Community Water Fluoridation Wins and Losses
Lessons Learned from the PEW Children’s Dental Campaign

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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
Lesson Learned

- Copy it off the internet!
  - …if it’s the ADA, CDC, or www.ilikemyteeth.com] – just give credit
The effort or inclination to increase the well-being of humankind, as by charitable aid or donations.
Questions?

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