

National Oral Health Conference 2017

Adapting Health Communications to a Rapidly Changing, Decentralized Environment:

The End of Big

Brittany Seymour, DDS, MPH
Assistant Professor, Harvard School of Dental Medicine
Public Health Consultant, MIT Center for Civic Media
Faculty Associate, Harvard Berkman Klein Center for Internet and Society

10 Great Public Health Achievements of the 20th Century

1. Vaccines
2. Motor vehicle safety
3. Safer workplaces
4. Control of infectious diseases
5. Decline in deaths for coronary heart disease and stroke
6. Safer and healthier foods
7. Healthier mothers and babies
8. Family planning
9. Fluoridation of drinking water
10. Recognition of tobacco use as a health hazard

Source: Centers for Disease Control and Prevention

A Fluoride Story

Search for in [Advanced Search](#)

[Home](#) | [Journals](#) | [Content Collections](#) | [Multimedia](#) | [Conferences](#) | [Information for](#) | [Submit](#)

The Lancet Neurology, Volume 13, Issue 3, Pages 330 - 338, March 2014
doi:10.1016/S1474-4422(13)70278-3 [Cite or Link Using DOI](#)

[< Previous Article](#)

Copyright © 2014 Elsevier Ltd All rights reserved.

Neurobehavioural effects of developmental toxicity

Dr [Philippe Grandjean MD](#)  , [Philip J Landrigan MD](#) 

Summary

Neurodevelopmental disabilities, including autism, attention-deficit hyperactivity disorder, dyslexia, and other cognitive impairments, affect millions of children worldwide, and some diagnoses seem to be increasing in frequency. Industrial chemicals that injure the developing brain are among the known causes for this rise in prevalence. In 2006, we did a systematic review and identified five industrial chemicals as developmental neurotoxicants: lead, methylmercury, polychlorinated biphenyls, arsenic, and toluene. Since 2006, epidemiological studies have documented six additional developmental neurotoxicants—manganese, fluoride, chlorpyrifos, dichlorodiphenyltrichloroethane, tetrachloroethylene, and the polybrominated diphenyl ethers. We postulate that even more neurotoxicants remain undiscovered. To control the pandemic of developmental neurotoxicity, we propose a global prevention strategy. Untested chemicals should not be presumed to be safe to brain development, and chemicals in existing use and all new chemicals must therefore be tested for developmental neurotoxicity. To coordinate these efforts and to

A Fluoride Story

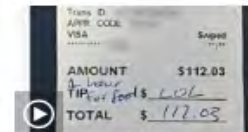
'Putting the next generation of brains in danger'

By Sandra Young, CNN

Updated 4:26 PM ET, Mon February 17, 2014



More from CNN



Waitress responds to LOL cheapskate



What CDC could do about brain-eat amoeba



Tropical Storm Erika heading toward...



The world in 20... Same size, a lo...

A Fluoride Story

Fluoride - Dangers of Fluoridation | Mercola.com

fluoride.mercola.com/ ▼

Learn about the dangers of fluoride and why the practice of water fluoridation should be ended now. The Toxic Import from China ... - No Evidence That Fluoridated ...

The Spice That Prevents Fluoride From Destroying Your Brain

www.greenmedinfo.com/blog/spice-prevents-fluoride-destroying-your-brain ▼

Apr 7, 2014 - Fluoride is found everywhere today, from antibiotics to drinking water, no stick pans to toothpaste, making exposure inevitable. All the more ...

Fluoride, Industrial Chemicals, Linked To Brain Development Deficits ...

<https://iaomt.org/fluoride-industrial-chemicals-linked-brain-development-deficits/> ▼

Jan 12, 2017 - New research finds exposure to fluoride in drinking water and several other common chemicals in early life diminishes brain function in ...

How to prevent fluoride from destroying your brain - WAKING SCIENCE

wakingscience.com/2016/09/prevent-fluoride-destroying-brain/ ▼

Sep 11, 2016 - Brain damage is perhaps one of the most concerning aspects surrounding fluoride consumption. In 2014, the journal Lancet Neurology ...

Media Ecosystem ↔ People

Media Cloud: Mapping and Tracking the Media Ecosystem

Total stories

547 million

Total Sources

46,000

Countries covered

256

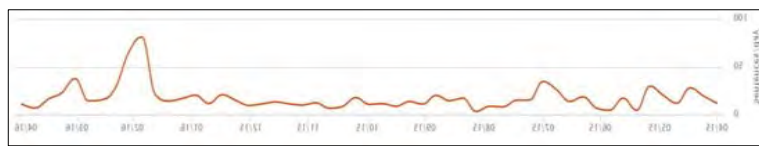
- ✓ Can locate and monitor sources publishing about a topic
- ✓ Can identify and track individual stories about a topic
- ✓ Can look at overall trends and narratives around a topic

Media Cloud Methodology:

Finding the Influencers & Dominant Narratives

▷ 1. Attention & News Peaks

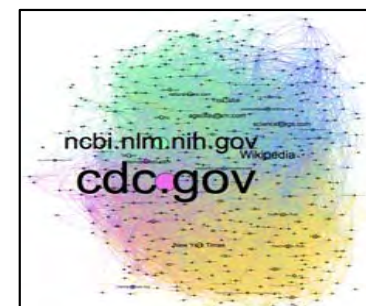
- Trough Analysis
- Peak Analysis



▷ 2. Language Use

disparities discrimination
american families study ethnic equ
students gender hiv economic transgend
environmental foundation socioeconomic violenc
healthcare medicaid obama youth lgbt global hospital in
reproductive vulnerable gap hunger california discriminatory mort
unemployment violation sanders sustainable native tobacco harassment indian ove
obamacare tackle fact stigma college origin nutrition wellbeing lifestyle professor barriers com
entire republicans cancer infectious disease

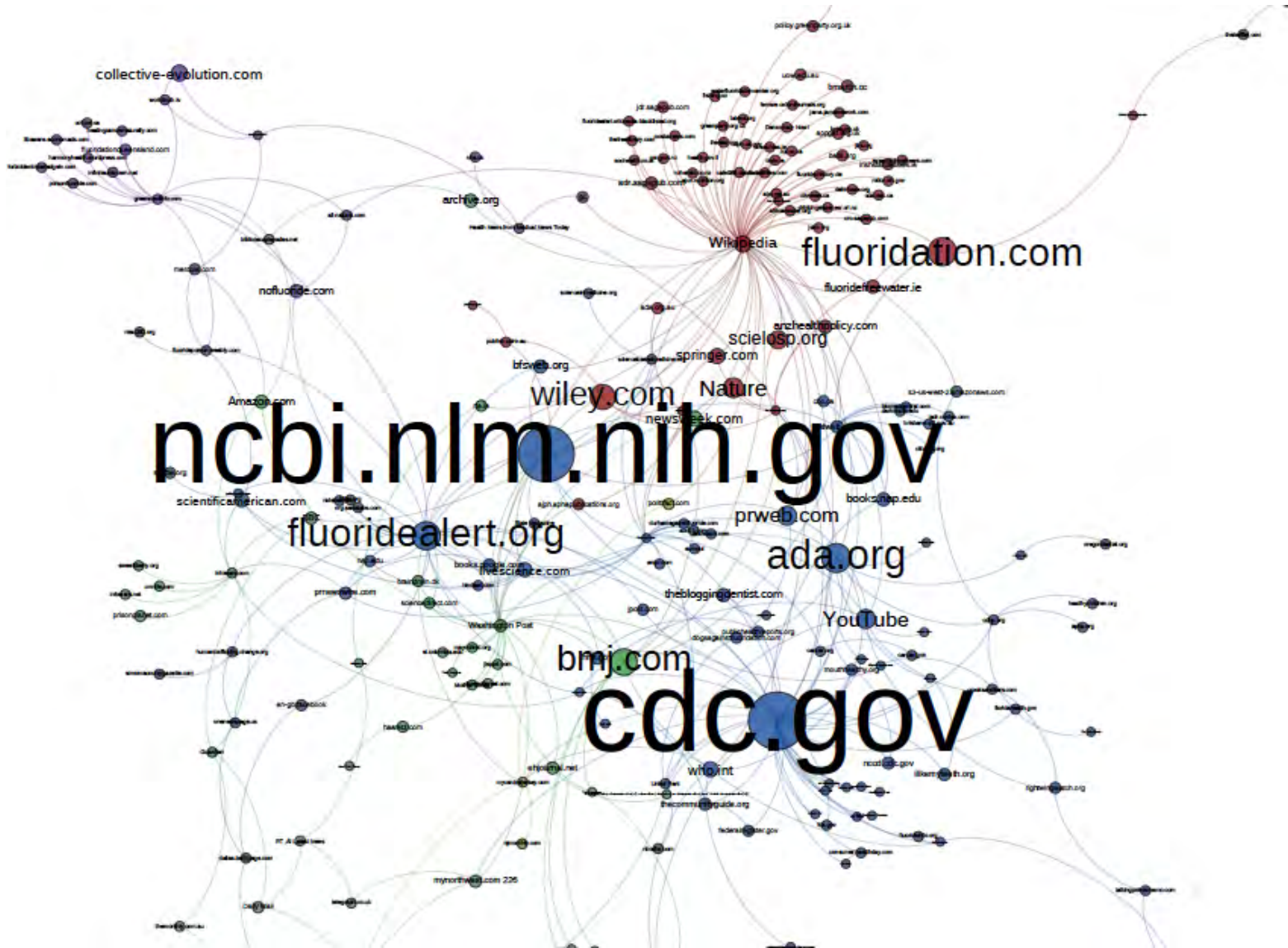
▷ 3. Exploring Source Networks



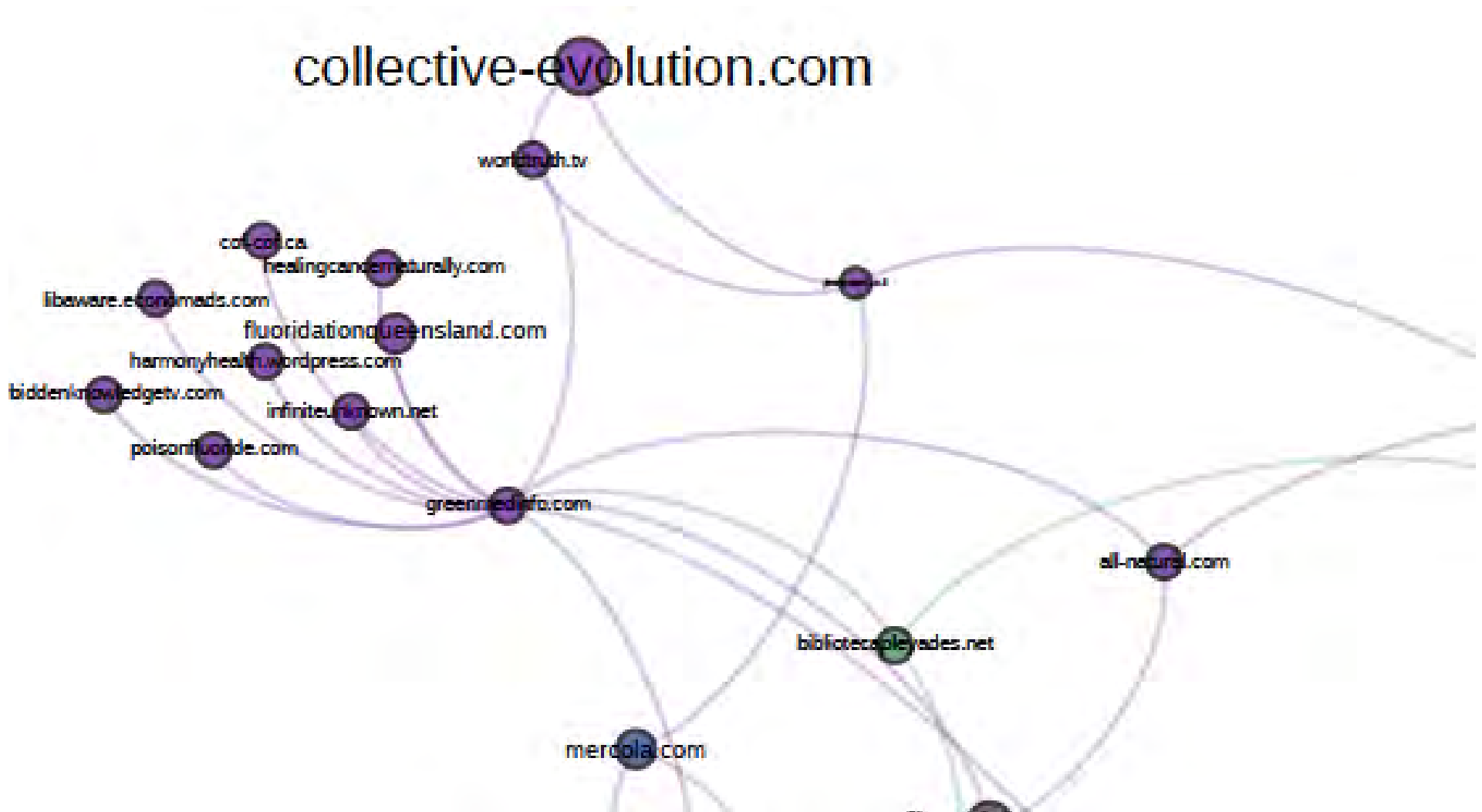
A Fluoride Story

- 1000 stories about fluoride from 400 distinct sources online
- 50 referenced the “Harvard study”
 - 26 news/mainstream media
 - 16 advocacy sites
 - 5 blogs
 - 3 research articles (including original)

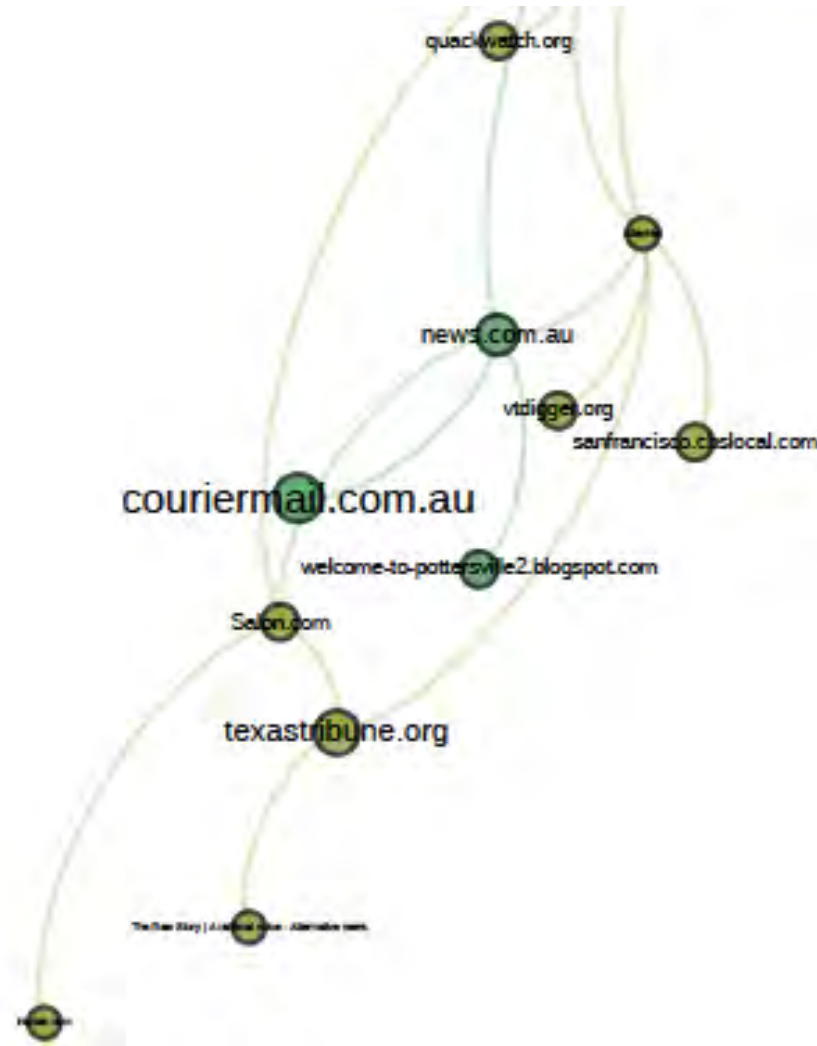
A Fluoride Story



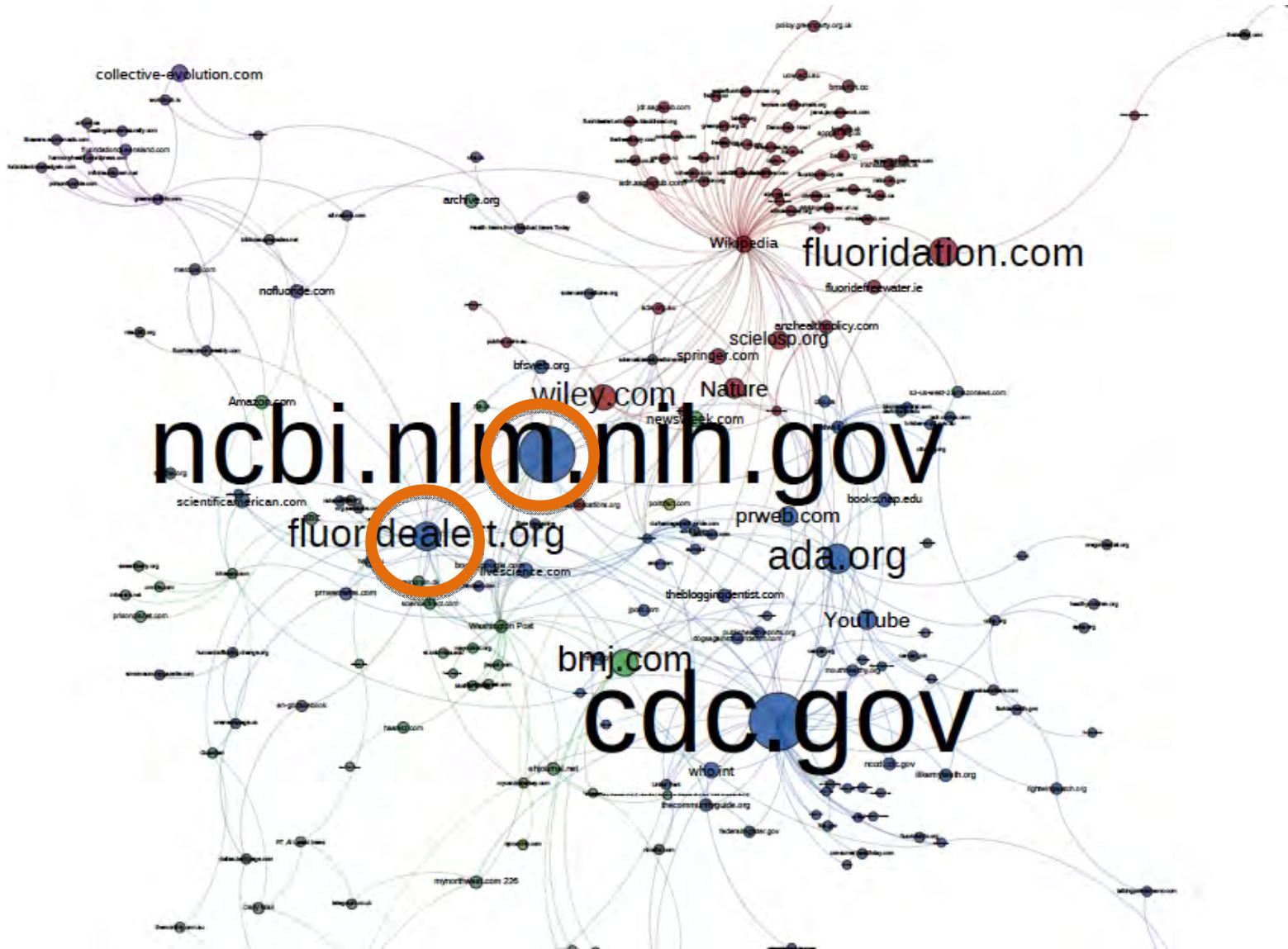
A Fluoride Story



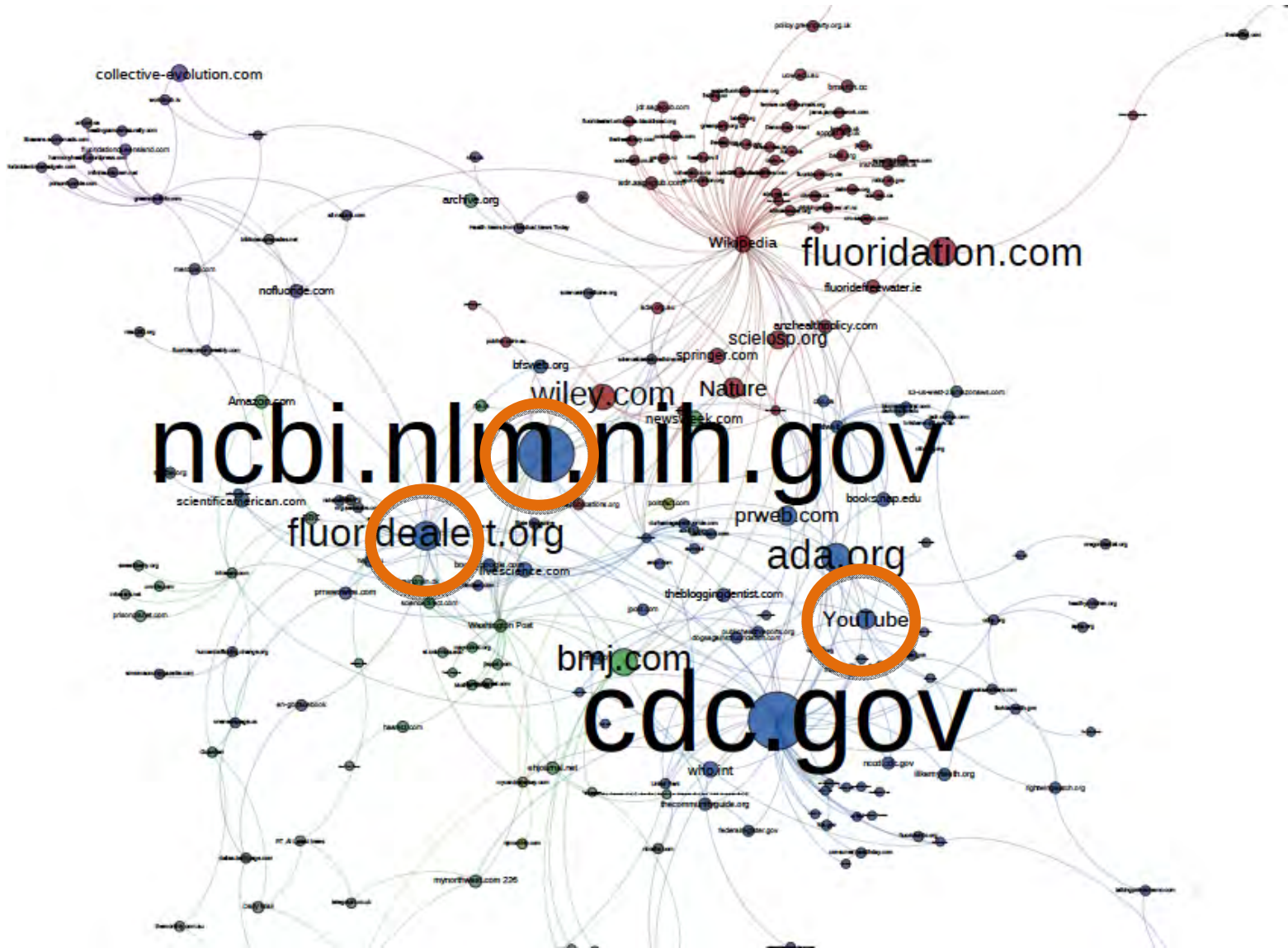
A Fluoride Story



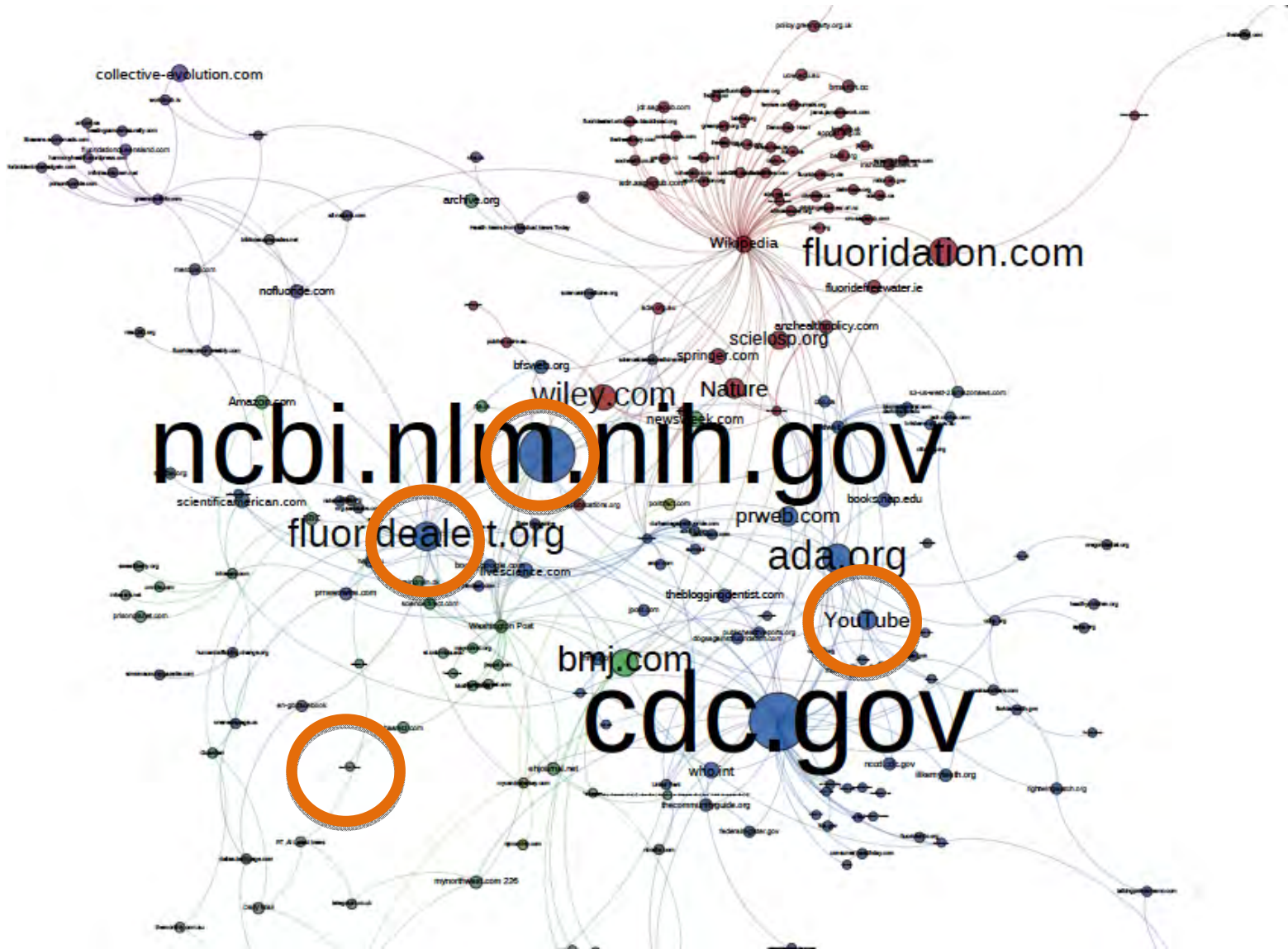
A Fluoride Story



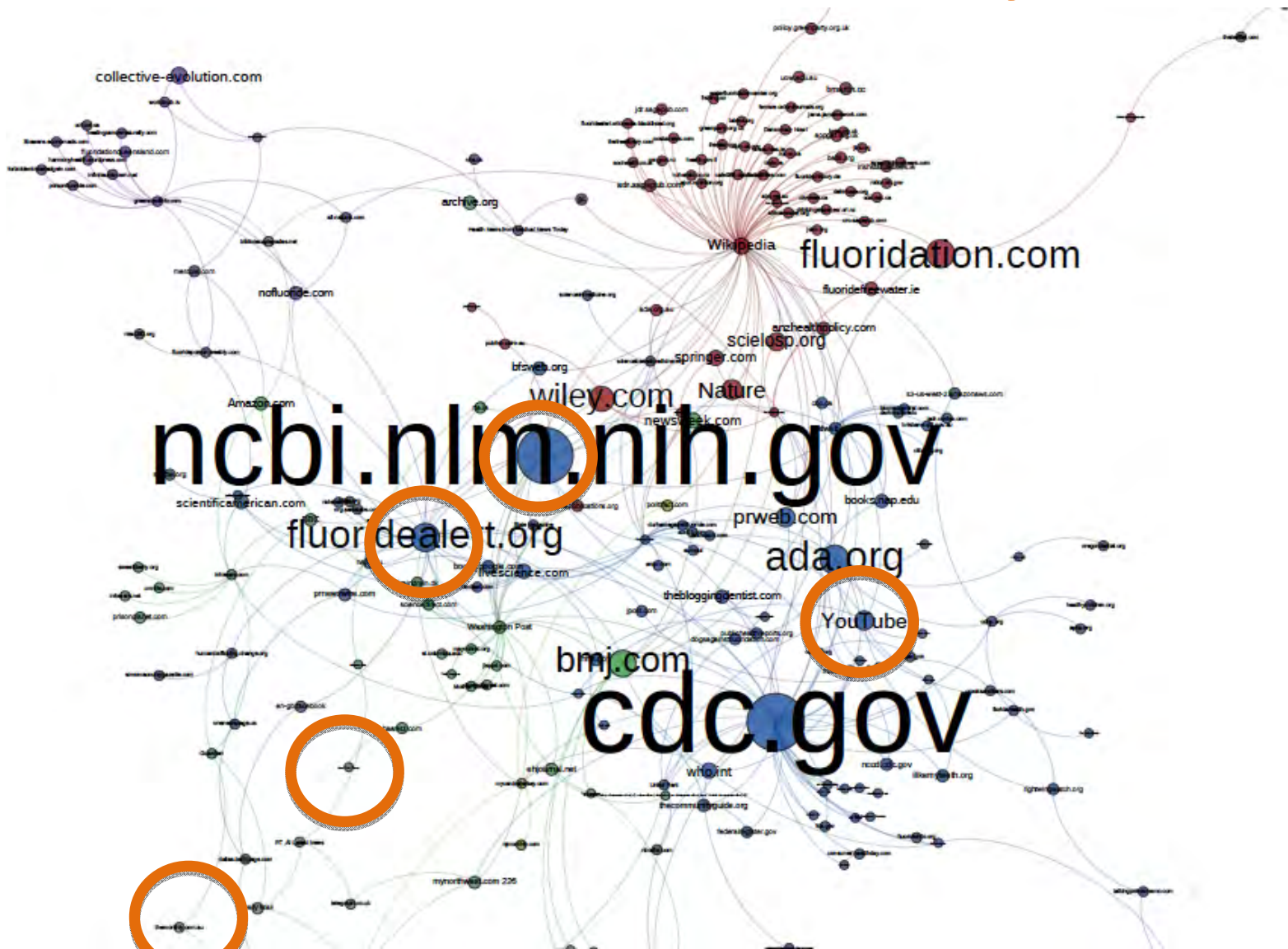
A Fluoride Story



A Fluoride Story



A Fluoride Story



A Fluoride Story

Recent Fluoridation Issues - American Dental Association

www.ada.org/public-programs/.../fluoride-and-fluoridation/recent-fluoridation-issues ▼

Identify new and trending issues regarding water fluoridation. ... Raymond Gist, D.D.S., Comments on Harvard Study Examining Fluoride Levels in Bone ...

Debunking Unreliable Claims: The “Harvard study”

ilikemyteeth.org/debunking-unreliable-claims-the-harvard-study/ ▼

Nov 17, 2015 - A new video featuring Dr Brittany Seymour, Harvard School of Dental Medicine, debunks unreliable claims about water fluoridation.

You've visited this page many times. Last visit: 3/27/17

Community Water Fluoridation and Intelligence: Prospective Study in ...

ajph.aphapublications.org › American Journal of Public Health › January 2015 ▼

by JM Broadbent - 2015 - Cited by 39 - Related articles

Dec 20, 2013 - Community Water Fluoridation and Intelligence: Prospective Study in New Zealand. American Journal of Public Health: January 2015, Vol. 105 ...

Community Water Fluoridation in the United States

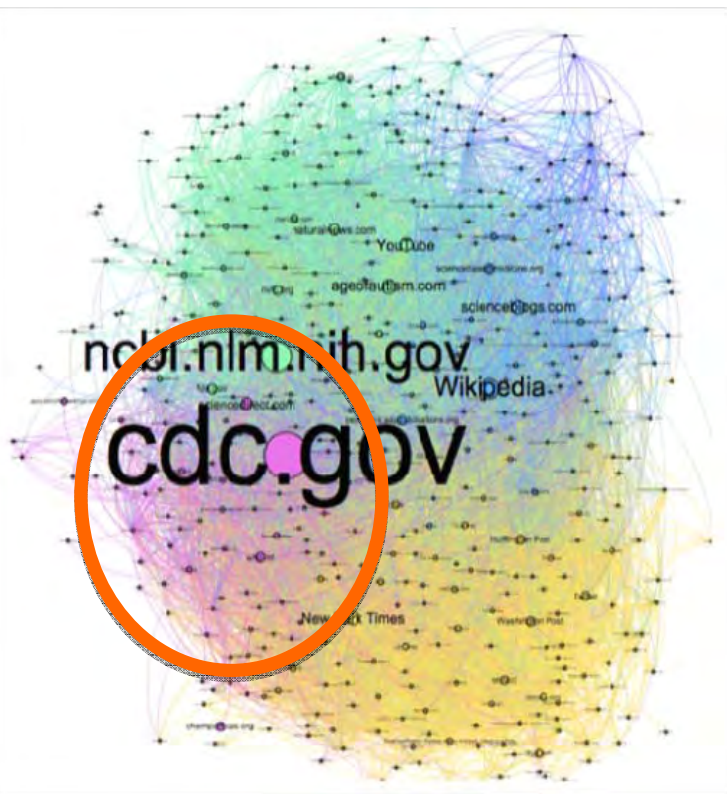
<https://www.apha.org/.../community-water-fluoridation-in-the-united-states> ▼

This position paper provides updated evidence for the many supportive policies held by the American Public Health Association (APHA) on community water ...

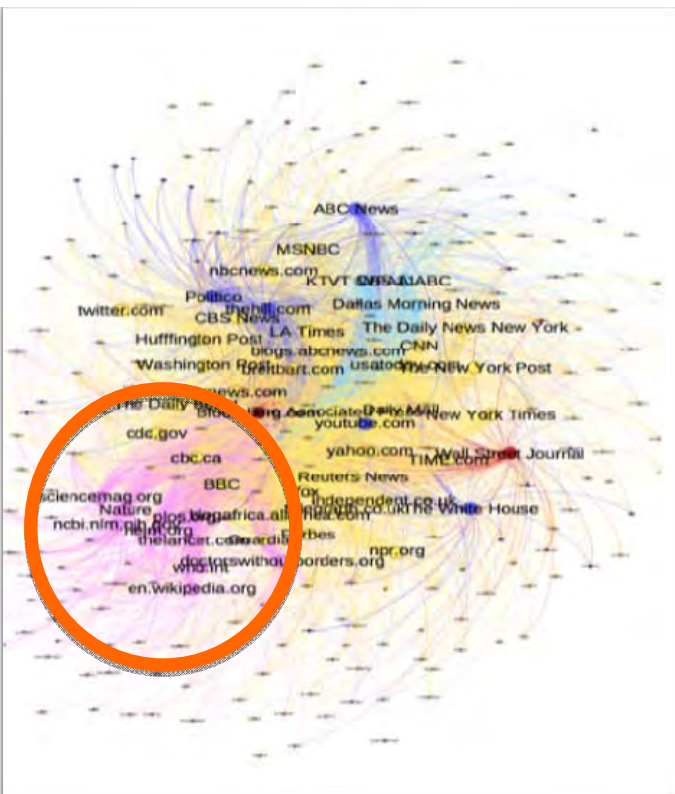
Missing: iq



Influence and Echo Chambers



Vaccines Case Study



Ebola Case Study



Zika Case Study

Social Proof:

Lots of people
share this

People you like share
this

Your peers share
this

You share
this



“Fluoride damages
children’s brains!”

Now what?

Broadcast

vs.

Social Diffusion:

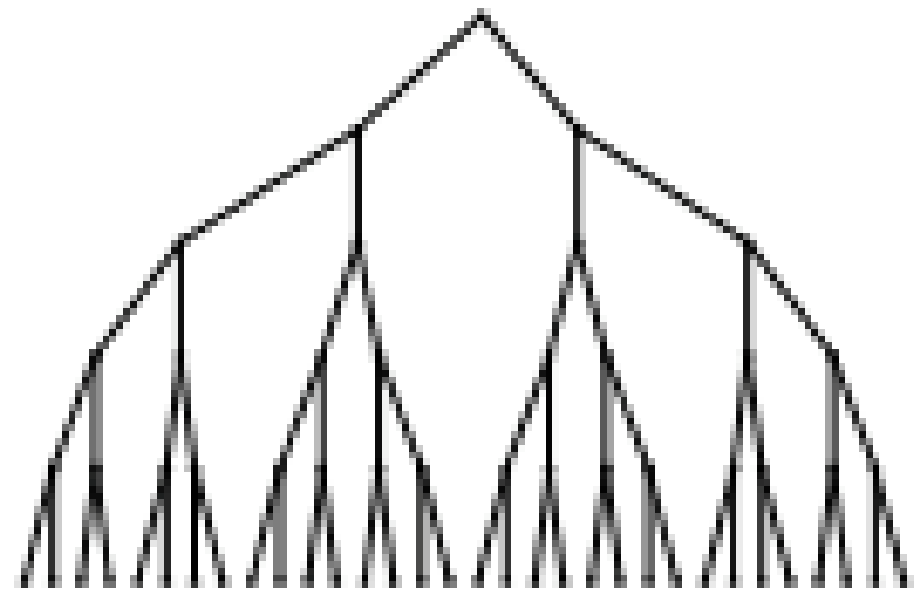
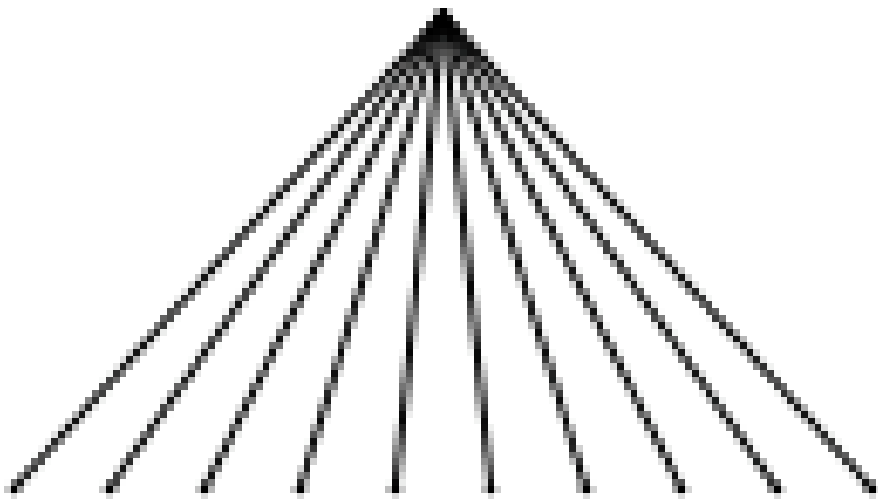


Image source: Goel, et al. The structural virality of online diffusion. 2013