Fluoridation Wins & Losses:

Lessons Learned from the Pew Children’s Dental Campaign

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Pew-facilitated CWF campaigns

<table>
<thead>
<tr>
<th>State, City or Institution</th>
<th>Year of Decision</th>
<th>Final Action</th>
<th>People Affected</th>
<th>Did CWF Prevail?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas</td>
<td>2011</td>
<td>Legislative</td>
<td>640,000</td>
<td>Yes</td>
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<tr>
<td>San Jose, CA</td>
<td>2011</td>
<td>Water Board</td>
<td>285,000</td>
<td>Yes</td>
</tr>
<tr>
<td>Wichita, KS</td>
<td>2012</td>
<td>Referendum</td>
<td>450,000</td>
<td>No</td>
</tr>
<tr>
<td>Dept. of Defense</td>
<td>2013</td>
<td>Directive</td>
<td>125,000</td>
<td>Yes</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>2013</td>
<td>Referendum*</td>
<td>900,000</td>
<td>No</td>
</tr>
</tbody>
</table>

* The Portland City Council voted 5-0 to approve a fluoridation policy in 2012. Following that vote, a petition campaign succeeded in placing the measure on the ballot in the spring of 2013.*
LESSON: Choose the right champions to lead your advocacy for fluoridation.
LESSON: A CWF campaign shouldn’t just “happen.” It should be driven by a plan that identifies specific strategies and activities.
LESSON: Don’t underestimate their passion.
LESSON: If your proposal could be referred to voters, don’t proceed without **60%** public support.
LESSON: We need to train more people to be effective public spokespersons on CWF.
LESSON: We must do a better job of reaching Generation Text.
Questions or Comments?

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