


CAMPAIGN FOR
DENTAL HEALTH
life is better **WITH TEETH**

Innovative Social Communication Strategies

TUESDAY, APRIL 28, 2015

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PROGRAM MANAGER, CAMPAIGN FOR DENTAL HEALTH
AMERICAN ACADEMY OF PEDIATRICS



A Very Brief History

In 2011, the **Campaign for Dental Health** was formed with about 30 founding partners.

www.ilikemyteeth.org was born with the tagline “Life is better with teeth”

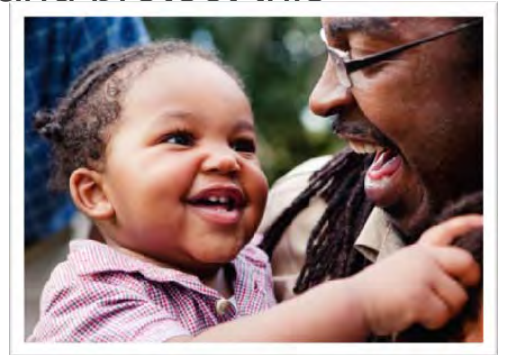
The Campaign and its online presence were created to:

- Provide a national entity to promote and defend community water fluoridation
- Engage advocates and activate them to build a broader community of allies
- Add to the pro-fluoridation presence on the internet
- Broaden the sphere of influence of pro-fluoridation messaging

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Campaign for Dental Health Mission Statement

The Campaign for Dental Health (CDH) works to ensure that people of all ages have access to the most effective, affordable and equitable way to protect teeth from decay — water fluoridation. The CDH is a broad network of oral health advocates, health professionals, child and family organizations, and scientists who are working together to preserve our nation's gains in oral health. It is our mission to provide the public and policy makers with the evidence-based information and tools they need to promote and protect this important public health measure. We believe, quite simply, that life is better with teeth.



CDH on Social Media Today

The Campaign for Dental Health maintains and updates:

- Ilikemyteeth.org website
- Twitter feed
- Facebook page
- YouTube channel

CDH Website

Our homepage features a prominent search function so that visitors can find information to answer their questions.

The screenshot shows the homepage of the Campaign for Dental Health website. At the top, there is a dark blue navigation bar with the text "HEALTH PROFESSIONALS" and "SCIENTISTS" on the left, and social media icons for Facebook and Twitter on the right. A search bar is located in the top right corner. Below the navigation bar, the main header features the text "CAMPAIGN FOR DENTAL HEALTH" and "life is better WITH TEETH" on the left. On the right, there are several orange buttons: "About", "Allies", "Blog", "Act Now", "What's the Debate?", and "Learn & Share".

The main content area is titled "Questions About Fluoride?" and includes the text: "We are here to help navigate the science to find the credible answers you are looking for." Below this is a search input field with an orange "ASK" button. Three example questions are listed: "Where can I find out if there is fluoride in my drinking water?", "Should I be concerned about fluorosis from drinking fluoridated water?", and "Who supports fluoridating our country's water systems?". A link "See all common questions about fluoride »" is provided.

On the right side of the main content area, there is a photograph of a smiling family: a man, a woman, and a young girl.

The bottom section of the page is a light blue area with three columns. Each column has an icon, a title, a short description, and a link:

- The Debate**: A quick primer on both sides of the fluoride debate. Link: [SORT THROUGH THE SCIENCE »](#)
- Learn**: Answers to all your fluoridation questions, without the technical talk. Link: [GET THE ANSWERS »](#)
- Act Now**: Let's make sure everyone's teeth have a chance. Link: [MAKE A DIFFERENCE »](#)

CDH Website

Our homepage showcases shareable graphics and features several different ways to engage with us.

SHARE

[VIEW ALL »](#)



A CONVERSAION ABOUT FLUORIDE



FLUORIDE IN OUR WATER: FACTS YOU NEED TO MAKE A HEALTHY CHOICE



FLUORIDE: CAVITY FIGHTER



WHY DO CHILDREN NEED FLUORIDE?

FROM THE FRONT LINE

Prominent Physicians Call for Columbia University to Fire Dr Oz
April 21, 2015
USA Today reports that ten physicians have submitted a letter to Columbia University Dean of Medicine calling for the ouster of television personality and cardiothoracic surgeon Mehmet Oz, who holds...
[Continue »](#)

Older Adults + Fluoridated Water + Teeth!
April 8, 2015
A recently released research brief from Trinity College Dublin found that "adults living in areas with greater water fluoridation were more likely to have maintained their natural teeth!" The study...
[Continue »](#)

Campaign for Dental Health Exceeds 1,000 Likes on Facebook
April 7, 2015
Momentum is building! Today the Campaign for Dental Health exceeded 1,000 likes on Facebook. Thanks to all of you for helping spread the word. Now - let's see how quickly...
[Continue »](#)

[VIEW ALL »](#)

TWEETS AND POSTS

-  **CampaignDentalHealth** @ILikeMyTeeth
Are anti-fluoride leaders credible? Decide for yourself. Learn more at: [bit.ly/1qa1XSL](#) #fluoride #oralhealth
[Show Summary](#)
-  **CampaignDentalHealth** @ILikeMyTeeth
Great Twitter Storm about #OralHealthEquity w/ @OralHealth2020 @HDAssoc @Teeth_Matter @DentaQuest! Thank you!
[Expand](#)
- CampaignDentalHealth** @ILikeMyTeeth
Community water #fluoridation is an effective and equitable way to fight tooth decay. [iikemyteeth.org](#) #oralhealthequity
[Show Summary](#)
- CampaignDentalHealth** @ILikeMyTeeth
What does it mean for a health provider to be culturally or linguistically competent? [1.usa.gov/1G0h1Cw](#) Learn more #oralhealthequity
[Expand](#)
- CampaignDentalHealth** @ILikeMyTeeth
Parents of color: these #ThinkTeeth handouts show how you can protect your kids' dental health [1.usa.gov/185d4Q0](#) #oralhealthequity

Sign Up for Our Newsletter

Email address: [Join](#)

WHO IS WITH US

[VIEW ALL »](#)



What's The Debate?

This page allows visitors to explore the debate and find science-based information to answer common questions and misconceptions about community water fluoridation.

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[About](#) [Blog](#) [Act Now](#) [Connect Locally](#) [Learn](#)

[HEALTH PROFESSIONALS](#) [SCIENTISTS](#) [PARTNERS](#)

FLUORIDATION: THE DEBATE OVER FLUORIDATED WATER

The debate over fluoridation goes back roughly 70 years to when communities began fluoridating water to prevent tooth decay. The issue: Is fluoridated water better for your health or not?

[Find Out Why](#)

The Debate Over Fluoridated Water

The debate over fluoridation goes back roughly 70 years to when communities began fluoridating water to prevent tooth decay. The issue: Is fluoridated water better for your health or not?

PRO-FLUORIDE

What public health experts say

After seven decades of evidence, every major fluoridated community water household provides a major benefit to the dentures head that it is why

ANTI-FLUORIDE

What fluoride opponents say

Anti-fluoride activists want to take fluoride out of every community's drinking water because they are certain it is harmful. Their reasons have evolved over time. Today opponents rarely argue that fluoridation is a communist plot, as they once did. They contend that this public health practice is an infringement on individual freedoms and, despite the assurances of health organizations, that it is dangerous. And while the authors of the studies they cite dispute these interpretations, opponents still say that community water fluoridation causes a wide

What's being debated?

WHAT DO SUPPORTERS SAY?	IS FLUORIDATION EFFECTIVE?	WHAT DO CRITICS SAY?
WHAT DO HEALTH EXPERTS SAY?	HOW DOES FLUORIDE WORK?	HOW COMMON IS FLUORIDE?
IS FLUORIDE DANGEROUS?	IS FLUORIDATION EXPENSIVE?	IS FLUORIDE TOOTHPASTE ENOUGH?

[? COMMON QUESTIONS ABOUT FLUORIDE](#)

Learn and Share

The new Learn and Share page features downloadable fact sheets, infographics, images, and videos to help visitors learn about fluoride and share what they learn with others.

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About Allies Blog Act Now What's the Debate? Learn & Share

LIFE IS BETTER WITH TEETH

You may have a lot of questions about fluoridation, and rightly so. We all have questions about things that impact the health of our families. Here's where to get answers without the technical talk, to make finding what you need quick and easy.

Learn Print

ABOUT FLUORIDATION

- O & A on Community Water Fluoridation
- How Fluoridation Works
- The Story of Water Fluoridation
- Fluoride Myths & Facts
- What opponents say and why it doesn't hold up

FLUORIDE & CHILDREN

- Common questions about fluoride: A resource for parents and caregivers
- Fluorosis facts: A resource for parents and caregivers
- Fluoride: Cavity Fighter
- Why Do Children Need Fluoride?

COMMON QUESTIONS ABOUT FLUORIDE

- Is fluoridation effective?
- Is fluoride toothpaste enough?
- Does fluoride lower IQ?
- What do health experts say?
- How common is fluoridation?
- Is fluoridation expensive?
- What do supporters say?

WEIGHT OF THE EVIDENCE

- Major health & medical organizations support fluoridation
- What surgeons general have said
- Proof around the globe
- Savings from water fluoridation: what the evidence shows

Share

A Conversation about Fluoride
Presented by Zaneera Fida, DMD
Director of the Predoctoral Program in Pediatric Dentistry
Harvard School of Dental Medicine
Department of Dentistry at Boston Children's Hospital
Supported by the DentaQuest Institute's Early Childhood Care Collaborative
Boston Children's Hospital DentaQuest

FLUORIDE IN OUR WATER: FACTS YOU NEED TO MAKE A HEALTHY CHOICE

FLUORIDE: CAVITY FIGHTER

Act Now

The Act Now page provides useful tools for both individuals and organizations to use in advocating for CWF in local communities.

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[About](#) [Allies](#) [Blog](#) [Act Now](#) [What's the Debate?](#) [Learn & Share](#)

POPULAR RESOURCES

FLUOROSIS FACTS: A Resource for Parents and Caregivers

Explains sources of fluoride, dental fluorosis, and gives parents stepwise guidance on preventive oral health care

*"Research shows that community water fluoridation offers perhaps the greatest return-on-investment of any dental care strategy."
— Pew Charitable Trusts*

ACT NOW

The Campaign for Dental Health (CDH) needs your help and partnership to ensure that people of all ages have access to the most effective, affordable and equitable way to protect teeth from decay — community water fluoridation (CWF).

Fluoridation Toolkit: A Resource for Health Advocates

The U.S. celebrates fluoridation's 70th anniversary this year. This toolkit provides resources that local advocates can use to educate their communities. The 70th Anniversary of Community Water Fluoridation (CWF) How to Use the Toolkit guide offers instructions and tips to help you take advantage of the following resources:

- [Blog Posts about Fluoridation](#)
- [Memo for Newspaper Editors](#)
- [Letters to the Editor \(L.TEs\)](#)
- [10 Tips for Talking to Reporters](#)
- [Remarks to a City Council or Local Board \(Parent Version\)](#)
- [Remarks to a City Council or Local Board \(Health Professional Version\)](#)
- [Resolution Observing Community Water Fluoridation's Anniversary](#) (For communities in which fluoridation occurs because of a state law)
- [Resolution Observing Community Water Fluoridation's Anniversary](#) (For communities that fluoridate based on a local policy)
- [Social Media Messages](#)

For additional information or suggestions about how you can act now, [contact us](#).

Individuals

Organizations

Some ways that individuals can help the Campaign include:

- Sign up to receive our newsletter.
- Follow us on Facebook and Twitter and share our posts.
- Register for a free user account on [LikeMyTeeth.org](#) to gain access to additional resources.
- Join our Rapid Response Team and receive daily e-digests of online articles about CWF in need of correction or support. [Contact us to join!](#)
- Volunteer to testify at local hearings should they arise in your area.
- Provide decision-makers in your community with the following resources:
 - [Is Fluoridation Effective?](#)
 - [Harvard Medical & Health Deans Endorse Fluoridation](#)
 - [Pulitzer Prize Winning Editorial Series on Fluoridation](#)
 - [Is Using Fluoride Toothpaste Enough?](#)
 - [The Story of Water Fluoridation](#) (Developed by the Children's Dental Health Project)
 - [Newspapers and Fact-Checkers Agree: Anti-Fluoride Activists Not Credible Flyer](#)
 - [Flyer Version 1](#)
 - [Flyer Version 2](#)
 - [Flyer Version 3](#)
- Submit a letter to the editor of your local newspaper or a newspaper of a town facing a CWF rollback supporting fluoridation.

From the Front Line – Blog

The blog allows us to develop and house material that responds to current topics.

CATEGORIES

- [Campaign for Dental Health News](#)
- [Children's Oral Health and Fluoride](#)
- [Communities Supporting Fluoride](#)
- [Facts about Fluoride](#)
- [Featured](#)
- [Fluoride in the News](#)
- [Fluoride, Oral Health, and Access to Care](#)
- [Infographics](#)
- [Partners in Fluoride](#)
- [Uncategorized](#)
- [Videos](#)
- [What the Experts Say about Fluoride](#)

FROM THE FRONT LINE

search



Prominent Physicians Call for Columbia University to Fire Dr Oz

April 21, 2015 [Fluoride in the News](#)

USA Today reports that ten physicians have submitted a letter to Columbia University Dean of Medicine calling for the ouster of television personality and cardiothoracic surgeon Mehmet Oz, who holds the surgery department vice chairmanship at Columbia's medical school. The letter's authors cite conflicts of interest and promotion of "quack..." [» Read Full Post](#)

Older Adults + Fluoridated Water = Teeth!

April 8, 2015 [Fluoride in the News](#)

A recently released research brief from Trinity College Dublin found that "adults living in areas with greater water fluoridation were more likely to have maintained their natural teeth." The study, which used data from The Irish Longitudinal Study on Ageing (TILDA) and Census 2006, controlled for a number of potential... [» Read Full Post](#)

Campaign for Dental Health Exceeds 1,000 Likes on Facebook

April 7, 2015 [Campaign for Dental Health News](#)

Momentum is building! Today the Campaign for Dental Health exceeded 1,000 likes on Facebook. Thanks to all of you for helping spread the word. Now - let's see how quickly we can get to 1,500! [» Read Full Post](#)

How to Cut the Cost of Medicaid: Fluoridate

April 6, 2015 [Children's Oral Health and Fluoride](#)

Want to cut the cost of state Medicaid programs? The researchers of the recently published study, Reducing

Health Professionals

We have developed a number of resources for health professionals to use when talking to patients, families and caregivers about the role of fluoride in oral health promotion.



WHY MENTION WATER FLUORIDATION?

Print

As a healthcare professional, patients rely on your advice to live healthier, longer, lives. That is why it is vital to discuss how oral health and water fluoridation can help them do just that. Here are tools that can help!



Guides for Health Professionals and Parents/Caregivers

- [Fluoride Safety: A Guide for Health Professionals](#)  [\(Spanish\)](#) 

A concise explanation of the regulation and safety of fluoride additives and fluoridated water. Common concerns, including daily intake and infant formula, are addressed. Links to valuable resources are provided.

- [Fluorosis Facts: A Guide for Health Professionals](#)  [\(Spanish\)](#) 

Gives health professionals a quick, thorough understanding of dental fluorosis and includes photos, follow-up resources, and suggestions for counseling on prevention.

- [Say This, Not That: Tips for Talking about Community Water Fluoridation](#)  [\(Spanish\)](#) 

Designed to help health providers address technical, challenging questions with comfort and ease. Addressing many of the most common concerns, this tool offers discussion-friendly responses in a clever graphic format.

- [Common Questions about Fluoride: A Resource for Parents and Caregivers](#)  [\(Spanish\)](#) 

Explains the importance and safety of fluoride in a question and answer format. A companion to *Fluoride Safety: A Guide for Health Professionals*, this handout lets your patients leave the office with accurate fluoride information in hand.




- [Fluorosis Facts: A Resource for Parents and Caregivers](#)  [\(Spanish\)](#) 

Explains sources of fluoride, dental fluorosis, and gives parents stepwise guidance on preventive oral health care. A companion to *Fluorosis Facts: A Guide for Health Professionals*, this handout lets your patients leave the office with helpful information in hand.

Contact us at fluoride@aap.org to request hard copies. Limited quantity available.

Scientists

Links to organizations that provide studies and research about the safety and effectiveness of CWF are featured here.

HEALTH PROFESSIONALS SCIENTISTS   search ... 

[About](#) [Allies](#) [Blog](#) [Act Now](#) [What's the Debate?](#) [Learn & Share](#)

WHERE TO FIND RESEARCH

 Print

With over 3,000 studies or research papers published on the subject, few topics have been as thoroughly researched as water fluoridation. Use the links below to review several of these studies from reputable health and research organizations.

- 
[Centers for Disease Control & Prevention](#)
- 
[National Research Council Report, "Fluoride in Drinking Water"](#)
- 
[Fluoride Science](#)
- 
[National Cancer Institute](#)
- 
[Australian Government National Health & Medical Research Council](#)
- 
[Health Effects of Water Fluoridation: A Review of the Scientific Evidence](#)

Allies

More than 100 local, state, and national organizations are partners in the CDH.



RECEIVE OUR NEWSLETTER

Join Us

ALLIES

The Campaign for Dental Health (CDH) is a network of local children's and oral health advocates, health professionals, and scientists who are working together to preserve our nation's gains in oral health. Our organizational allies are coming together to ensure that children get the basic dental care they need to grow, learn and lead healthy lives – through water fluoridation and education. [Contact us](#) to find out how to become a Campaign partner.



CDH on YouTube

<https://www.youtube.com/channel/UCwCmk1shfK-4iJm9jFpxfRA>

The screenshot shows the YouTube channel page for 'Life is Better With Teeth'. The channel banner features the text 'life is better WITH TEETH' and the URL 'www.lifeisbetterwithteeth.org'. The channel name 'Life is Better With Teeth' is prominently displayed. Below the banner, there is a video player showing a video titled 'How Fluoride Works' with 2,224 views, uploaded 2 years ago. The video description states: 'The Campaign for Dental Health was created to ensure every American has access to the cheapest, most effective way to protect teeth — water fluoridation. The Campaign for Dental Health is a network of local children's and oral health advocates, health professionals and scientists who are working together to preserve our nation's gains in oral health. We believe, quite simply, that life is better with teeth. Visit www.lifeisbetterwithteeth.org to learn more!'. Below the video player, there is an 'Uploads' section with three video thumbnails: 'Fluoride in Our Water: Facts You Need to Make a Health...', 'How Fluoride Works' (2,224 views, 2 years ago), and 'How Fluoride Works' (1,524 views, 4 years ago). On the right side, there is a 'CDH Partner Channels' section listing various organizations like 'apgrv', 'Delta Dental', 'Centers for Disease...', 'Children's Health...', 'American Public...', 'California Dental...', 'InfraSon', 'ncohf', 'KSActionForChild...', and 'Center for Oral He...'. The left sidebar shows navigation options like 'What to Watch', 'My Channel', 'My Subscriptions', 'History', 'Watch Later', 'PLAYLISTS', 'Liked videos', and 'SUBSCRIPTIONS'.



YouTube is the fastest growing source for organic searches, second only to Google.

CDH on Twitter

www.twitter.com/ILikeMyTeeth



- Tweet 2-3 messages per day
- Take advantage of services like HootSuite to pre-schedule messages



- Develop messages that are pertinent to followers & likely to be retweeted
- Talk about timely content & new resources
- Engage in relevant Twitter chats to engage users in discussing CWF



- Use hashtags (ex. #fluoridation, #fluoride, #factsfavorfluoridation, #doubttthedoubt, #preventdecay, #ilikemyteeth)



- Include photos and videos when possible
- Retweet & Favorite relevant messages posted by those that you follow (search by hashtags)
- Be authentic, conversational, and relevant



CDH on Facebook

www.facebook.com/CampaignforDentalHealth

- Post 1-2 messages per day
- Take advantage of services like HootSuite to pre-schedule messages
- Know your followers and what they like
- Talk about timely content and new resources
- Use hashtags (ex. #fluoridation, #fluoride, #factsfavorfluoridation, #doubttthedoubt, #preventdecay, #ilikemyteeth)
- Include photos and videos when possible
- Share and Like relevant messages posted by those that you follow
- Be authentic, conversational, and relevant



New Infographics





Questions?

CONTACT US AT FLUORIDE@AAP.ORG