

Communication:

Taking an audience-centered approach



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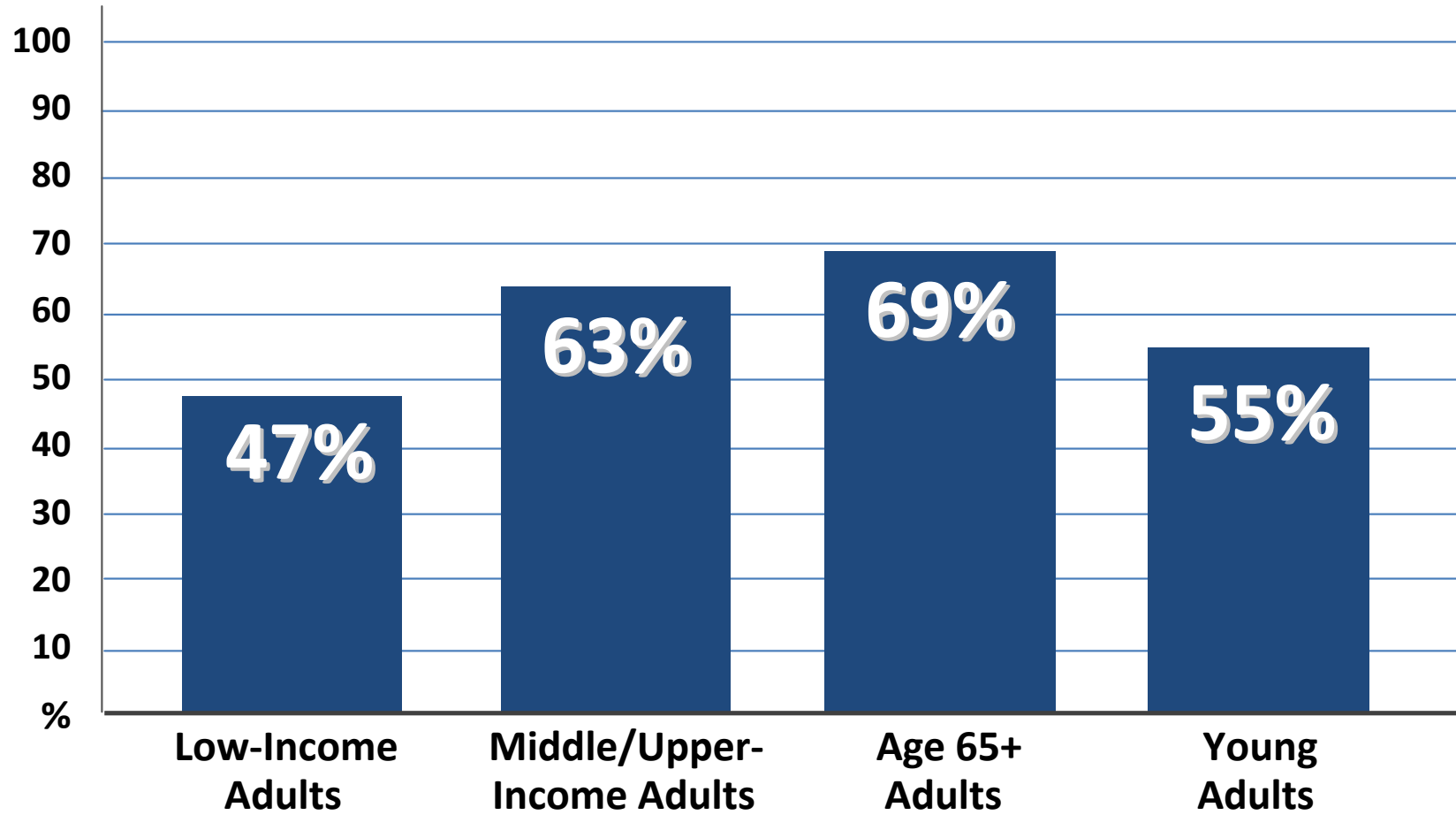
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Assumption	Facts and science will persuade them.	Facts and science will not persuade everyone. Values also shape people's views.

Your audience is many

audiences

Americans with high level of trust in physicians (2012)



(Source: R.J. Blendon et al., "Public Trust in Physicians - U.S. Medicine in International Perspective," *New England Journal of Medicine*, Oct. 23, 2014, Vol. 371, No. 17)

Audience attitudes provide cues for messages

	<i>Common Attitudes</i>	<i>Key Oral Health Challenge</i>
Underserved Communities	Cavities are a fact of life	I want my teeth to stop hurting
Affluent Communities	Cavities are a thing of the past	I want my teeth to be white and bright

The best messages

Communicating in plain language

tests
If your ~~initial screening evaluation~~ *show* indicates you have
high blood pressure ~~hypertension~~, you will be ~~asked~~ *ask you* to participate *be in* in the second
part ~~phase~~ of this ~~research investigation~~ *we study*. ~~The investigation~~ *Our goal is*
~~aims to examine~~ *test* a new medication that may ~~prevent~~
heart ~~cardiovascular~~ disease. *help keep some people from getting*

(Source: Jessica Ridpath, "Got plain language? 5 tips for clear, engaging writing — even in research," Group Health Research Institute, posted on Medium.com, Oct. 17, 2016)

Messages

Values

Fluoride is nature's way to fight tooth decay. Fluoride exists naturally in virtually all water supplies. Fluoridation is simply adjusting that level to protect teeth from cavities.

Fluoridation saves money by reducing the need for fillings and other dental treatments. A dental filling can cost around \$200 — many times higher than the annual per-person cost to fluoridate the local water supply.

Fluoridation helps level the playing field. One study called fluoridation “the most effective and practical method” for reducing the gap in cavity rates between low-income and upper-income people.

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Desire to live in harmony with nature

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Compassion for those who are less fortunate

What we say versus what they hear

“Community water fluoridation is an oral health intervention backed by strong evidence.”

“The fluoride chemicals that are added to drinking water are rigorously tested for safety and purity.”

“The risk of getting fluorosis ends after age 8.”



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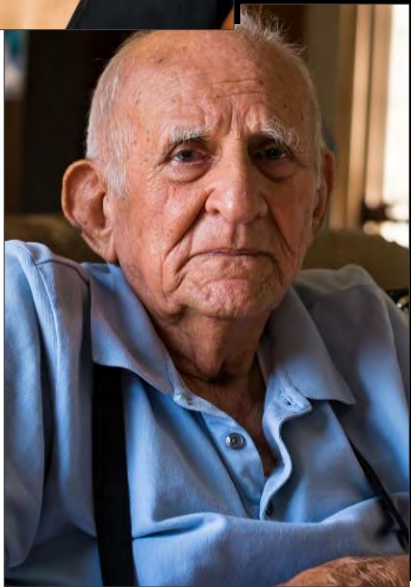
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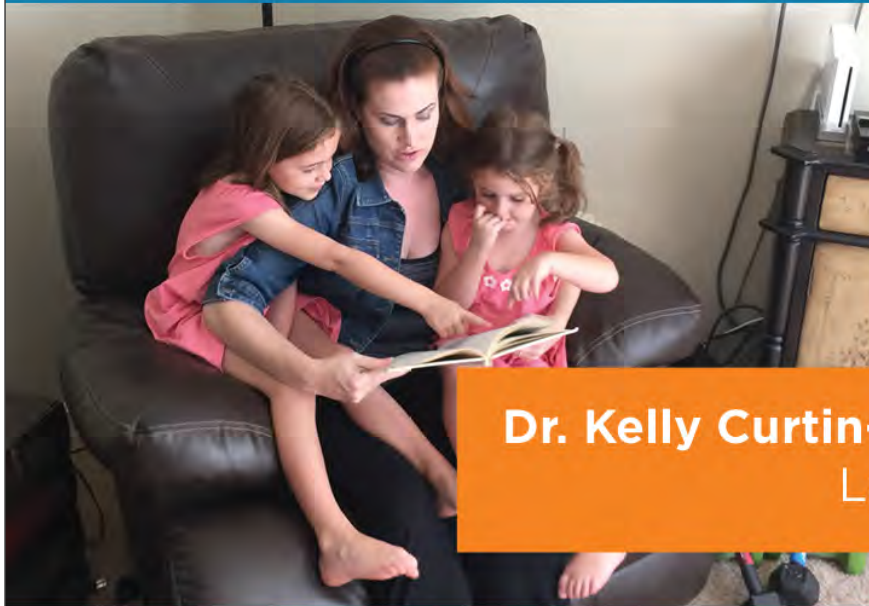


The best messengers



Speaking as one mom to another

“I’M A DOCTOR, BUT I’M ALSO A MOM...”



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

ilikemyteeth.org

Dr. Kelly Curtin-Hallinan, Pediatrician
Lancaster, Pennsylvania

...AND I SUPPORT **COMMUNITY WATER FLUORIDATION**
TO GIVE KIDS A HEALTHY START.”

An ideal messenger given the kinds of claims that critics make



December 19, 2016

To Whom It May Concern:

The WIC Program is a supplemental nutrition program benefiting women, infants, and children up to age 5. The WIC Program supports maternal and child health outcomes by offering sound nutritional advice, supplemental foods, breastfeeding support, and community and medical referrals.

Good dental health is imperative to good nutrition and quality of life. As the Director of our local WIC program, I support the fluoridation of our water because it supports our children's health and their well-being. Fluoridation of water is a simple, proven public health intervention that can positively affect the lives of many, especially our youngest.

Please consider our youngest children and their health in your vote.

Thank you in advance for your support,

Carrie Dinsmore
CHS, Inc. WIC Program Director
cdinsmore@mmchs.org
814-333-7067

Speaking to the environmental community



“Concerns with community water fluoridation (CWF) and fluoride exposure have been examined based on the latest science a balance of scientific studies showed that none of these (nine) issues poses a risk to public health at CWF levels.”

“... the average or even maximum water consumption **does not approach fluoride exposures that would pose health risks.**”

(Source: State of the Science: Community Water Fluoridation, Water Research Foundation, 2015, web report #4641)

Questions?

E: mjacob@gmail.com

P: 202-770-6265