

Why and How Pew Entered the Field

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April 29, 2014

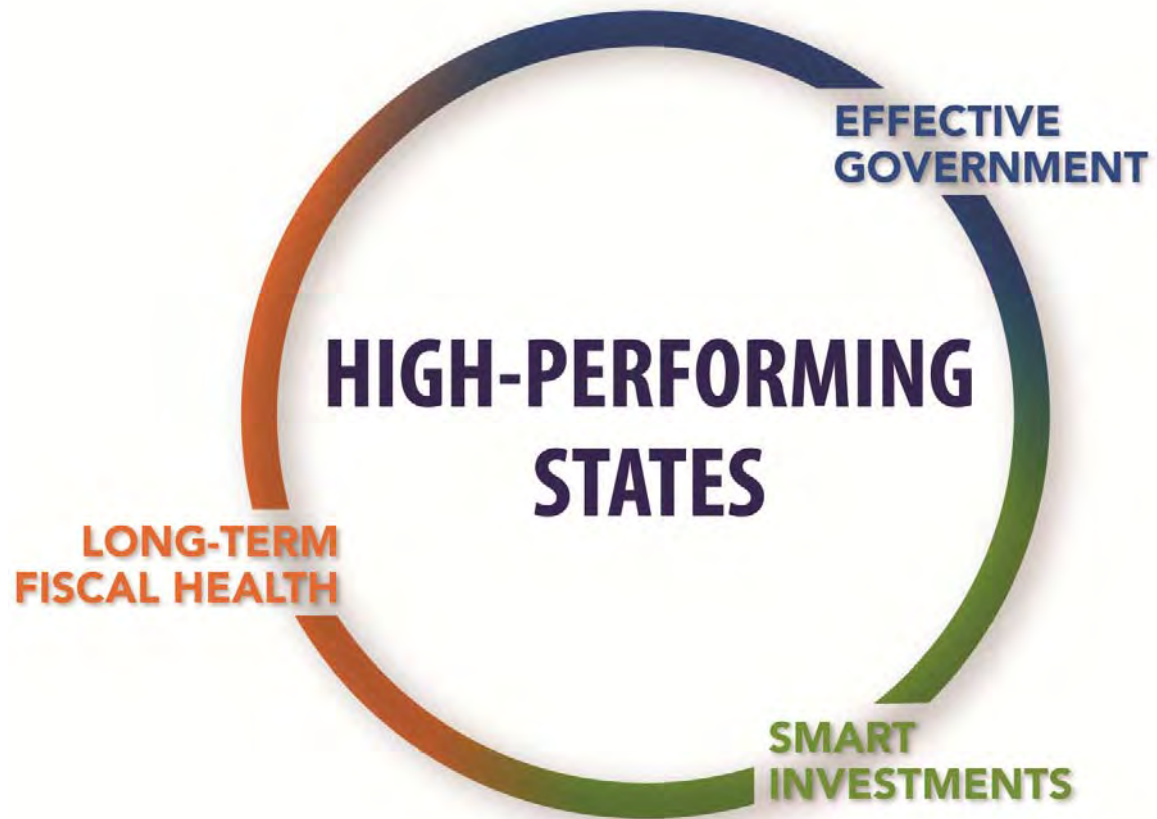
The Pew children's dental campaign

Our Mission:

The Pew children's dental campaign strives for cost-effective policies that will mean millions more children get the basic dental care they need to grow, learn and lead healthy lives.



The Pew Center on the States



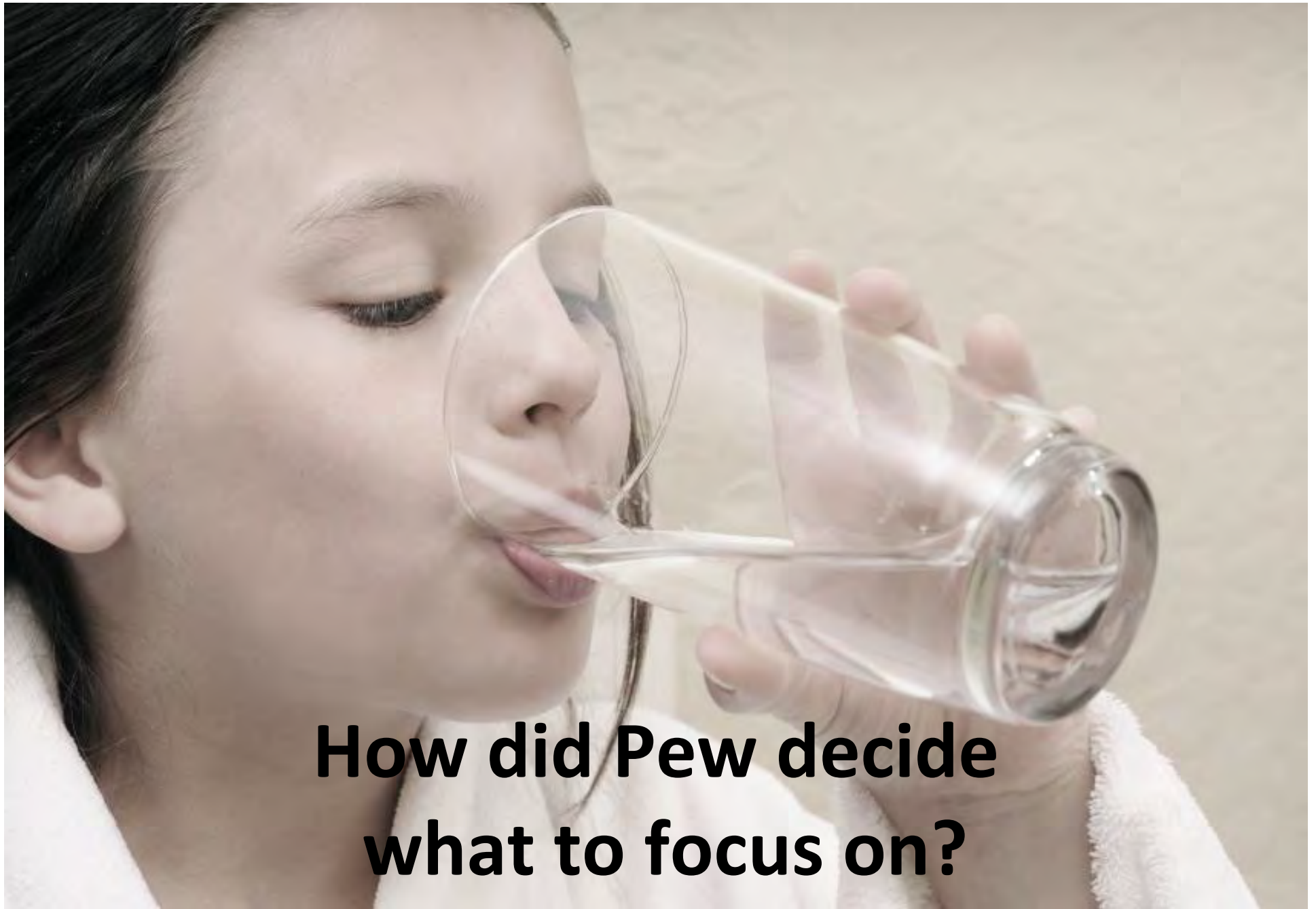
Top Priorities

Strengthen prevention:
working with states to expand
water fluoridation and sealants

Funding to improve access:
improving dental coverage

Expand the dental workforce:
ensuring supply of dental
providers, and better use of
existing providers






**How did Pew decide
what to focus on?**

June 22, 2015

CWF was Under Attack

Moms Against Fluoridation .org

THERE IS POISON IN THE TAP WATER.



FACT: Fluoride is a dangerous substance and the active ingredient in most insecticides! If ingested, as little as 1/10 an ounce of fluoride can kill a 100 lbs adult and 1/100 of an ounce can kill a 10 pound infant. Studies have shown that exposure to fluoride can cause neurological damage, and an increased risk of bone cancer.

FICTION: Fluoride added to the public water supply strengthens teeth and helps prevent cavities.

DEMAND SAFE WATER. DEMAND THE TRUTH. VISIT INFOWARS.COM



THE TENNESSEAN
MONDAY, MAY 24, 2010 • NASHVILLE

Spring Hill votes to stop fluoridating its water

By Michael Kline
TENN. — In the back of a 11-foot truck, Mark Smith and Alan Wright leaved in opposite directions to spin around a tall stack of boxes containing more than 1,000 pounds of a purple liquid.

When you're new to the beverage, the taste can be a little off-putting. But once you've had it, you'll know why it's so popular. It's a smooth, refreshing drink that's perfect for any occasion. The THINX guys are trying to get ahead. They don't want to be like the other guys. They're serious about their product. They've given away samples at their store in Columbia and approached more than 100 vendors. They're serious about their product.

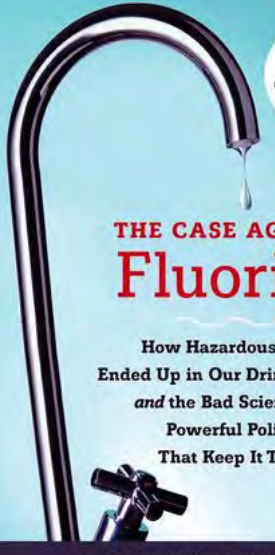
FLOOD OF 2010
Shady rental practices



THE CASE AGAINST Fluoride

How Hazardous Waste Ended Up in Our Drinking Water and the Bad Science and Powerful Politics That Keep It There

PAUL CONNETT, PhD





fluoride

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Fluoride is Poison

www.douglassreport.com/fluoride Dr. Bill Douglass Explains Why He Does NOT Recommend Fluoride.

Fluoride - Wikipedia, the free encyclopedia

Fluoride is the anion F⁻, the reduced form of fluorine. Both organic and inorganic compounds containing the element fluorine are sometimes called **fluorides** ...

en.wikipedia.org/wiki/Fluoride - Cached - Similar

Fluoride Action Network

Fluoride Action Network is an international coalition seeking to broaden public awareness about the toxicity of **fluoride** compounds and the health impacts of ...

www.fluoridealert.org/ - Cached - Similar

50 Reasons to Oppose Fluoridation

1) **Fluoride** is not an essential nutrient (NRC 1993 and IOM 1997). No disease has ever been linked to a **fluoride** deficiency. Humans can have perfectly good ...

www.fluoridealert.org/50-reasons.htm - Cached - Similar

Images for fluoride - Report images



Videos for fluoride

The Fluoride Deception

Professional Perspectives



State Mandates?

In the fall of 2008, fifty Nebraska communities had voted to opt out of a state mandate.

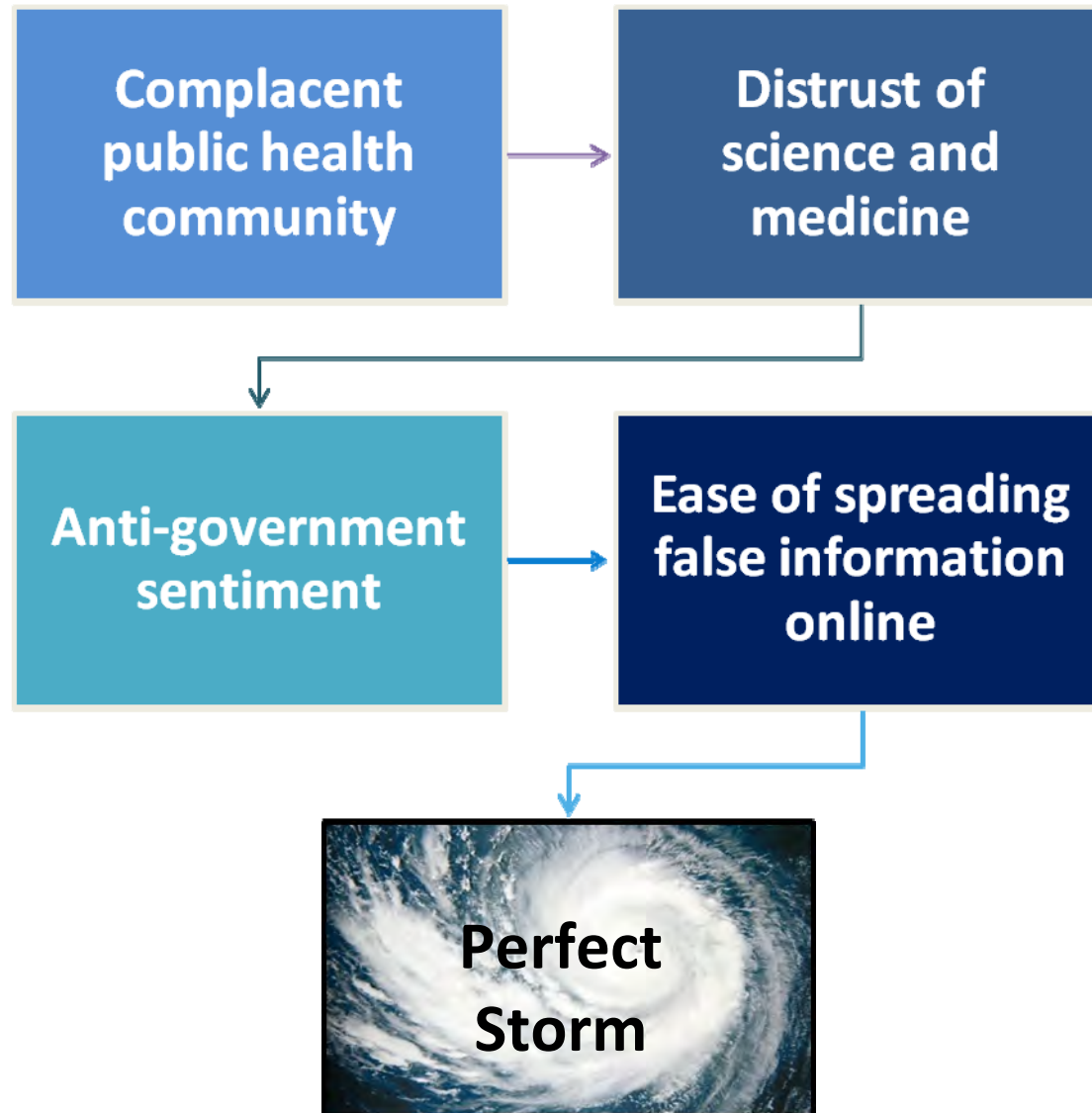


“Rollbacks”

How did Situation Look to 'Non-Dental' Experts?

**CWF advocates
had declared
victory and had
left the field.**





A Risky Venture for Pew?

Organized anti-fluoride activists

Coalition of
far left and
far right

Relatively small
group with
strong internet
presence

Distort
research

Misrepresent
others' views

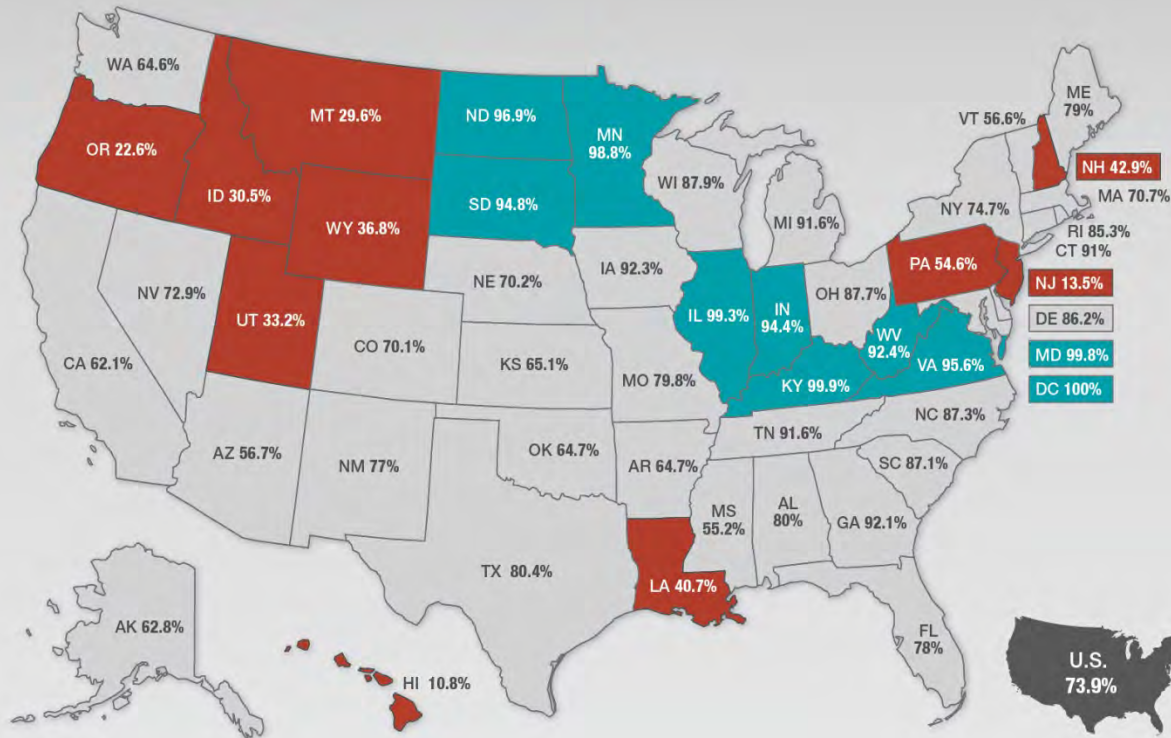
Ignore
scientific
evidence

Spread fear and
misinformation

Community water fluoridation: The top 10 and bottom 10

72 million

Americans who are on public water systems lack access to fluoridated drinking water



Percentage of residents on public water systems who are receiving fluoridated water in each state¹


- Top 10 states with highest percentage of fluoridation
- Bottom 10 states with lowest percentage of fluoridation

The CDC has recognized **water fluoridation** as one of “10 great public health achievements of the 20th century.”²

¹ Centers for Disease Control and Prevention, “2010 Water Fluoridation Statistics”. Data covers only residents whose homes are connected to public water systems.
² Centers for Disease Control and Prevention, “Ten Great Public Health Achievements—United States, 1900–1999”, <http://www.cdc.gov/mmwr/preview/mmwrhtml/00056796.htm>

Pew will get involved in a state campaign when it knows:

- What we're doing, and how we're doing it
- Who we're doing it with
- That we have the resources and time to do it right
- That it's moving (ripe), and is likely to succeed
- That it will impact enough kids and lead the way for other states

A close-up photograph of a young girl with dark hair, wearing a white towel, drinking water from a clear glass. The water is captured mid-pour, creating a dynamic splash effect. The background is a plain, light-colored wall.

**Through wins and losses
Pew has served as a catalyst to
advance community water fluoridation.**

June 22, 2015