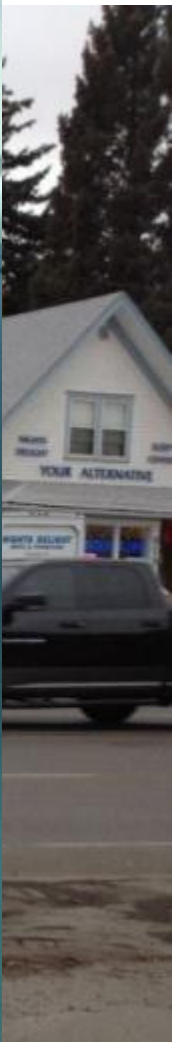
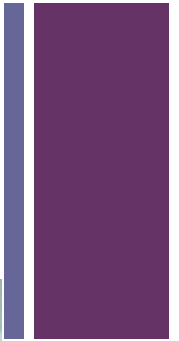
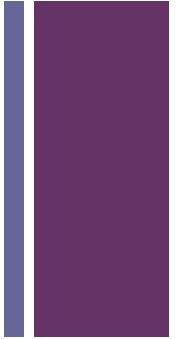


Bozeman Water Fluoridation Campaign 2012

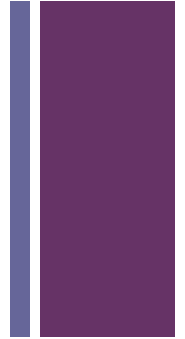
Dr. Jane Gillette, DDS







+ To the RESCUE!!!



- Pew
 - How to Organize for a Vote
 - Resources such as the “Business Case for CWF”
 - Assistance with strategy
 - Messaging kit
 - Template website
- ADA
 - Jane McGinley, RDH
 - Assistance with strategy
 - Fluoridation Facts
 - Grant money to states to fight fluoridation issues
- National advocates
 - Letters to the Editor
 - Online responses

+ The Network for Public Health Law



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THE NETWORK FOR PUBLIC HEALTH LAW IS THE SOURCE TO

- Ask legal questions
- Get and share information
- Find resources
- Make connections

Injury Prevention and Safety

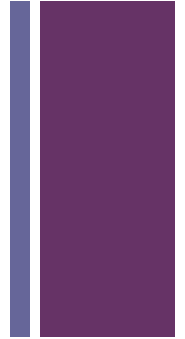
JUST ONE OF MANY TOPICS

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+ Our Team

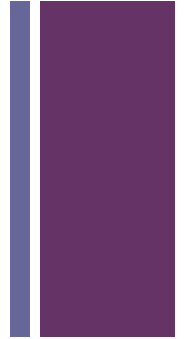


- Respected dentists and dental hygienists from community
- Official reps with letters of support from MDA, MDHA, AAP
- Dean of Nursing school and other nurses
- Water scientist
- Marketing/strategy company
- Attorney
- Pew
- ADA

+ County Health Officer



+ City Council vote preparation



- Health Board Official recommendation to continue
- Direct contact with City Council members
- Diverse representation of advocates:
 - Letters to City Council members
 - Letters to the Editor and online
- Presence at every council meeting before vote
- Behind the scenes work (anti-fluoride pedo DDS)

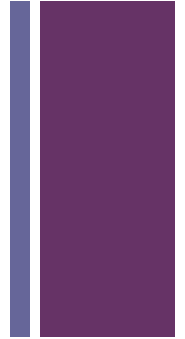
+ Visible statement of support!



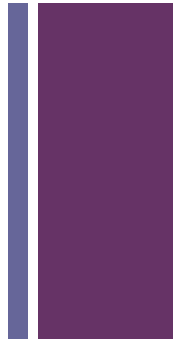
+ Overfilled room in support of CWF!



+ But they didn't stop.....



- Letter campaign to dentists
- Chose NOT to develop a pro-fluoride website
- Responded as needed with Letters to the Editor and online
- Worked behind the scenes (no signature gathering at stores)
- Stayed mostly quiet



Petition to have vote on water fluoridation fails

Story

Comments (31)

Print  Font Size:  

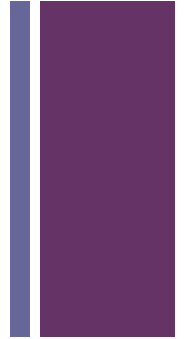
AMANDA RICKER, Staff Writer

Posted: Tuesday, July 17, 2012 12:15 am |  [31 comments](#)

A petition to force a vote on whether Bozeman should continue adding fluoride to its water supply has failed.

Fluoride Free Bozeman needed to collect 4,041 signatures by July 10 to put the issue on November election ballots. The group collected 372 signatures, of which 211 were valid, Gallatin County Elections Administrator Charlotte Mills said Monday.

+ Key strategies



- Acquire a Campaign Champion
- Assemble a diverse group of experts/advocates (pediatricians , nurses, lawyers, Head Start, child advocate/support groups)
- Deliver a consistent and simple message: “Safe, Effective, and Cost Effective”
- Do not respond to “gish gallop”
- Engage a “neutral and credible health and safety expert” (who’s not really neutral)
- Respond early and strategically (Letters to Editor, online responses)
- Work it behind the scenes! (It’s about relationships.)