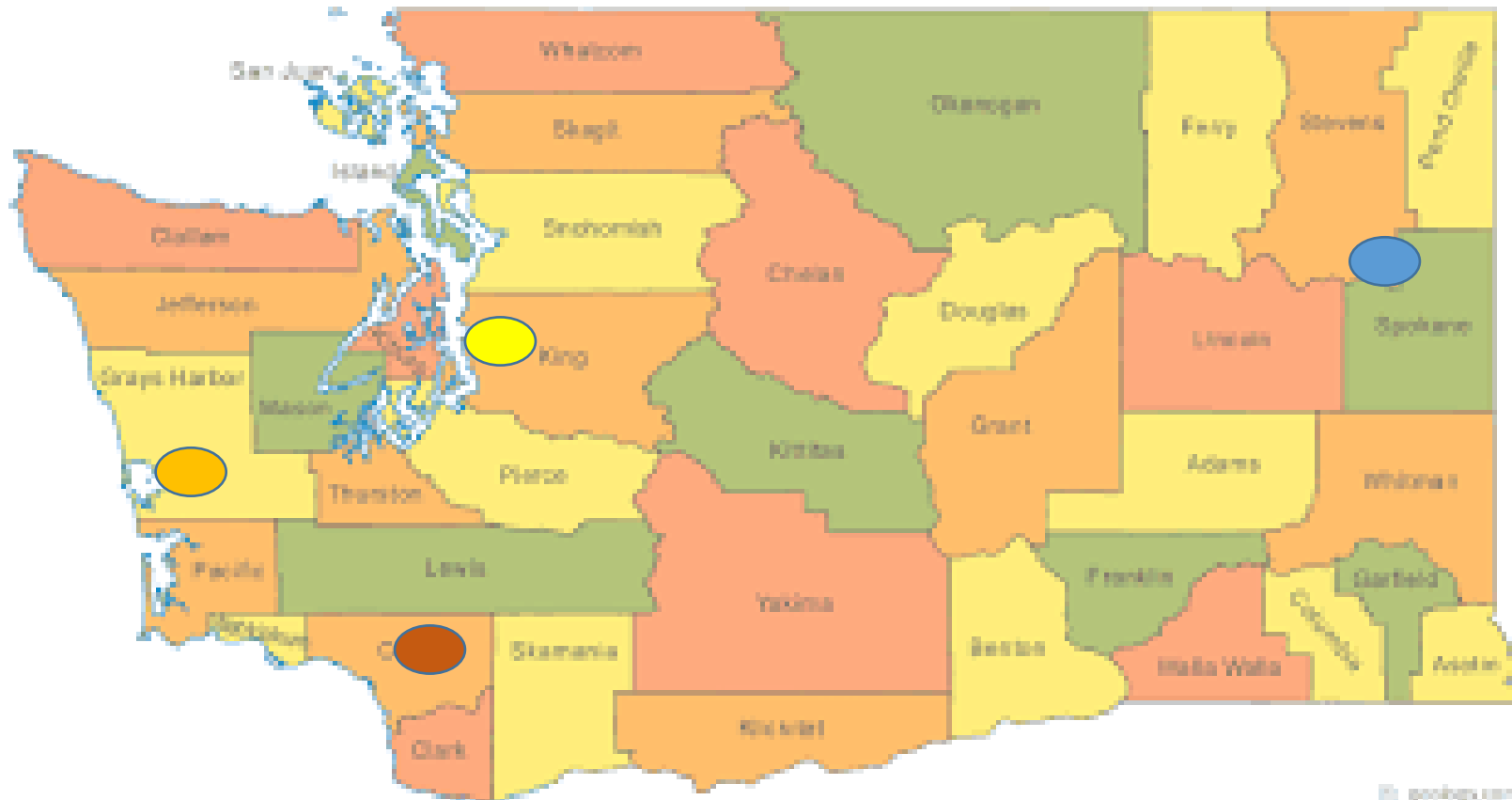
- Nationally organized opponents to fluoridation coordinate the spread of misinformation relatively unchallenged.

Solution

- National network of advocates
- Website – www.ilikemyteeth
- Build structure of frequent contact via listservs, webinars, conferences, and blogs.
- Continue to use traditional avenues to reach grassroots networks – posters, trainings, etc.

Lesson Learned

- Leverage the national network



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Lesson Learned

- Copy it off the internet!
 - ...if it's the ADA, CDC, or www.ilikemyteeth.com] – just give credit

Philanthropy

The effort or inclination to increase the well-being of humankind, as by charitable aid or donations



Dive In



Questions?

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