

# Changing the Dialog: Effective Advocacy for Public Water Fluoridation

Jane S. McGinley, RDH MBA

Manager

Fluoridation and Preventive Health Activities

Council on Advocacy for Access and Prevention

February 28, 2018

Missouri Oral Health Coalition

Jefferson City, Missouri

ppm (parts per million) = mg/L (milligrams per liter)

At 0.7 mg/L, there are seven-tenths of one part of fluoride mixed with 999,999.3 parts of water. While not exact, the following comparisons can be of assistance in comprehending 0.7 mg/L:

- 1 inch in approximately 23 miles
- 1 minute in approximately 1000 days
- 1 cent in approximately \$14,000.00

ppm (parts per million) = mg/L (milligrams per liter)

**BORING!!!!**



## 0.7 Parts per Million or 0.7 mg/L

$$1:1,000,000 = 0.7:1,428,571$$

$$(1,000,000 \text{ divided by } 0.7 = 1,428,571)$$

MIZZOU

Memorial Stadium/Faurot Field seats = 71,168

$$1,428,571 \text{ divided by } 71,168 = 20.07$$

0.7 mg/L would be the same as.....

0.7 Parts per Million or 0.7 mg/L

1 seat in 20 Mizzou Memorial Stadium/Faurot Fields  
(71,168 Seats)





0.7 Parts per Million or 0.7 mg/L

1 seat in 31 Busch Stadiums  
(45,529 Seats)





0.7 Parts per Million or 0.7 mg/L

1 seat in 37 Kauffman Stadiums

37,903 Seats

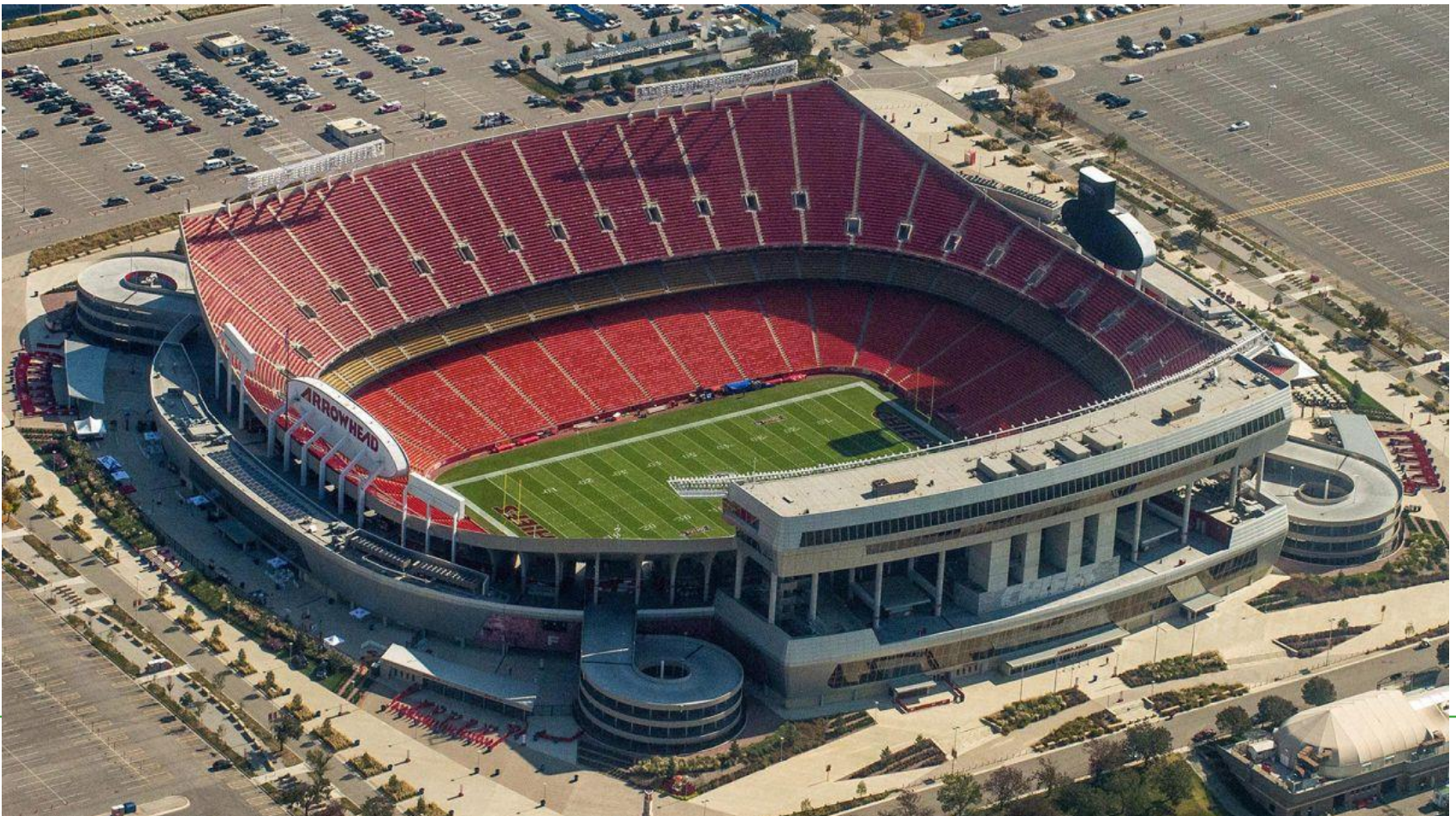




0.7 Parts per Million or 0.7 mg/L

1 seat in 18 Arrowhead Stadiums

(79,451 Seats)





# Course Objectives

At the end of the today's program, participants will be able to:

- Describe successful fluoridation campaign (proactive and reactive) strategies to initiate and retain fluoridation programs.
- Identify and engage traditional (and non-traditional) community collaborators.
- Detail key fluoridation messages.
- Identify resources to aid in fluoridation campaigns.

# History

With the retirement of Baby Boomers, we must not lose sight of the remarkable progress that has been made.

- Dental caries was a very serious problem in the 40s
  - WW II requirement of 6 opposing teeth had to be waived very early
  - 40% of all WW II draftees required immediate treatment for the relief of pain
  - One out of every 11 registrants was disqualified for military service due to dental issues.



# History

In the early 1940s, the typical school child developed 3-4 new cavities each year.

Just two generations ago, it was not uncommon for high school graduates to receive a dentures as presents so they had more opportunities in the job market.

Or for brides to receive dentures as wedding gifts so they could smile for wedding photos.

# Nature Thought of It First





# History

- 1920s – Dr. Frederick McKay  
Colorado Brown Stain
- 1930s – Dr. H. Trendley Dean  
Inverse relationship between caries and  
water fluoride levels
- 1940s – Four classic community studies

# History

Grand Rapids, Michigan  
January 25, 1945

73<sup>th</sup> Anniversary in 2018





# History

Grand Rapids, MI (F) – Muskegon, WI (Non-F)

Newburgh, NY (F) – Kingston, NY (Non-F)

Brantford, Ontario (F) – Sarnia, Ontario (Non-F)

Evanston, IL (F) – Oak Park, IL (Non-F)

# History

Early studies:

60% reduction of decay in baby teeth

30% reduction of decay in adult teeth



# History

Community water fluoridation is one of ten great public health achievements of the 20<sup>th</sup> century.

Centers for Disease Control  
and Prevention



Centers for Disease Control and Prevention. Ten great public health achievements – United States, 1990-1999.  
MMWR 1999;48(12):241-3.

<http://www.cdc.gov/mmwr//PDF/wk/mm4812.pdf>

# Present

Studies prove water fluoridation continues to be effective in reducing dental decay by more than 25% in children and adults across the lifespan even in an era with widespread availability of fluoride from other sources, such as fluoride toothpaste.



<http://www.thecommunityguide.org/oral/fluoridation.html> April 2013

# Definition

Water fluoridation is the controlled **adjustment** of fluoride that occurs naturally in water to an optimal level to prevent tooth decay.



**USPHS**

**April 27, 2015**

## **Final Recommendation for Fluoride Concentration in Drinking Water for Prevention of Dental Caries**

**0.7 mg/L**

# Present

- Community water fluoridation remains an effective public health strategy for delivering fluoride to prevent tooth decay and is the most feasible and cost-effective strategy for reaching entire communities.
- In addition to drinking water, other sources of fluoride exposure have contributed to the prevention of dental caries and an increase in dental fluorosis prevalence.

# Present

- Caries preventive benefits can be achieved and the risk of dental fluorosis reduced at 0.7 mg/L.
- Recent data do not show a convincing relationship between water intake and outdoor air temperature. Thus, recommendations for water fluoride concentrations that differ based on outdoor temperature are unnecessary.



# Present

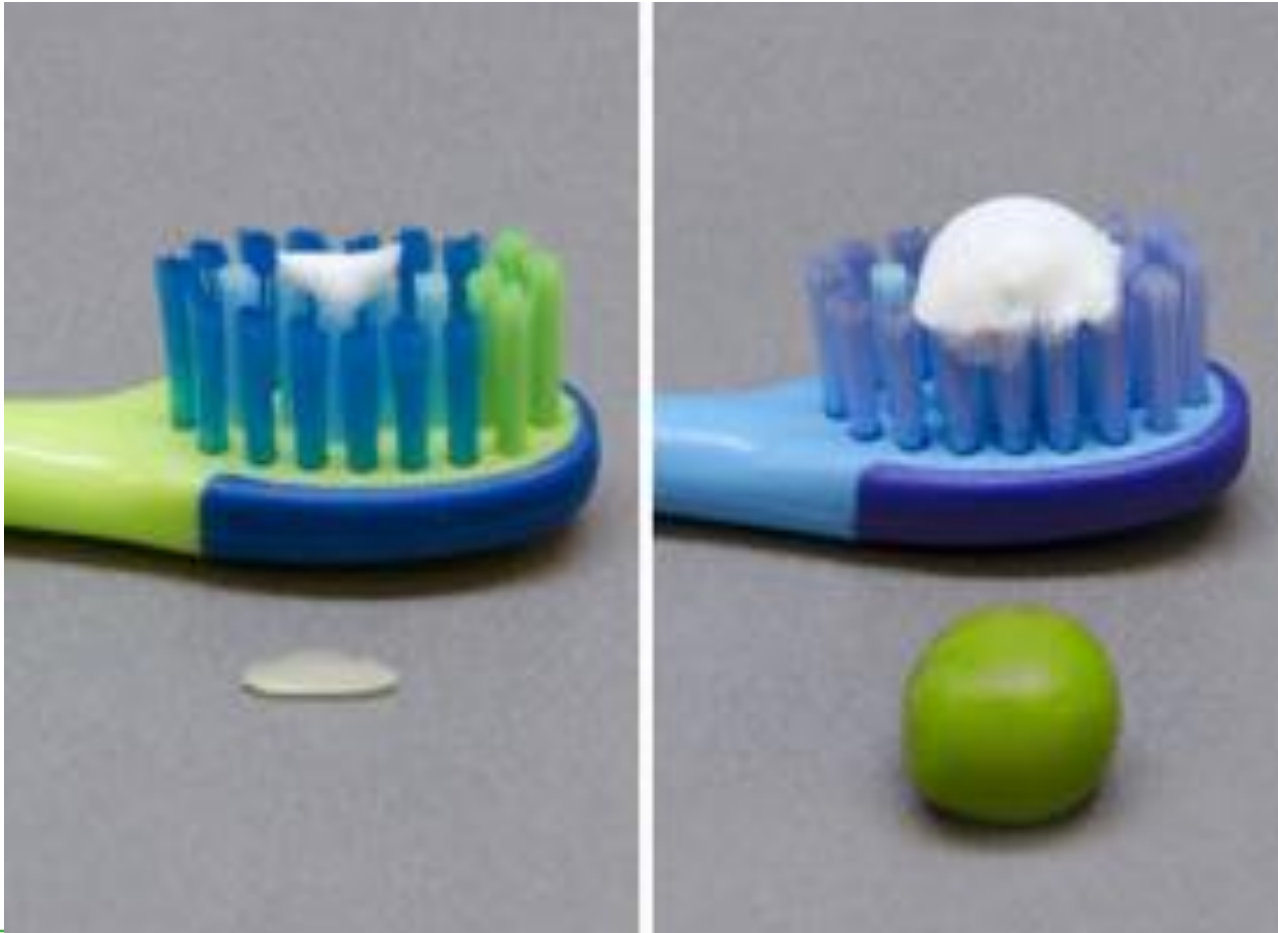
Many communities moved to 0.7 mg/L after 2011 when the “notice of intent” was issued.

In the last two years, few communities have used the announcement as a springboard to stop fluoridation programs.

Future NHANES data will provide insight.

# ADA Recommendations on Toothbrushing

2 minutes 2 x a day



# Definition

## EPA Standards for Fluoride in Drinking Water

These standards apply to the *naturally-occurring* fluoride in water.

- Maximum Contaminant Level (MCLG) – 4 mg/L
- Maximum Contaminant Level (MCL) – 4 mg/L
- Secondary Maximum Contaminant Level (SMCL) – 2 mg/L





# Definition

## EPA Standards for Fluoride in Drinking Water

- Maximum Contaminant Level (MCLG) – 4 mg/L
- The MCLG is the level of contaminants in drinking water at which no adverse health effects are likely to occur. This non-enforceable health goal is based solely on possible health risks and exposure over a lifetime with an adequate margin of safety.



# Definition

## EPA Standards for Fluoride in Drinking Water

- Maximum Contaminant Level (MCL) – 4 mg/L
- The MCL is an enforceable regulation which is set as close to the health goal as possible, considering cost, benefits and the ability of public water systems to detect and remove contaminants using suitable treatment technologies. In the case of fluoride, the MCL equals the MCLG, because analytical methods or treatment technology do not pose any limitation.



# Definition

## EPA Standards for Fluoride in Drinking Water

- Secondary Maximum Contaminant Level (SMCL) – 2 mg/L
- Secondary standards are non-enforceable guidelines regulating contaminants that may cause cosmetic effects (such as tooth discoloration). The EPA recommends secondary standards to water systems but does not require systems to comply.



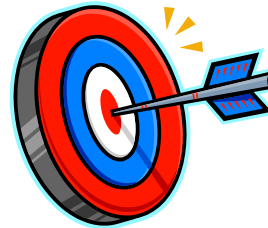
# Future

## Healthy People 2020

Objective OH-13: Increase the proportion of the U.S. population served by community water systems with optimally fluoridated water

Target: 79.6 %

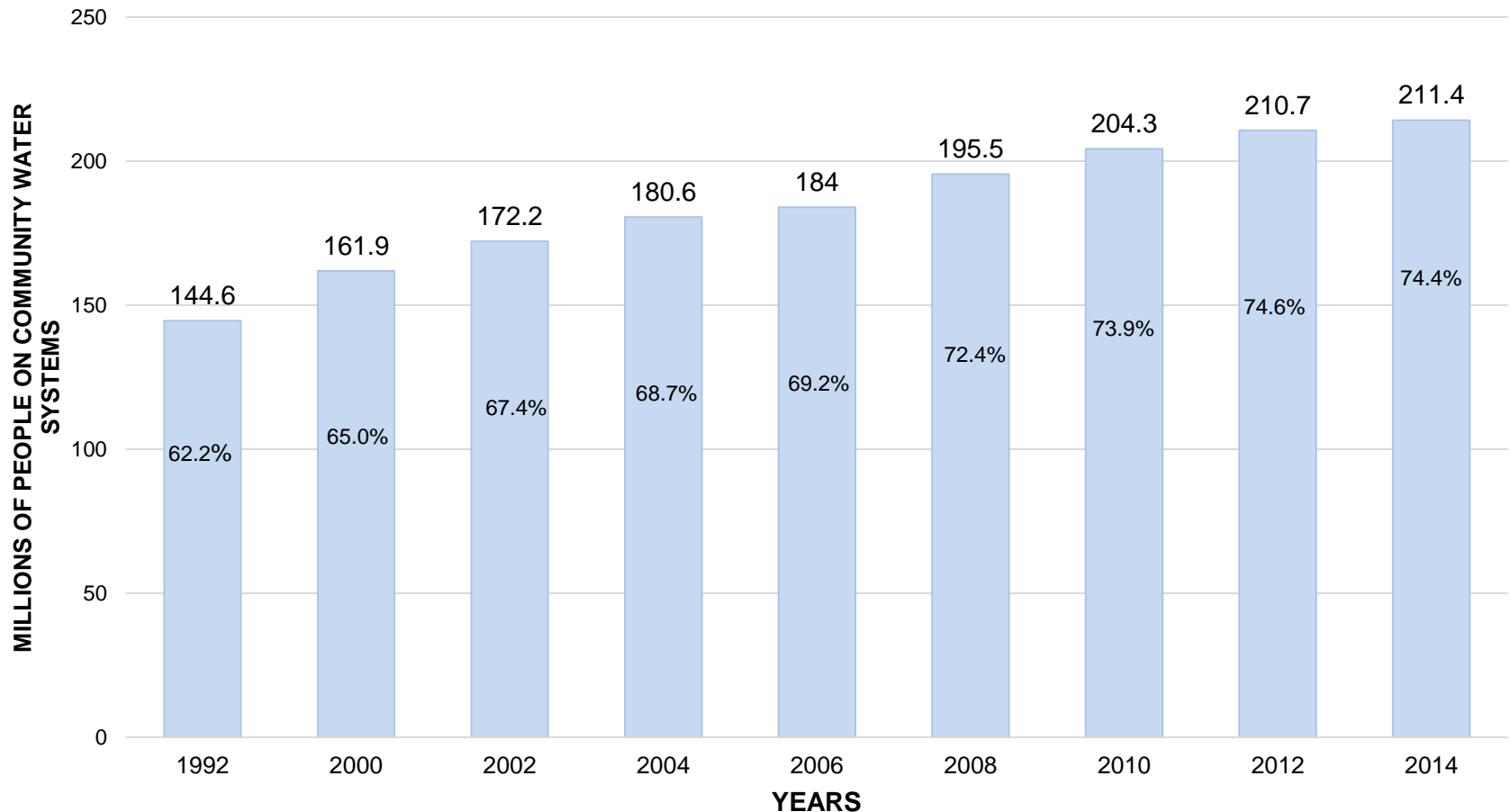
Missouri (2014): 76.8%



<https://www.cdc.gov/fluoridation/statistics/2014stats.htm>

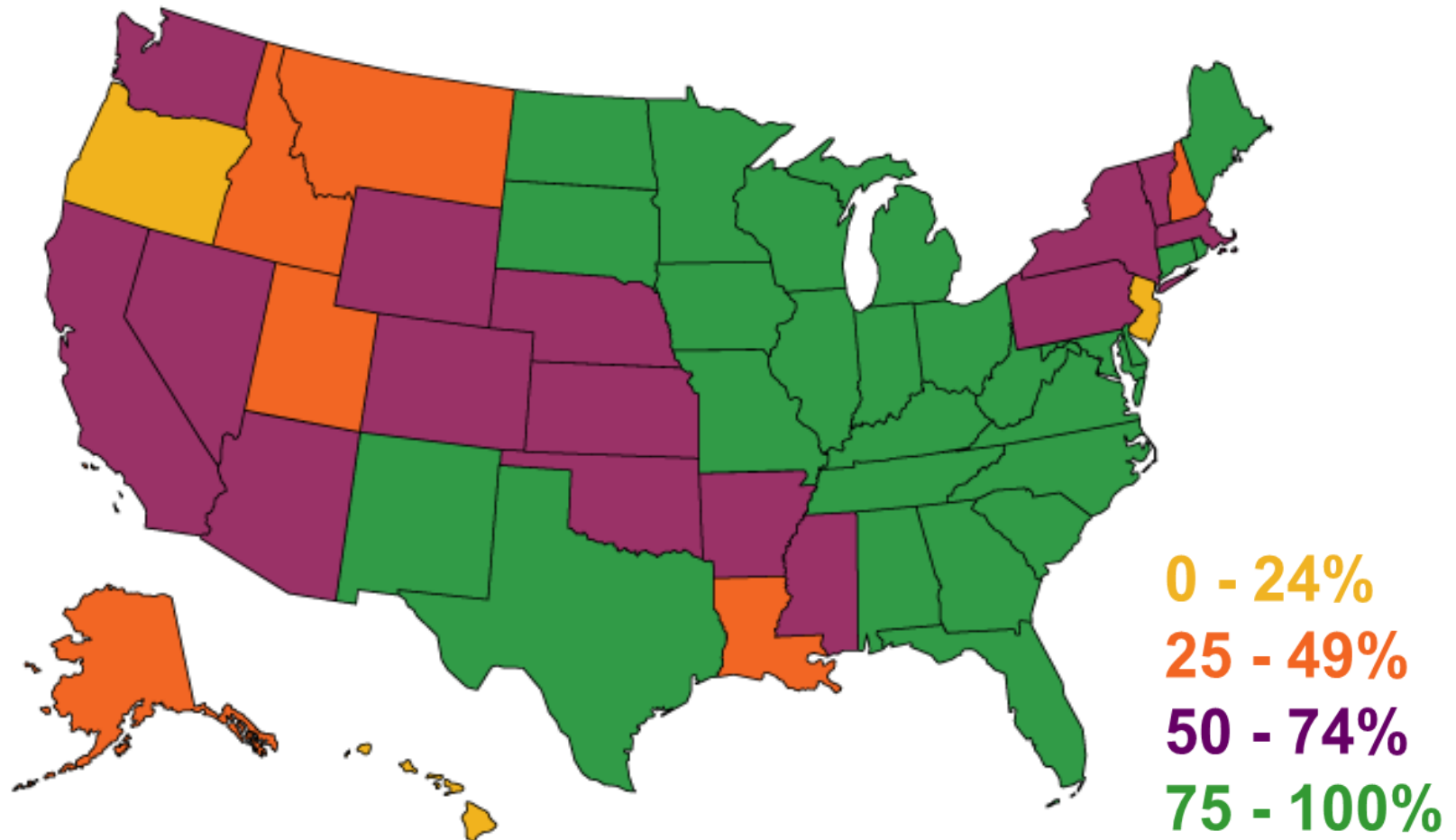


# Status of Fluoridation



Data Source: Centers for Disease Control and Prevention, National Water Fluoridation Statistics  
Available at [https://www.cdc.gov/fluoridation/statistics/reference\\_stats.htm](https://www.cdc.gov/fluoridation/statistics/reference_stats.htm)

# Status of Fluoridation



<https://www.cdc.gov/fluoridation/statistics/2014stats.htm>

# States with Mandatory Fluoridation Laws

- Arkansas (2011)
- California (1995/2004)
- Connecticut (1965)
- Delaware (1998)
- Georgia (1973)
- Illinois (1967/2011)
- Kentucky (1966)
- Louisiana (2008)
- Minnesota (1967)
- Mississippi (2009)
- Nebraska (1973/2008)
- Nevada (1999)
- Ohio (1969)
- South Dakota (1969)
- District of Columbia (1952)

# State Legislative Efforts

## Unintended Consequences

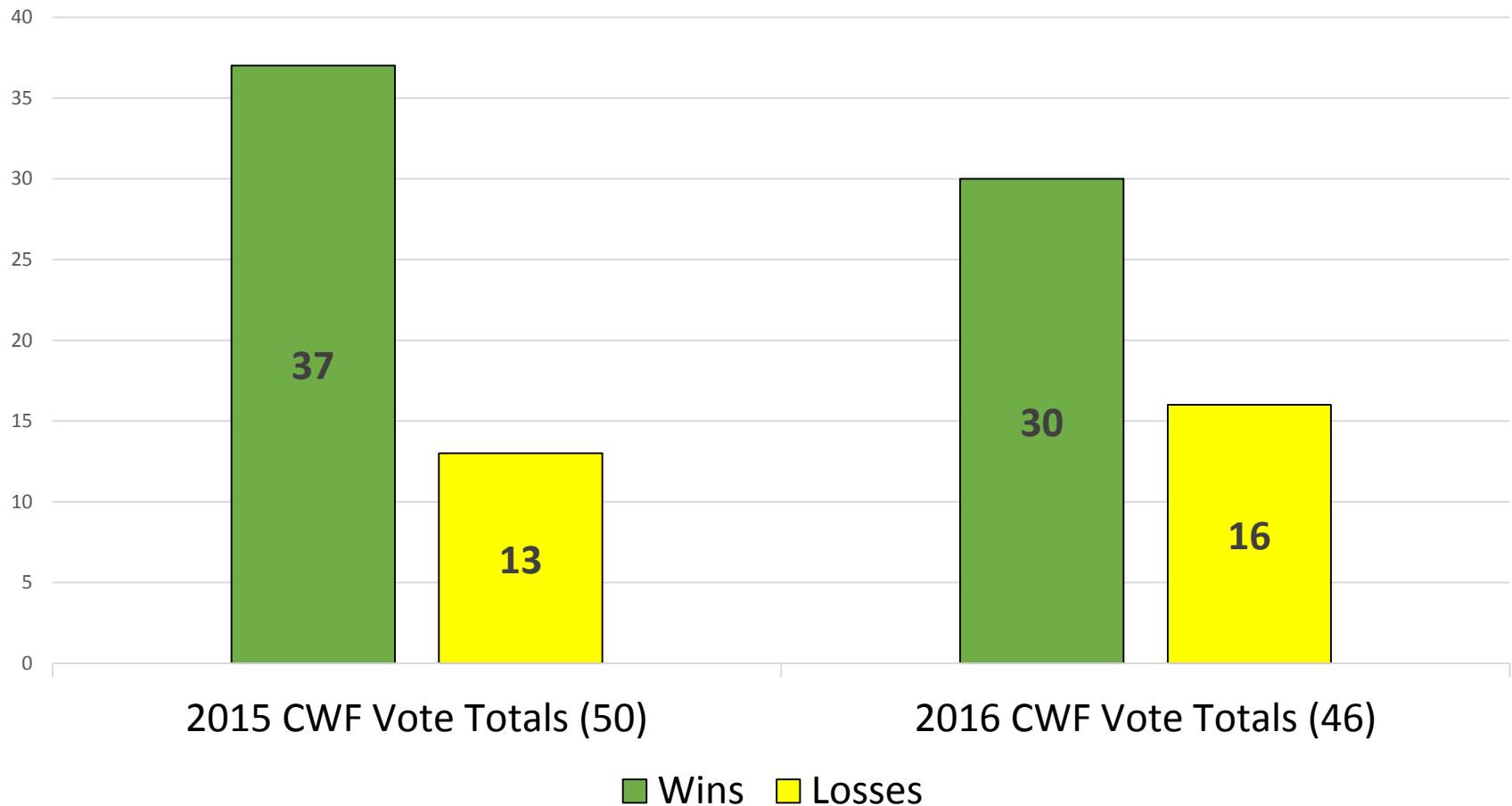
Nebraska

Louisiana





# Fluoridation Vote Outcomes 2015-2016



# Campaign Strategies

- Two Types of Campaigns
  - Initiate
  - Retain



# Campaign Strategies

Fluoridation Campaigns are Political Campaigns

AND

All Politics Are Local



# Campaign Strategies

## Initiate



- Getting Started
- Assessing Campaign Readiness
- Forming a Broad-based Coalition

# Getting Started

- Core Group/Steering Committee
- Needs Assessment/Demographics
- History
- Legal Information
- Technical Information
- Timing of Campaign/Ballot





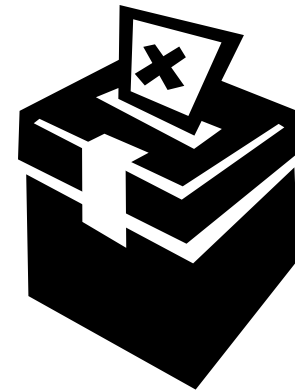
# Getting Started

- Steering Committee
- Needs Assessment/Community Demographics/Data
- History
- Legal Information
- Technical Information
- Timing of Campaign/Ballot



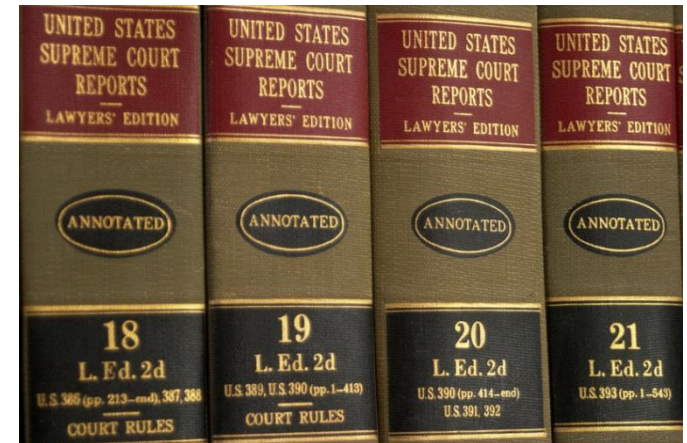
# Getting Started

- Steering Committee
- Needs Assessment/Demographics
- History
- Legal Information
- Technical Information
- Timing of Campaign/Ballot



# Getting Started

- Steering Committee
- Needs Assessment/Demographics
- History
- Legal Information
- Technical Information
- Timing of Campaign/Ballot



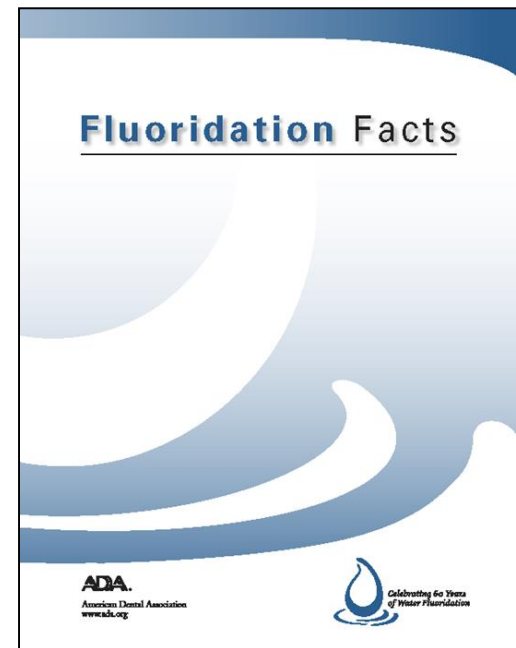
# Getting Started

- Board of Health
- Water Board
- City Council
- Town Meeting
- Public Referenda
- State Legislation
- Private Water System



# Getting Started

- Steering Committee
- Needs Assessment/Demographics
- History
- Legal Information
- **Technical Information**
- Timing of Campaign/Ballot





# Getting Started

- Steering Committee
- Needs Assessment/Demographics
- History
- Legal Information
- Technical Information
- Timing of Campaign/Ballot



# Campaign Strategies

## Initiate

- Getting Started
- Assessing Campaign Readiness
- Forming a Broad-based Coalition



# Campaign Strategies

## Initiate



- Getting Started
- Assessing Campaign Readiness
- Forming a Broad-based Coalition

# Campaign Strategies

## Why Form a Coalition?

- Structure/Organization
- Public Interface
- Endorsements/Recognition
- Sustainability

# What Worked

*Fluoridation*



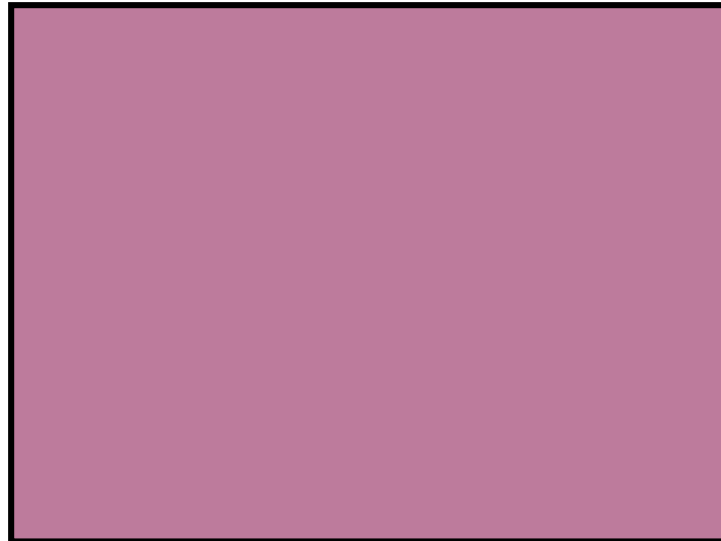
*Something to smile about!*

# Campaign Strategies

- State/Local Oral Health Coalitions
- Pediatricians/Physicians
- School Nurses
- Hospitals
- Children Advocacy Groups
- Foundations
- Third Party Payers



## OUTSIDE



# Collaborations

- Think Outside the Box
  - PTA President
  - Pharmacists
  - Ethnic Community Leaders
  - Faith Group Leaders
  - Local Employers/Labor Unions
  - Chamber of Commerce/Civic Groups
  - Newspaper Editorial Boards

# Collaborations

The *Tampa Bay Times* won the 2013 Pulitzer Prize for editorial writing for their diligent campaign that helped reverse a decision to end fluoridation of the water supply for the 700,000 residents of the newspaper's home (Pinellas) county in Florida.

# Collaborations

## Water System Personnel Can Be Targets



## Water System Personnel

- AWWA Supports Fluoridation
- Target of the Opposition
- Possibly Unaware of Benefits
- Undervalued Community Asset
- Recognition of Efforts

# Collaborations



From left, Bryan Butler, Muscatine Power & Water manager of water and utility services, and Sal LoBianco, general manager, pose with an Iowa Department of Public Health award MP&W received for consistently fluoridating the water for 50 years.



# Campaign Strategies

## **Retain**

- Little or No Advance Notice
- Timing NOT Your Choice
- Defensive Campaign
- Sympathetic Decision Makers

# Campaign Strategies

## Retain



- Little or No Advance Notice
- Timing NOT Your Choice
- Defensive Campaign
- Sympathetic Decision Makers

# Campaign Strategies

## Retain

- Little or No Advance Notice
- Timing NOT Your Choice
- Defensive Campaign
- Sympathetic Decision Makers



# Campaign Strategies

## Retain

- Little or No Advance Notice
- Timing NOT Your Choice
- Defensive Campaign
- Sympathetic Decision Makers



# Campaign Strategies

## Retain

- Little or No Advance Notice
- Timing NOT Your Choice
- Defensive Campaign
- Sympathetic Decision Makers



## Early Notification Legislation

Tennessee  
Missouri  
New York



# Campaign Strategies

## A Good Survey Gone Bad

- Columbiana, Alabama
- Water Bill Survey
- 5,000 sent out to Homes and Businesses
- 1,010 returned
- Results: 617 Against vs 493 In Favor



# Campaign Strategies

## Letters to the Editor



## Debates vs Informational Meetings



# Key Messages/Messaging

- Key Messages
- Vehicles to Reach Your Audience
- Working with the Press/Media



# Past

Challenges have existed since the beginning.

In Grand Rapids, original plans called for fluoridation to begin at the beginning of January but in fact it didn't start until January 25<sup>th</sup>.

Complaints were logged by the health department from the beginning of January.

# Past

- 1950s Communist Plot
- 1960s Pollution
- 1970s Conspiracy Theories
- 1980s AIDS and Alzheimer's disease
- 1990s Hip Fracture and Cancer
- 2000s Overexposure (Infants) and Bone Cancer
- 2010s Neurotoxicity (IQ, ADHD, Autism)

# Today

## The oppositions top arguments – as of today.

- Neurotoxic – Lowers IQ/ADHD/Autism
- Fluoride Additives Not Safe
- Medical Ethics – Personal Choice
- Thyroid – Endocrine Disruptor
- No Benefit – Europe Doesn't Fluoridate
- Fluorosis – Infant Fluoride Intake
- Cancer
- Kidney
- Diabetes



# Challenges

- Is it science or something posted on the Internet?
- Everyone's entitled to their own opinion but not their own facts.

# Talking with the Public

## Association $\neq$ Causation

In large cities, typically crime goes up during the hot summer months.

In large cities, the sale of ice cream goes up during the hot summer months.

Therefore ice cream causes an increase in crime.

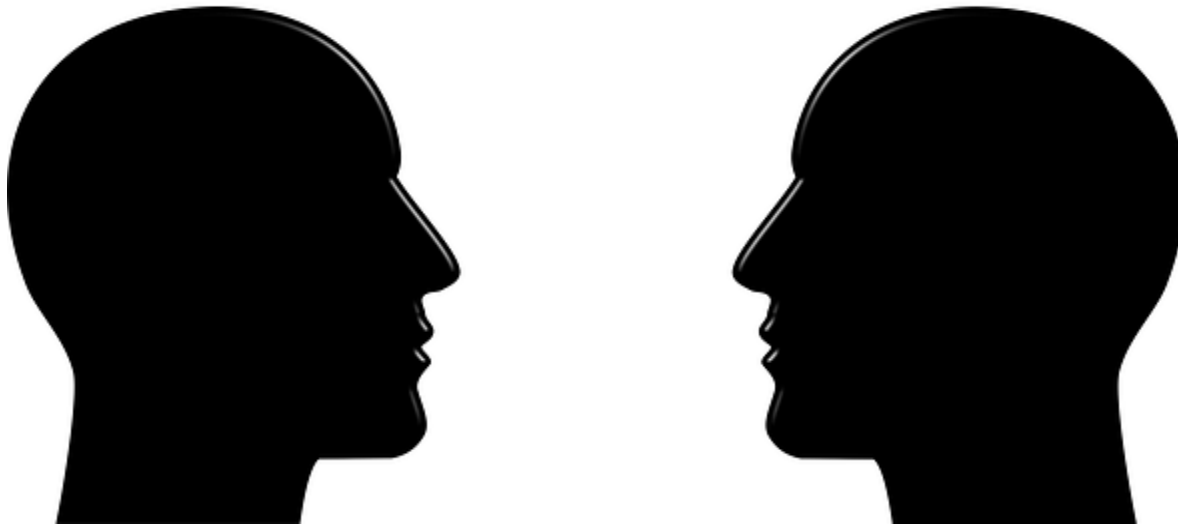


# Challenges

- Is it Science??? Questions to Ask
  - Author's Credentials
  - Year of Publication
  - Comparability
  - Research Model
  - Peer Review
  - Weight of Evidence
  - Easily Accessible

# Messages

## Fluoridation Talking Points



# Talking with the Public

1. Present yourself as a listening, caring resource.
2. Use “kitchen table” language.
3. Share stories to put a face on the issue.
4. Connect with their values.
5. Communicate core messages and circle back to them.

# Talking with the Public

## ***Fluoridated Community***

Do you (and your family) usually drink tap water or bottled water?

Do you receive your water through a public water system or do you have a private well?

# Home Water Treatment Systems

## Whole House Water Softeners

Do not remove fluoride



# Home Water Treatment Systems

## Whole House Water Filtration Systems

May or may not remove fluoride



# Home Water Treatment Systems

## Whole House Water Reverse Osmosis Systems

Remove Fluoride





# Home Water Treatment Systems

## Point of Use (POU)

### Reverse Osmosis



### Distillation



# Home Water Treatment Systems

## Point of Use (POU)

Carafe



Faucet

# Bottled Water

## Home Bottled Water Delivery



# Bottled Water

Bottled water is regulated by the FDA.

## READ THE LABEL

Current FDA regulations require fluoride content to be listed on the label *only if fluoride is added during processing.*



# Bottled Water

Most bottled water is not optimally fluoridated.

In fact, water treated by reverse osmosis or distillation contains little or no fluoride.



# Bottled Water



Individuals who use bottled water as their primary source of water could be losing the decay preventive effects of optimally fluoridated water available from their community water supply.

# Talking with the Public

## ***Non-Fluoridated Community***

Do you (and your family) brush with fluoride toothpaste twice a day?

Have you asked your child's dentist or pediatrician if dietary fluoride supplements might be recommended?



# Talking with the Public

***What if a patient says they heard negative things about fluoride?***

Don't react with frustration.

Unfortunately, there is a lot of inaccurate information on the internet about fluoride.

Let me give you a few websites where you can find reliable information if you want to learn more.

# Talking to the Public

**From what I understand, fluoridated water is supposed to benefit children, not adults. If that's true, then it doesn't really matter whether adults like me drink tap water or bottled water.**

**OR**

**I've heard fluoridation causes cancer.**

# Talking with the Public

I've had that question asked by other patients, so I'm happy to clarify what the evidence shows about that ...

I understand what you're saying. Let me walk you through what the scientific evidence says ...

# Talking with the Public

It can be hard to find accurate information about this topic online, so let me suggest a couple of reliable websites where you can find answers to any questions you may have ...

I'm a parent too, so I can see why you might ask that question. Let me explain what the research shows ...

# Vehicles to Reach Your Audience

- Posters in the office
- Items in office newsletters/billing stuffers
- Social Media – Facebook, Twitter
- Videos
- Blogs
- Websites
- Media Interviews – TV/Newspaper

# Working with the Press/Media

## FIVE TIPS

- Treat the media like a force of nature.
- Know your message.
- Pick 3 key point before the interview.
- Keep it simple.
- Control your message with “bridge” statements.

# Working with the Press/Media

## YOU CONTROL THE CONVERSATION

- Return reporters' calls promptly.
- If unprepared, ask to call reporter back.
- Ask the reporter questions before the interview.
- Never assume reporter knowledge.
- Ask reporter to restate unclear questions.
- Prepare your notes.
- Nothing is ever "off the record."
- Thank reporter when item runs.

# Working with the Press/Media

## DURING THE INTERVIEW

- Listen to the question being asked.
- Avoid jargon.
- Make your most important points first.
- Ask for clarification.
- Deal with multiple faceted questions.
- Stay within your range of knowledge.
- Call back within reporter's deadline.



# Working with the Press/Media

## **Avoid Reporters' Traps:**

- Don't repeat the negative from a reporter's questions
- Don't let reporters put words in your mouth
- Don't speak for anyone else
- Don't ever say anything "off the record."
- Always stay on message even if you think the interview is over
- Stay calm.

# Working with the Press/Media

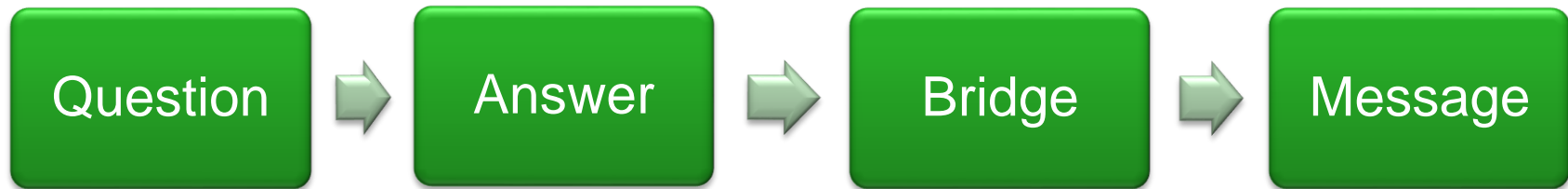
## **Assisting the Reporter:**

- Provide the reporter with a written summary of information, main points and statistics.
- Don't hesitate to put the issue into perspective, even if the reporter doesn't ask.
- Don't overestimate a reporter's knowledge of your subject. If a reporter bases questions on information you believe is incorrect, do not hesitate to set the record straight.
- Offer background information where necessary.

# Working with the Press/Media

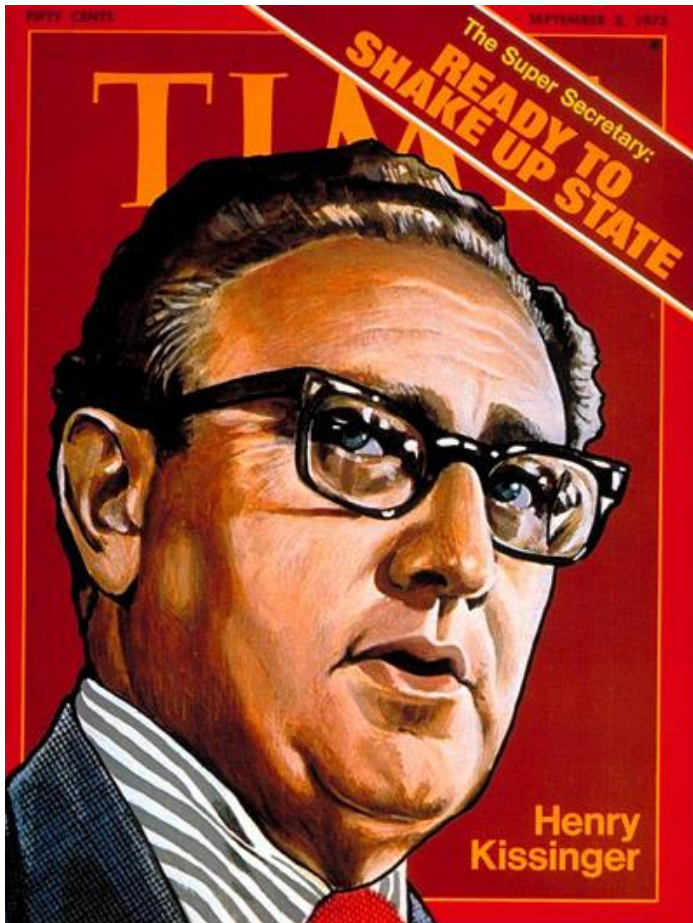
## Formula for a Soundbyte

**How do you deliver messages?**



No matter what the question is, find a way to bridge to one of your key messages

# Working with the Press/Media



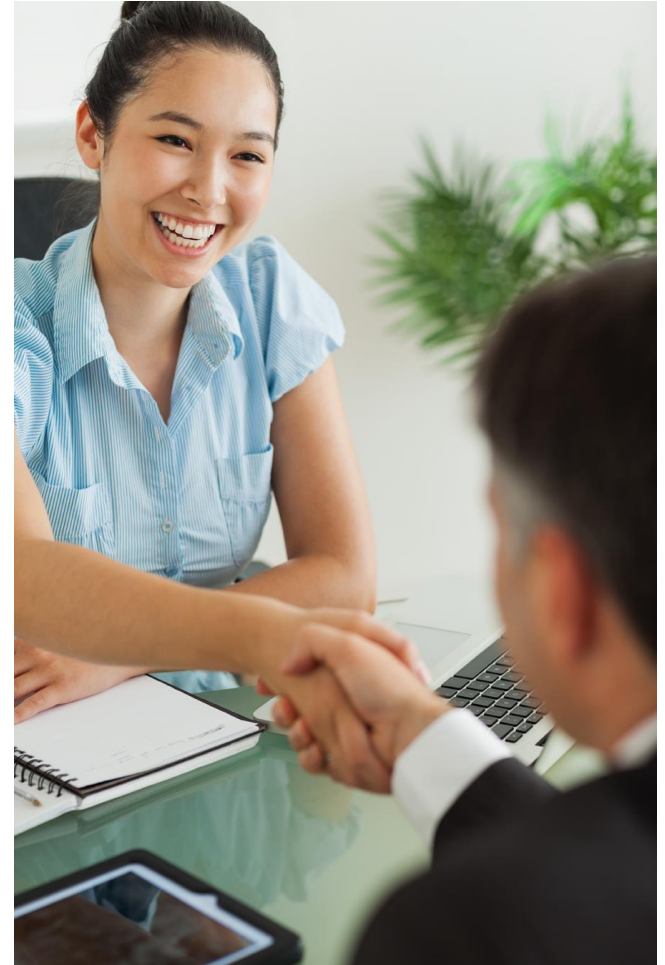
Or as Henry Kissinger  
Used to Say...

**What questions do you  
have for my answers?**

# Working with the Press/Media

## ABC's of Q & A

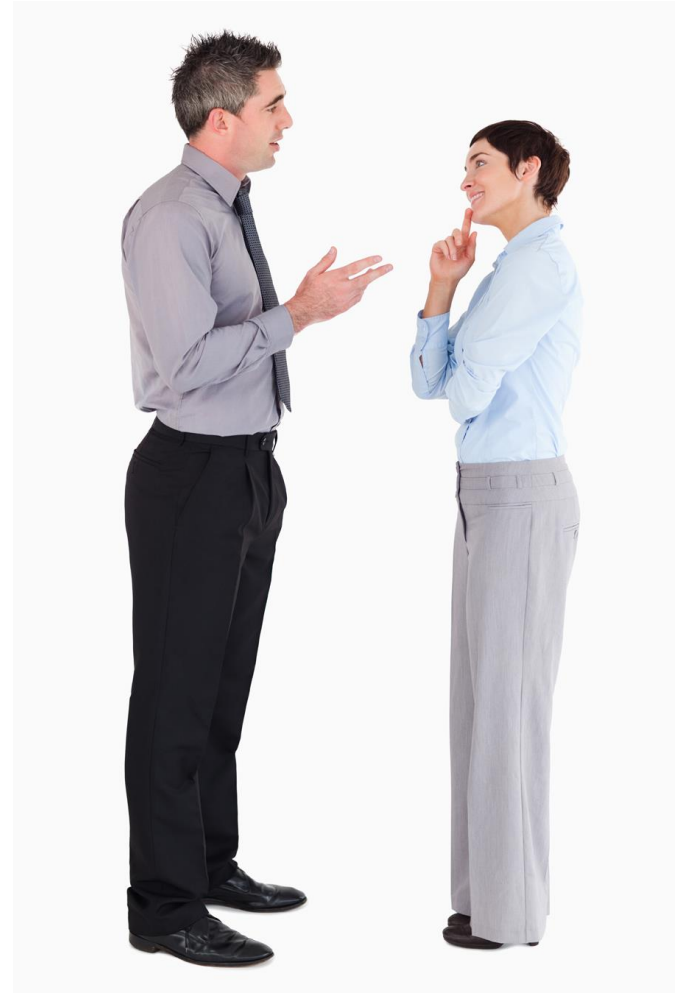
- A: Answer the question
- B: Bridge to your message
- C: Conclude on a positive note



# Working with the Press/Media

## Bridging to Your Message

- In fact ...
- Let me put this in perspective ...
- What you need to remember is ...



What is/can the ADA do to assist you?

## Action for Dental Health

[www.ada.org/fluoride](http://www.ada.org/fluoride)



## National Fluoridation Advisory Committee

Academicians

Researchers

State Oral Health Department Staff

General Dentists

## ADA Team Fluoridation

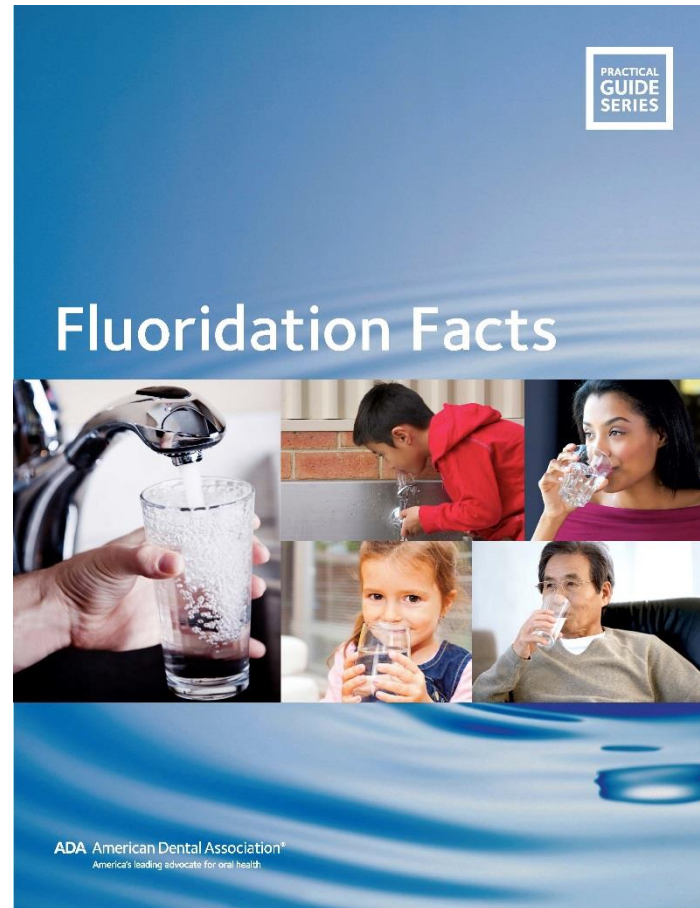
State Government Affairs

Government and Public Affairs (Federal)

Communications

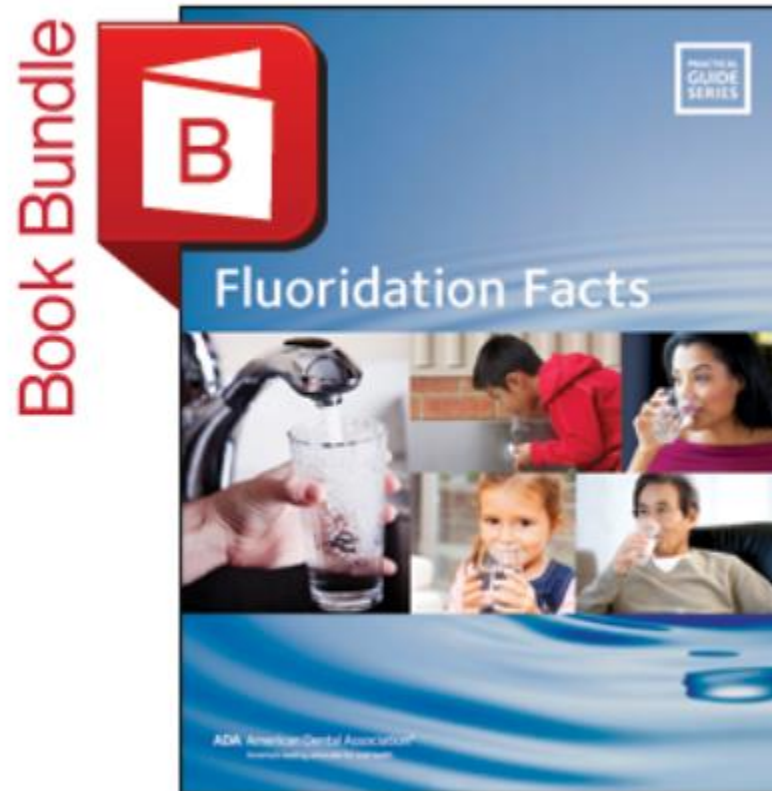
Council on Advocacy for Access and  
Prevention

## 2018 Fluoridation Facts



# Resources

## Fluoridation Facts Book Bundle - J120BT



# Resources

## Fluoridation Facts

### COMPENDIUM

#### **National and International Organizations That Recognize the Public Health Benefits of Community Water Fluoridation for Preventing Dental Decay**

Academy of Dentistry International  
Academy of General Dentistry  
Academy for Sports Dentistry  
Alzheimer's Association  
America's Health Insurance Plans  
American Academy of Family Physicians  
American Academy of Nurse Practitioners  
American Academy of Oral and Maxillofacial Pathology  
American Academy of Orthopaedic Surgeons  
American Academy of Pediatrics  
American Academy of Pediatric Dentistry  
American Academy of Periodontology  
American Academy of Physician Assistants  
American Association for Community Dental Programs  
American Association for Dental Research  
American Association for Health Education  
American Association for the Advancement of Science  
American Association of Endodontists  
American Association of Oral and Maxillofacial Surgeons  
American Association of Orthodontists  
American Association of Public Health Dentistry

Association of State and Territorial Dental Directors  
Association of State and Territorial Health Officials  
Association of State and Territorial Public Health Nutrition Directors  
British Fluoridation Society  
Canadian Dental Association  
Canadian Dental Hygienists Association  
Canadian Medical Association  
Canadian Nurses Association  
Canadian Paediatric Society  
Canadian Public Health Association  
Child Welfare League of America  
Children's Dental Health Project  
Chocolate Manufacturers Association  
Consumer Federation of America  
Council of State and Territorial Epidemiologists  
Delta Dental Plans Association  
FDI World Dental Federation  
Federation of American Hospitals  
Hispanic Dental Association  
Indian Dental Association (U.S.A.)  
Institute of Medicine  
International Association for Dental Research  
International Association for Orthodontics  
International College of Dentists  
March of Dimes Birth Defects Foundation  
National Association of Community Health Centers

## Fluoridation Facts Compendium

Removed from book

**List will exist online**

**National and International Organizations That Recognize the Public Health Benefits of  
Community Water Fluoridation for Preventing Dental Decay**

# Resources

ADA Fluoridation Tool Kit

Continuing Education Programs  
Fluoridation  
(Science/Campaign Strategies)  
Spokesperson Training

Technical assistance to dentists,  
dental societies, supporters.

# Resources

**ADA** American Dental Association®

America's leading advocate for oral health

[About the ADA](#) | [Contact Us](#) | [Join/Renew](#) | [Login](#)

**MEMBER CENTER**

**EDUCATION/CAREERS**

**SCIENCE/RESEARCH**

**ADVOCACY**

**PUBLICATIONS**

**PUBLIC PROGRAMS**

## Fluoride in Water

Fluoridation Facts

Medical Testimonials

Fluoridation Resources

Fluoridation Issues

ADA Fluoridation Policy

Fluoridation Advocacy

[Home](#) > [Public Programs](#) > [Advocating for the Public](#) > **Fluoride in Water**

   [Share](#)

## Fluoride in Water

### Lawsuit seeking fluoridation ban moves forward

EPA's request to dismiss the lawsuit  
has been denied. **See details.**

ADVERTISEMENT





# Resources

Info from CDC



## Fluoride and Fluoridation Information from MouthHealthy

Find additional information about [fluoride](#) and [fluoridation](#) at MouthHealthy, the ADA's consumer website.

## Fluoride in Water is Safe and It Works

More than 70 years of [scientific research](#) has consistently shown that an [optimal level of fluoride](#) in community water is safe and effective in preventing tooth decay by at least 25% in both children and adults. Simply by drinking water, Americans can benefit from [fluoride's cavity protection](#) whether they are at home, work or school. The [Centers for Disease Control and Prevention](#) named community water fluoridation one of 10 great public health achievements of the 20th century.

## Featured



Fluoridation Facts



Fluoridation FAQs



Fluoride Clinical Guidelines



Fluoridation in the News



Medical Testimonials



Fluoridation Videos

# Resources

## ADA Social Media



# Resources

CAAP Fluoridation Report by State (Dec. 2016)

Resources

State Specific Fluoridation Status/History

State Specific Organizational Contacts

# Resources



Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives, Protecting People™

## My Water's Fluoride

Water with fluoride protects teeth from tooth decay



**It is Important to know the level of fluoride in your drinking water.**

My Water's Fluoride (MWF) allows consumers to learn about the fluoride level in their drinking water. Also, you can find out the number of people served by the system and the water source. [Learn more >](#)

Find Water System Information

Participating State

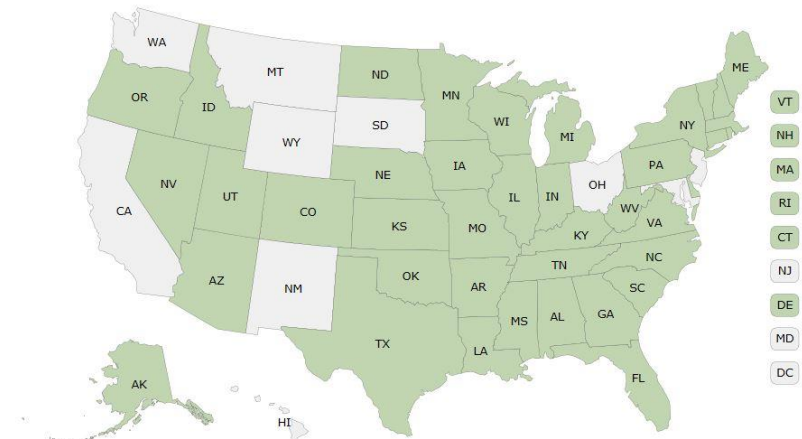
Select one



Go

[Search by Water System](#)

Can't find your state [?](#)



# Resources



## Missouri

List of Counties

All Water Systems By County

### List of Counties

Select a county to view its public water systems.

#### 115 Counties

|           |           |            |                |
|-----------|-----------|------------|----------------|
| Adair     | Andrew    | Atchison   | Audrain        |
| Barry     | Barton    | Bates      | Benton         |
| Bollinger | Boone     | Buchanan   | Butler         |
| Caldwell  | Callaway  | Camden     | Cape Girardeau |
| Carroll   | Carter    | Cass       | Cedar          |
| Chariton  | Christian | Clark      | Clay           |
| Clinton   | Cole      | Cooper     | Crawford       |
| Dade      | Dallas    | Daviess    | DeKalb         |
| Dent      | Douglas   | Dunklin    | Franklin       |
| Gasconade | Gentry    | Greene     | Grundy         |
| Harrison  | Henry     | Hickory    | Holt           |
| Howard    | Howell    | Iron       | Jackson        |
| Jasper    | Jefferson | Johnson    | Knox           |
| Laclede   | Lafayette | Lawrence   | Lewis          |
| Lincoln   | Linn      | Livingston | Macon          |



# Missouri - Cole County

[List of Counties](#)

All Water Systems By County

## All Water Systems by County

Select a county to view its water systems

Cole



### 17 Water Systems Found

Select a water system to view details

| Cole County, Missouri 1 - 17 of 17 |                             | Items Per Page 20      |                                |
|------------------------------------|-----------------------------|------------------------|--------------------------------|
| <a href="#">Name</a>               | <a href="#">Fluoridated</a> | <a href="#">PWS-ID</a> | <a href="#">Primary County</a> |
| CENTERTOWN                         | No                          | MO-3010149             | Cole                           |
| CENTRAL MO CORRECTIONAL CENTER     | Yes                         | MO-3069008             | Cole                           |
| COLE CO PWSD #1                    | Yes                         | MO-3024159             | Cole                           |
| COLE CO PWSD #2                    | Yes                         | MO-3024160             | Cole                           |
| COLE CO PWSD #3                    | No                          | MO-3024162             | Cole                           |






## Water System

**Name**            JEFFERSON CITY  
**ID**                MO-3010409

### Is this Water System Fluoridated?

 **Yes**        **Fluoride Concentration**  
0.70 mg/L

### What does this mean?

This water system adjusts the fluoride level to the recommended level for the prevention of tooth decay.

| Water System Type | Water Source | County         | Population Served |
|-------------------|--------------|----------------|-------------------|
| Community         | Surface      | Cole (Primary) | 27,117            |

### Source Information:

The U.S. Department of Health and Human Services recommends a level of 0.7 milligrams per Liter (mg/L) of fluoride in your drinking water. This is the level that prevents tooth decay and promotes good oral health. For additional information on fluoride in drinking water please visit the [CDC Water Fluoridation Page](#).

# Resources

**Note:** Information on this page has been provided by the State. Verify this information with your local water utility, or with your local or state health department.

## Contact Information

Oral Health Program

Missouri Department of Health & Senior Services

Julie Boeckman

PO Box 570

Jefferson City, MO 65102

(573) 751-6249

## Questions or Comments?

 [julie.boeckman@health.mo.gov](mailto:julie.boeckman@health.mo.gov)

 [Visit State Web Site](#) 

 [Send Comments to the State](#)



# Resources

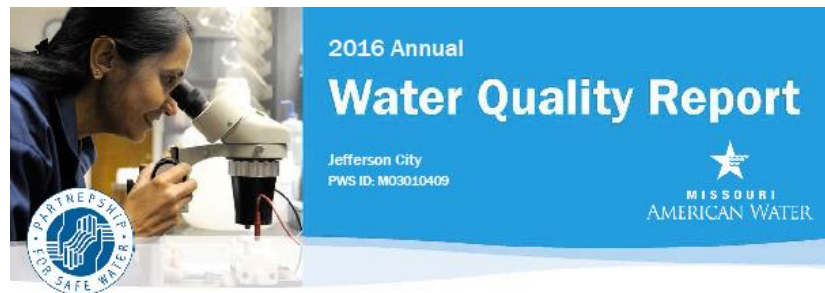
What's the fluoridation status of your water?

Water Quality Report

Consumer Confidence Report/CCR



# Resources



Este informe contiene información muy importante sobre su agua potable. Tradúzcalo o hable con alguien que lo entienda bien.

## A Message from the Missouri American Water President

To Our Valued Customers:

We like to say in the water industry that ours is the only utility you ingest. Of course, with that comes the responsibility of producing a product that must be both safe and clean. At Missouri American Water, I'm glad to say that our water is both. The following document spells it out in detail.

Our Annual Water Quality Report serves as a description of the source and quality of your drinking water. It's essentially our company's report card on your local water service, and I'm proud to say that our grades are stellar. Not only do we continue to supply water that meets or exceeds all state and federal water quality regulations, we've been doing so for years. Our surface water plants have won multiple Director's Awards from the American Water Works Association, an honor only a select few surface water treatment plants can claim nationwide each year. To say I'm proud of this accomplishment is an understatement. Our groundwater systems also maintain outstanding water quality.

Beyond being clean and safe, our water is also affordable. At about a penny per gallon, our water is a great value.

I hope you'll take a few minutes and read the following report. It provides important information about your drinking water, its quality, and the testing we've conducted.

We appreciate the opportunity to serve you and look forward to keeping the water flowing for years to come.

Cheryl Norton  
President

## What is a Water Quality Report?

To comply with state and U.S. Environmental Protection Agency (USEPA) regulations, Missouri American Water issues a report annually describing the quality of your drinking water. The purpose of this report is to raise your understanding of drinking water and awareness of the need to protect drinking water sources. We conduct tests for hundreds of contaminants. This report provides an overview of the most recent water quality data available. It includes details about where your water comes from and what it contains.

If you have any questions about this report or your drinking water, please call our Customer Service Center at (toll-free) (866) 430-0820.



American Water Works Company, Inc., together with its subsidiaries, is referred to as American Water. Missouri American Water and the star logo are the registered trademarks of American Water Works Company, Inc. All rights reserved.

WE CARE ABOUT WATER. IT'S WHAT WE DO.™

1

# Resources

## Water Quality Results

### Regulated Substances (Water Leaving the Treatment Facility)

| Substance (units)    | Year Sampled | MCL | MCLG | Results | Range Low-High | Compliance Achieved | Typical Source  |
|----------------------|--------------|-----|------|---------|----------------|---------------------|---|
| Atrazine (ppb)       | 2016         | 3   | 3    | 0.2     | ND – 0.7       | Yes                 | Runoff from herbicide used on row crops   |
| Chloramine (ppm)     | 2016         | TT  | NA   | 2.3     | 2.3 – 2.7      | Yes                 | Water additive used to control microbes   |
| Fluoride (ppm)       | 2016         | 4   | 4    | 0.6     | 0.6            | Yes                 | Erosion of natural deposits; Water additive which promotes strong teeth; Discharge from fertilizer and aluminum factories |
| Nitrate (ppm)        | 2016         | 10  | 10   | 3.2     | 3.2            | Yes                 | Runoff from fertilizer use; Leaching from septic tanks, sewage; Erosion of natural deposits                               |
| Selenium (ppb)       | 2016         | 50  | 50   | 3       | 3              | Yes                 | Runoff from fertilizer use; leaching from septic tanks, sewage; Erosion of natural deposits                               |
| Total Organic Carbon | 2016         | TT  | NA   | 2.1     | 2.1            | Yes                 | Naturally present in the environment  |

# Resources

## **GREENE CO PWSD 1**

Public Water System ID Number: MO5024228

### **2016 Annual Water Quality Report**

*(Consumer Confidence Report)*

## **Contaminants Report**

GREENE CO PWSD 1 will provide a printed hard copy of the CCR upon request. To request a copy of this report to be mailed, please call us at **417-881-1762**. The CCR can also be found on the internet at [www.dnr.mo.gov/ccr/MO5024228.pdf](http://www.dnr.mo.gov/ccr/MO5024228.pdf).

*The state has reduced monitoring requirements for certain contaminants to less often than once per year because the concentrations of these contaminants are not expected to vary significantly from year to year. Records with a sample year more than one year old are still considered representative.*

### **Regulated Contaminants**

| Regulated Contaminants | Collection Date | Highest Test Result | Range of Sampled Result(s) (low – high) | Unit | MCL | MCLG | Typical Source   |
|------------------------|-----------------|---------------------|---|------|-----|------|--|
| BARIUM                 | 5/17/2016       | 0.11                | 0.0368 - 0.11                           | ppm  | 2   | 2    | Discharge of drilling wastes; Discharge from metal refineries; Erosion of natural deposits |
| FLUORIDE               | 5/17/2016       | 0.75                | 0.3 - 0.75                              | ppm  | 4   | 4    | Natural deposits; Water additive which promotes strong teeth                               |

# Resources

What's the fluoridation status of your water?

- EPA recommends private wells be tested yearly.
- For a list of certified laboratories, contact your local, county or state health department.

What's the fluoridation status of your water?

- Determine fluoride levels prior to prescription of dietary fluoride supplements.
- Counsel parents on alternative water sources if fluoride level is higher than optimal.

# Resources – Missouri

## Missouri Dental Association

<http://www.modental.org/public-resources/fluoride-toolkit>

### Community Fluoridation Resources

The issue of the discontinuation of community water fluoridation continues to be of concern to the MDA. The MDA provides various resources to help aid efforts. If you have questions or concerns regarding fluoridation in your community, please [contact the MDA](#).

### Toolkits

**The following resources have been tailored for a public audience.** MDA Members can access a Fluoride page for dental professionals by [clicking here](#).

- [ADA Fluoridation Toolkit](#)
- [Fluoridation Toolkit](#) (DentaQuest Foundation)
- [Community Public Water Fluoridation Resources](#) (Missouri Coalition for Oral Health)
  - [Water Fluoridation: A Community Toolkit](#)

# Resources - Missouri

<https://oralhealthmissouri.org/community-public-water-fluoridation-resources.php>



The screenshot shows the website of the Missouri Coalition for Oral Health. The header features the organization's logo, which consists of stylized human figures in blue and green above the text "Missouri Coalition for Oral Health". Navigation links include "Contact", "Member Resources", "About Us", "Join Us", "Donate", "Events", "Public Policy", "News", and "Resources". The main content area is titled "Community Public Water Fluoridation Resources" and includes a "Featured Resource" section with a link to a toolkit. On the right side, there are two prominent buttons: "Join Us" with the text "Join the Coalition!" and "Donate" with the text "Invest in the mission!".

Contact | Member Resources

Missouri Coalition  
for Oral Health

About Us Join Us Donate Events Public Policy News Resources

Home / Resources / Community Public Water Fluoridation Resources

## Community Public Water Fluoridation Resources

**Featured Resource** *Water Fluoridation: A Community Toolkit - from the Missouri Coalition for Oral Health (click to download) - This toolkit is designed to assist local community advocates in supporting public water fluoridation. As an oral health advocate, the Coalition's "Water Fluoridation: A Community Toolkit" is your resource on the health benefits, cost savings and media outreach on fluoridation. The Coalition encourages you to use the toolkit as you talk with friends, colleagues and opinion leaders within your community about community water fluoridation.*

Additional Resources -

**Join Us**  
Join the Coalition!

**Donate**  
Invest in the mission!



# Resources - Missouri

<http://health.mo.gov/living/families/oralhealth/waterfluoridation.php>

Gov. Eric Greitens

Missouri Department of  
**Health & Senior Services**

Healthy Living

Senior & Disability Services

Licensing & Regulations

Disaster & Emergency Planning

Data & Statistics

Online Services

## Water Fluoridation

[Home](#) » [Healthy Living](#) » [Healthy Families](#) » [Oral Health](#)

- [Fluoridation Map of Missouri](#) 
- [Healthy Teeth, Healthy Smiles](#) 

Community water fluoridation helps prevent tooth decay by adjusting the fluoride in the water supply to an optimal level. Many drinking water supplies contain some fluoride naturally, however, to prevent tooth decay, it is important to supplement and maintain an adequate level of fluoride to achieve this goal.

### Facts About Water Fluoridation

- Fluoridation is safe.
- Fluoridation is the least expensive and most effective way to reduce tooth decay.
- People drinking fluoridated water have 20 to 40 percent less tooth decay.

Approximately 100 communities in Missouri are currently supplementing the natural fluoride level in the water system to the optimum for dental decay prevention.

### Your Water's Fluoride

## Oral Health

- < [Information for Professionals](#)
- < [Locate Low-Cost Dental Services](#)
- [Missouri Oral Health Plan 2015-2020](#)
- < [Missouri Oral Health Surveillance System](#)
- < [Oral Health Education](#)
- [Dental Sealant Program](#)
- [Preventive Services Program \(PSP\)](#)
- < [Related Links](#)
- < [Water Fluoridation](#)
- [Oral Health Careers](#)

### Office of Dental Health

Missouri Department of Health and Senior Services  
PO Box 570  
Jefferson City, MO 65102-0570

# Campaign Strategies and Resources

## Be Prepared in Advance

- Brush up on Fluoridation Science
- Collaborate – Build Coalitions
- Establish a relationship with decision makers
- Review Your Annual CCR/Water Quality Report
- Tour your local water system facility
- Monitor local antifuoridation activities

# Campaign Strategies

Fluoridation Campaigns are Political Campaigns

AND

All Politics Are Local



# Fluoridation Extra

What is that out in the lake?



# Fluoridation Extra



Crown Fountain  
Millenium Park  
Chicago



# Community Water Fluoridation

**THANK YOU!**

Jane McGinley

[McGinleyJ@ada.org](mailto:McGinleyJ@ada.org)

