

Fluoridation Wins & Losses:

Lessons Learned from the Pew Children's Dental Campaign

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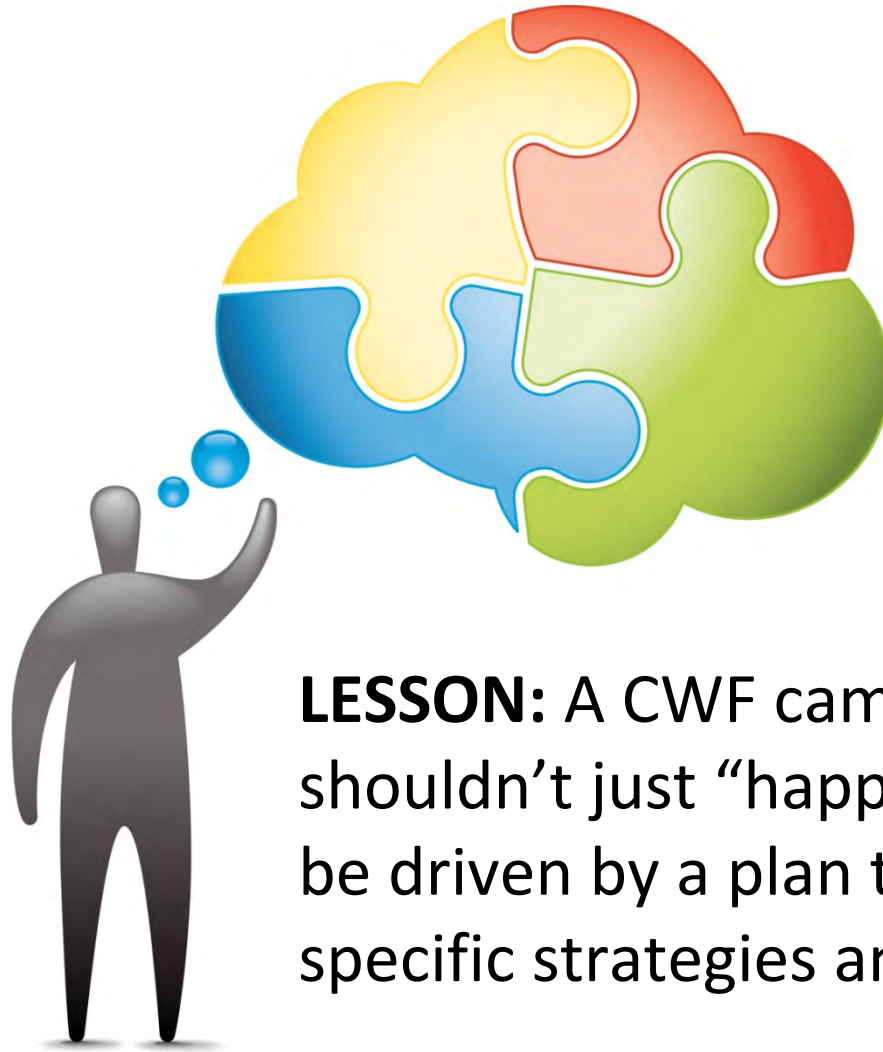
Pew-facilitated CWF campaigns

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

** 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.



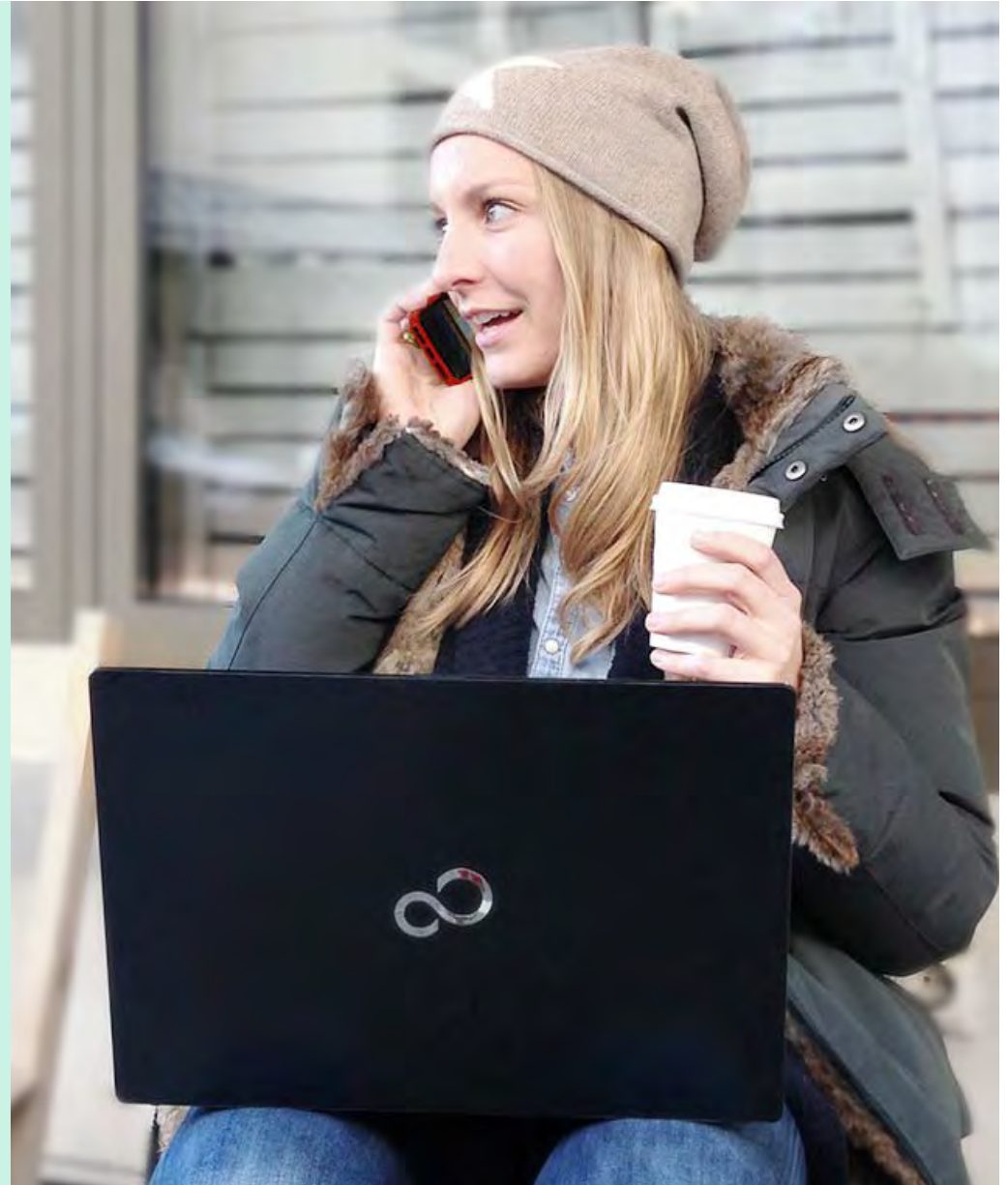
LESSON: If your proposal could be referred to voters, don't proceed without **60%** public support.



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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