

# COMMUNITY WATER FLUORIDATION ADVOCACY

ADVENTURE. HEARTBREAK. HEROISM.  
(NOT FOR THE FAINT OF HEART)



# GOALS TODAY

- WALK YOU THROUGH A BRIEF, 21<sup>ST</sup> CENTURY FLUORIDE HISTORY IN KANSAS AND MISSOURI
- PROVIDE CONCRETE EXAMPLES OF LESSONS LEARNED (SOMETIMES THE HARD WAY!)
- WALK THROUGH KEY TAKEAWAYS YOU CAN USE TO ENGAGE STAKEHOLDERS AT HOME

# BRIEF (EST) HISTORY (EVER) OF FLUORIDE IN KANSAS

## Public Vote

|             |                 |
|-------------|-----------------|
| ➡ Salina    | approved (2014) |
| ➡ Wichita   | defeated (2012) |
| Humboldt    | defeated (2009) |
| Hutchinson  | defeated (2004) |
| McPherson   | defeated (2001) |
| Leavenworth | approved (2001) |

## Board Action

Pottawatomie Rural Water District #2

approved (2000)

Woodson County Rural Water Dist. #1

approved (1999)

## CITY COUNCIL VOTE

|                 |                 |
|-----------------|-----------------|
| ➡ ARKANSAS CITY | APPROVED (2017) |
| GARDEN CITY     | APPROVED (2006) |
| MAIZE           | APPROVED (2003) |
| WAMEGO          | APPROVED (2001) |
| WINFIELD        | DEFEATED (2000) |
| HIAWATHA        | APPROVED (2000) |
| NEWTON          | APPROVED (1999) |
| HESSTON         | APPROVED (1999) |
| KANOPOLIS       | APPROVED (1999) |
| STOCKTON        | APPROVED (1999) |
| HARPER          | DEFEATED (1999) |

## STATE LEGISLATION

|           |                 |
|-----------|-----------------|
| ➡ HB 2372 | DEFEATED (2014) |
|-----------|-----------------|

# BRIEF (EST) HISTORY (EVER) OF FLUORIDE IN MISSOURI

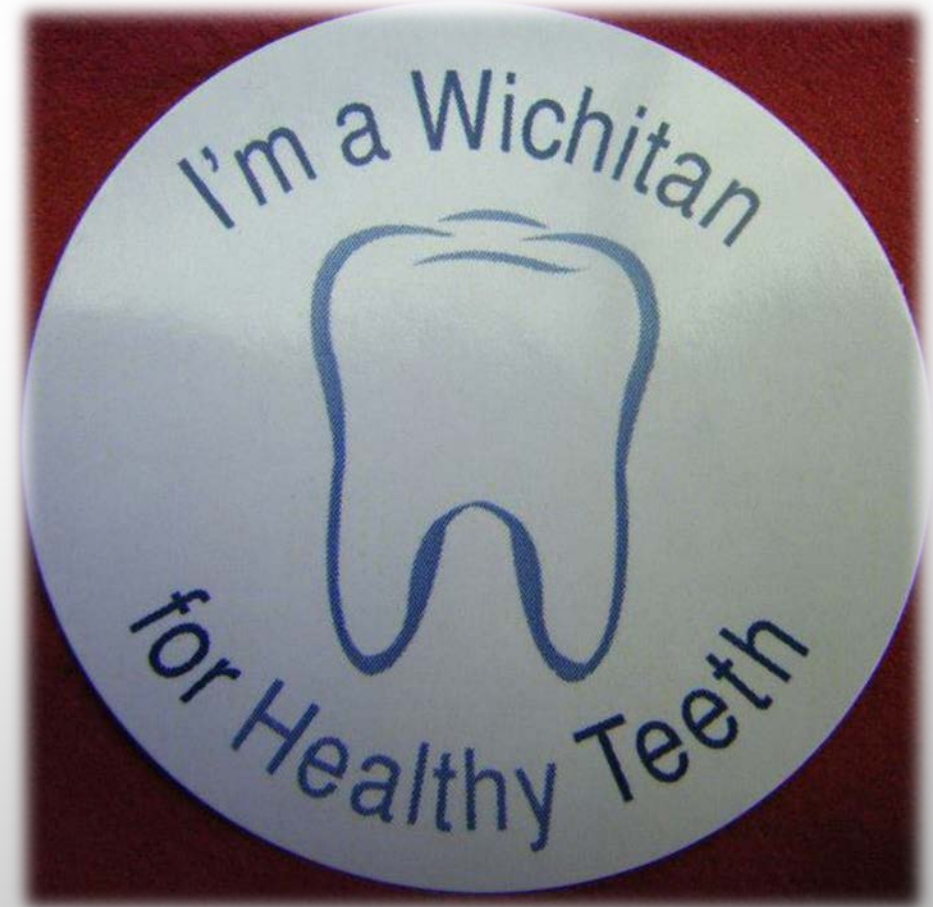
## MISSOURI COMMUNITIES/WATER DISTRICTS VOTING TO **REJECT** FLUORIDATION SINCE 2000

- ➡ HOUSTON (2018)
- ➡ BATTLEFIELD (2017)
- VERSAILLES (2016)
- WARSAW, SULLIVAN,  
PARK HILLS, CARL JUNCTION (2015)
- WAYNESVILLE, BUFFALO (2014)
- FORSYTH, SMITHVILLE (2013)
- PEVELY, BOLIVAR (2012)
- O'FALLON (2010)
- NEOSHO (2005)
- OZARK, STE. GENEVIEVE (2000)

## MISSOURI COMMUNITIES/WATER DISTRICTS VOTING TO **INITIATE OR RETAIN** FLUORIDATION SINCE 2000

- PARK HILLS (2015)
- COLUMBIA, FORSYTH (2013)
- ST. JOSEPH (2012)
- BOLIVAR, LIBERTY (2011)
- BOLIVAR (2010)
- ST. ROBERTS (2009)
- KEYTESVILLE, STOCKTON (2006)
- CARL JUNCTION, JEFFERSON CITY (2005)
- BUFFALO, JOPLIN, WEBB CITY (2004)
- OSAGE BEACH (2001)
- BOLIVAR, BUFFALO, MONETT (2000)

# WICHITA 2012: NOT WICHITAWESOME



# WICHITA AWAKENED THE FLYING MONKEYS



# 2014 SALINA PUBLIC VOTE: THAT TIME WE GOT TO MELT THE WITCH



# The Reason We Won: Stakeholder Engagement



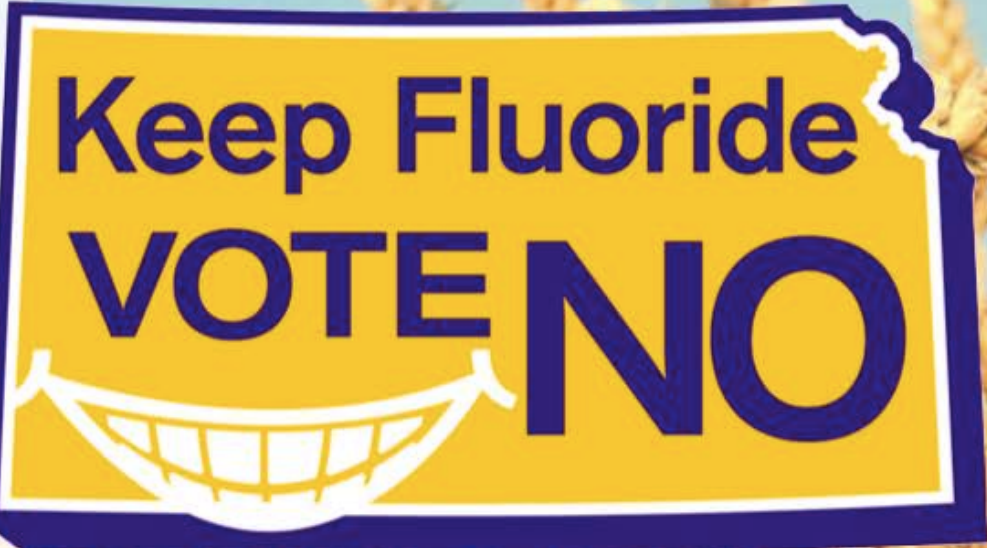
Robert Freelove, MD  
David Battin, MD, FACC  
Alisa Bridge, MD  
Ryan Payne, MD  
Mike Matteucci, MD  
Sarah Johnston, MD  
Abbey Rupe, MD  
Chris Rupe, MD  
Erica Red Corn, MD  
John Riekhof, MD  
Matt Cobb, MD  
Carmen San Martin, JD  
Scott Owings, MD  
Robert Kraft, MD  
Chuck Allred, MD  
Curtis Kaur, MD  
William Cathcart-Rake MD  
Dirk Hutchinson, MD  
Christopher Graber, MD  
Molly Carroll, MD  
Jeremiah Ostmeyer, MD  
Jeff Geitz, MD  
Brian Harvey, DO  
Keir Swisher, DO  
Rod Smith, RPh  
Lisa Metzen DDS  
Ashley Swisher, DDS  
Tom Saffell, DDS

Juliana Coletto, DDS  
John Miller, DDS  
John Marietta, DDS  
Jack Gillam, DDS  
Tom Wilson, DDS  
Vermelle Ghoston-Brown, DDS  
David George, DDS  
Thomas Jett, DDS  
Jeff Koksall, DDS  
Brian Schaulis, DDS  
Chuck Abbick, DDS  
Guy Gross, DDS  
Kate Gross, DDS  
Michelle Nunes, DDS  
Lynn Wuthnow, DDS  
Robert Moeller, DDS  
Shachi Khatri, DDS  
Earl O'Hara, DDS  
Brent Mayginnnes, DDS  
Gary O'Hara, DDS  
Alison Riekhoff, DDS  
Jason Wells, DDS  
Bart Bycroft, DDS  
Jason Barth, DDS  
Kerry Carlson, DDS  
CA Ritter, DDS  
Eric MacAnally, DDS  
Bruce Johnson, DDS

Cindy Reed, DDS  
Alan Reed, DDS  
Ashley Young, DDS  
Jerry Lundgrin, DDS  
Michael Lundgrin, DDS  
John Adams, DDS  
Carmen San Martin, JD  
Kristin VanCourt, RN  
Lisa Keller, RN  
Janet Hansen, RN  
Terri Magee, RN  
Sarah Meador, RNC  
Marsha Klingzell, RDH  
Rhonda Scott, RDH  
Jennifer Briley, RDH  
Megan Richardson, RDH  
Melissa Reinwald, RDH  
Breanne McClintock RDH  
Alyse Lambert, RDH  
Kenzi Andrews, RDH  
Elsie Potter, RDH  
Wendy Jost, RDH  
Lisa Douglas, RDH  
Stephanie Showalter, RDH  
Shaleigh Smith, RDH  
Shelly Bushnell, RDH  
Mayor Aaron Householter  
Sarah Payne

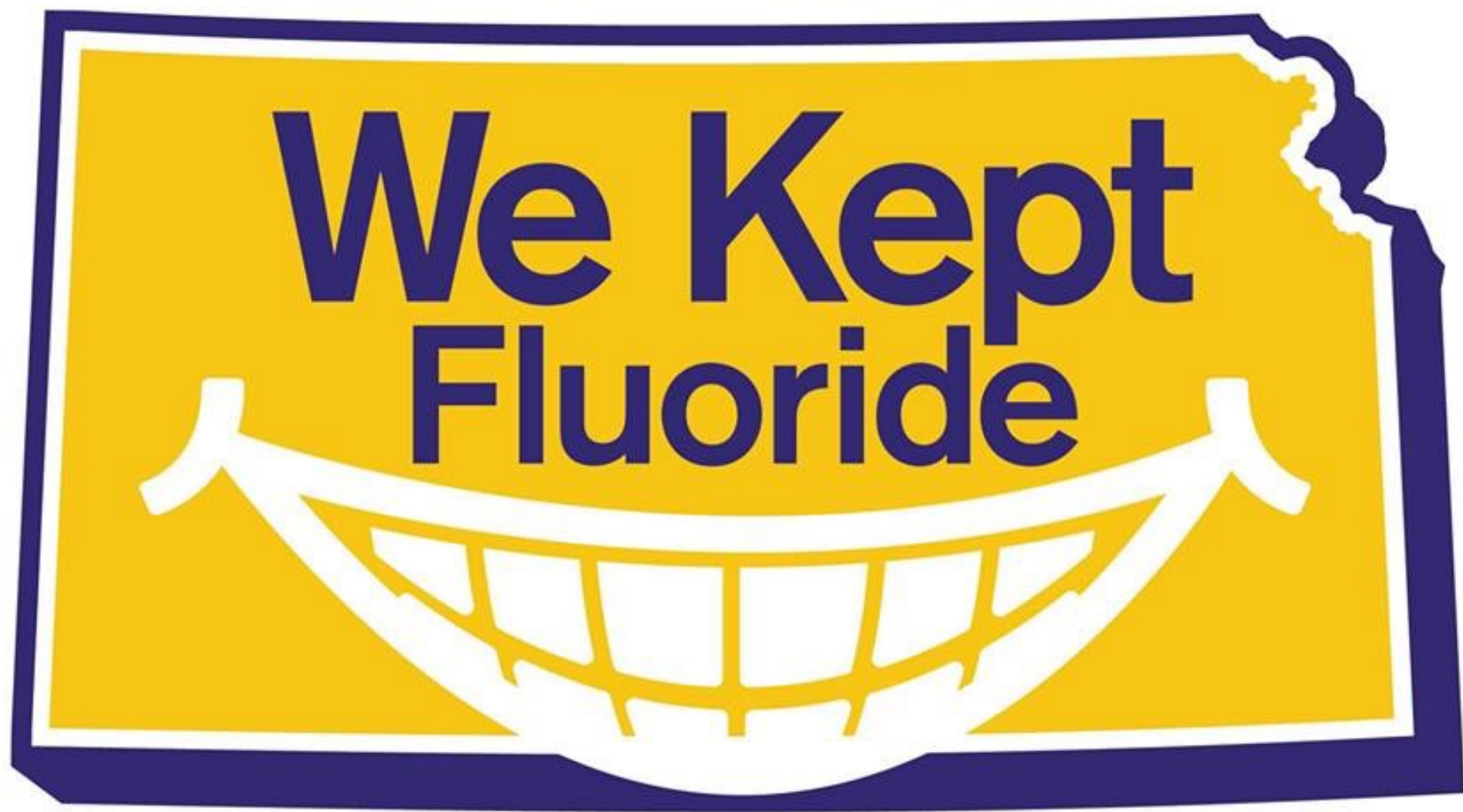
Gladis Martinez  
Sherilyn Adams  
Heidi Mickey  
Leah Lopez  
Cindy Burroughs  
Shanelle Marshall  
Hillary DeBold  
Greg Knight  
Dawn Koenig  
Tricia Cobb  
Caren Bachman  
Tammy Gordon  
Leslie Mack  
Chanda Mason  
Paul A. Mason  
David Norlin  
Kalia Wilson  
Jennifer Helsel  
Kelli Compagnone  
Tiffany Smith  
Chelsie O'Connor  
Chris Timson  
Marla Moss  
Torie Stout  
Mary Haase

# Keep Fluoride VOTE NO



Paid for by Keep Fluoride Salina  
Allison Lesko, Treasurer  
1920 S. Ohio St  
Salina, KS 67401  
785-825-7197  
[info@keepfluoride.com](mailto:info@keepfluoride.com)

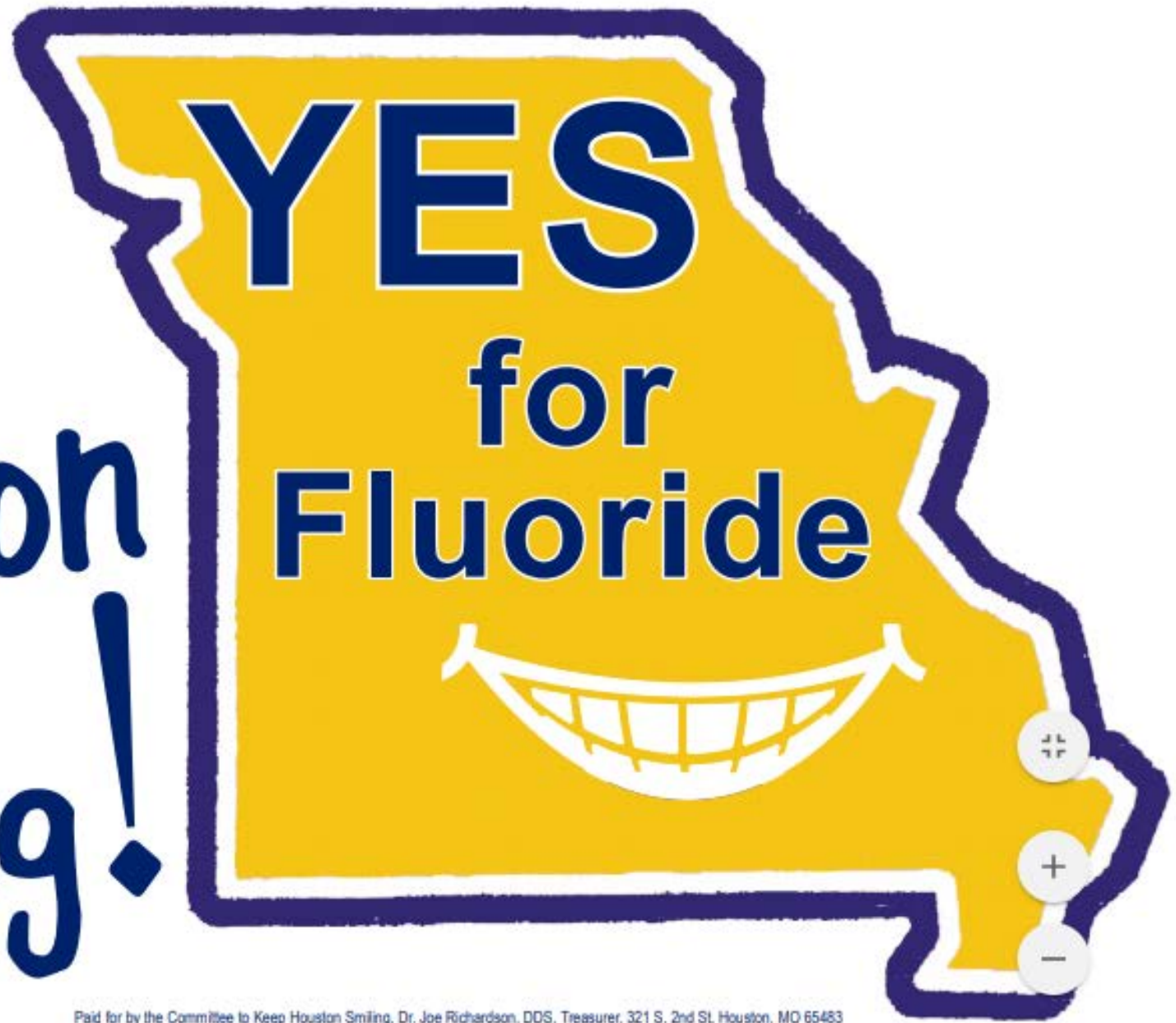
PRSR STD  
U.S. POSTAGE  
**PAID**  
THE RECORD  
MAILING



# BATTLE MOVES TO HOUSTON, MO



Keep  
Houston  
Smiling!



Paid for by the Committee to Keep Houston Smiling, Dr. Joe Richardson, DDS, Treasurer, 321 S. 2nd St, Houston, MO 65483

## STATUTORY MEASURES

### PROPOSITION B

Proposed by Initiative Petition

Do you want to amend Missouri law to:

- increase the state minimum wage to \$8.60 per hour with 85 cents per hour increase each year until 2023, when the state minimum wage would be \$12.00 per hour;
- exempt government employers from the above increase; and
- increase the penalty for paying employees less than the minimum wage?

State and local governments estimate no direct costs or savings from the proposal, but operating costs could increase by an unknown annual amount that could be significant. State and local government tax revenue could change by an unknown annual amount ranging from a \$2.9 million decrease to a \$21.4 million increase depending on business decisions.

☐ YES

☐ NO

### PROPOSITION C

Proposed by Initiative Petition

Do you want to amend Missouri law to:

### PROPOSITION D

Proposed by the 99th General Assembly  
(Second Regular Session) SS 2 HB 1460

Shall Missouri law be amended to fund Missouri state law enforcement by increasing the motor fuel tax by two and one half cents per gallon annually beginning July 1, 2019, exempting Olympic, Paralympic, and Olympic from state taxes, and to establish Emergency State Freight Bottlene

If passed, this measure will generate \$288 million annually to the State Road Fund to provide for the funding of Missouri state law enforcement and \$123 million annually to local governments for road construction and maintenance.

☐ YES

☐ NO

### CITY OF HOUSTON

#### QUESTION

Shall the City of Houston continue adding hydrofluoroallic acid to create fluoride in the municipal water supply?

☒ YES

☐ NO

The question is to continue the  
**PROCESS** of fluoridation  
for optimum dental health.

**YES  
for  
Fluoride**



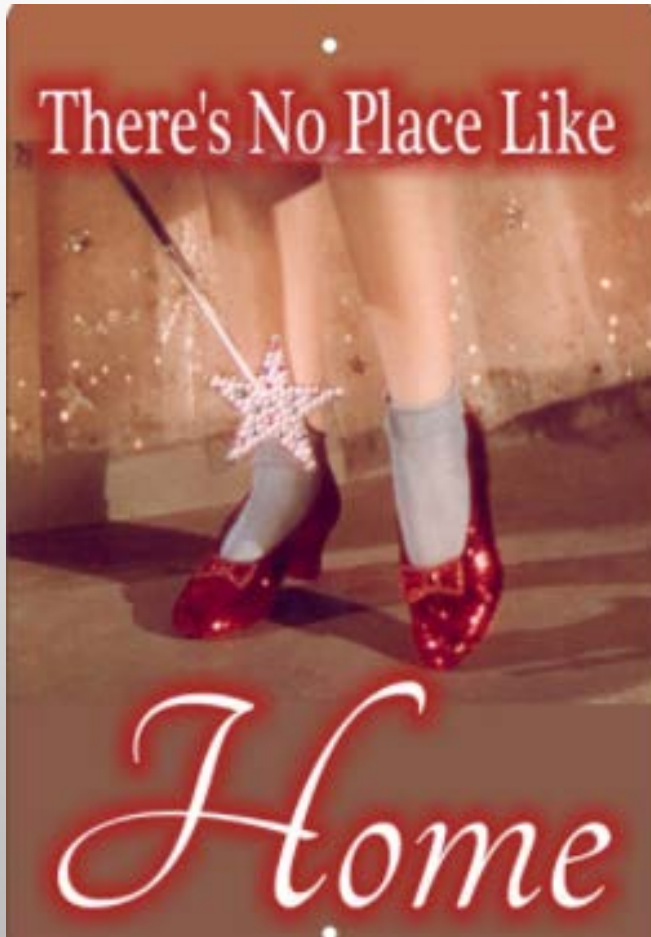
**Keep Houston  
Smiling!**

Paid for by the Committee to Keep Houston Smiling,  
Dr. Joe Richardson, DDS, Treasurer  
321 S. 2nd  
Houston, MO 65483  
info@keepfluoride.com

PSN 310  
U.S. POSTAGE  
**PAID**  
TRM

# WHAT'S IT ALL ADD UP TO?

## KEY TAKEAWAYS



- #1 DESIGNATE A LEAD ORGANIZATION
- #2 BUILD THE NETWORK BEFORE YOU NEED IT
- #3 REMEMBER YOUR POLITICS
- #4 BUILD A BIG TENT

# #1: DESIGNATE AN ORGANIZATION TO HOLD THE INFRASTRUCTURE

**OUR MISSION:**  
To **improve oral health** in Kansas through **advocacy, public awareness** and **education**.



- AN ORGANIZATION, NOT A PERSON
- PREFERABLY IN AN EMPLOYEE'S JOB DESCRIPTION
- ORGANIZES THE OTHERS
- GROUP KEEPS CWF ON THE RADAR OF THE WHOLE ORAL HEALTH COMMUNITY
- TRUSTED, NEUTRAL, KNOWN CONVENER
- HOLD LEARNING, EXPERTISE
- KEEP PUSHING THE ISSUE



O R A L H E A L T H K A N S A S

# FLUORIDE KANSAS

KNOW THE FACES

KNOW THE FACTS

KNOW THE FRIENDS

KNOW YOUR FLUORIDE

How can  
**FLUORIDATION** make  
my child's life **BETTER?**



# newton

KANSAS

[News](#) | [Calendar](#) | [Jobs](#) | [Contact Us](#)

[ABOUT THE CITY](#)

[OUR GOVERNMENT](#)

[DEPARTMENTS & SERVICES](#)

[FOR RESIDENTS](#)

[VISITING NEWTON](#)

[DOING BUSINESS](#)

[HOW DO I...](#)



# # 2: BUILD THE NETWORK BEFORE YOU NEED IT



# PLAYING THE LONG GAME

The logo for Dental Champions Leadership Program. It features a red vertical bar on the left with four horizontal red lines of varying lengths extending from it. To the right of the bar, the words "DENTAL" and "CHAMPIONS" are stacked in a large, bold, red, sans-serif font. Below these, the words "Leadership Program" are written in a large, thin, black, sans-serif font. At the bottom, the text "a program of Oral Health Kansas, Inc." is written in a smaller, black, sans-serif font.

# **DENTAL CHAMPIONS**

## Leadership Program

a program of Oral Health Kansas, Inc.

- Started in 2005
- Year+ long leadership development program
- Focus on leading social change
- Each class has unique experience, learns and bonds
- Gives us all a common language across industries, cities
- Salina inspired CWF-focused class
- Class VII in 2014

# STATEWIDE WATER ACTION TEAM



We invite you to join the Statewide Water Action Team (SWAT)! Just under two-thirds of Kansans have access to fluoridated drinking water, and SWAT members will help ensure Kansans who benefit from water fluoridation continue to enjoy it without threat.

We are asking you to be a SWAT member because you value oral health and are a trusted supporter of community water fluoridation. We know we can count on you to help watch out for potential threats and help us keep fluoride in Kansas.

- Developed out of the Dental Champions Class VII work
- Concept to equip locals with a place to go, easy way to activate the network

# #3: REMEMBER YOUR POLITICS

- ALL POLITICS IS LOCAL
  - PEOPLE ARE MORE CONVINCED BY THEIR OWN NETWORK THAN THE “EXPERTS”
- POLITICS MAKES STRANGE BEDFELLOWS
- YOU CAN'T AFFORD TO MAKE ENEMIES
- ITS ALWAYS CAMPAIGN SEASON



Keep Fluoride  
October 31 · 48

"I support fluoride in our community drinking water because it is scientifically proven to reduce the incidence of tooth decay. It is the single most successful public health initiative of all time....AND it has reduced the cost of dental care for the people of Salina more than any other single factor. If you are a tax-paying citizen of Kansas the last thing you need is to have more taxes going to fund the dental medicaid program due to an increased incidence of decay amongst our children. If fluoride is removed, this WILL happen. It's not a matter of IF, but WHEN decay increases and children suffer if our community allows this to pass." Guy Gross, DDS, FAGD



Like · Comment · Share

45 · 2 Shares

## #4 BUILD A BIG TENT...NOPE, BIGGER

- ACKNOWLEDGE THAT NOT EVERYONE IN THE TENT NEEDS TO BE FLUENT IN FLUORIDE
- GOAL IS TO BUILD A BROAD, DIVERSE NETWORK YOU CAN ACTIVATE WHEN YOU NEED IT
- IT'S OKAY FOR PEOPLE TO CONTRIBUTE IN SMALL, FINITE WAYS
- COMMUNICATE, COMMUNICATE, COMMUNICATE
  - IT'S IMPORTANT YOU ARE VISIBLE ALL THE TIME, (WEEKLY WEDNESDAY UPDATE, SOCIAL MEDIA PRESENCE, PRESENCE IN TOPEKA)
- MAKE A FRIEND IN THE MEDIA
  - YOU SHOULD MAKE RELATIONSHIPS HERE, TOO!
  - DON'T EVER NOT RETURN A CALL! BE THEIR GO-TO EXPERT ON ALL THINGS ORAL HEALTH

THERE ARE LOTS OF REASONS YOU MIGHT WANT TO SEE  
THE WIZARD. THE POINT IS THAT YOU HAVE A COMMON  
GOAL AND YOU'RE GETTING THERE TOGETHER.





# THANK YOU!

[WWW.ORALHEALTHKANSAS.ORG](http://WWW.ORALHEALTHKANSAS.ORG)  
[WWW.FLUORIDEKS.ORG](http://WWW.FLUORIDEKS.ORG)



Stephanie Sharp  
Sharp Connections, LLC  
(913) 256-5862  
[Stephanie@sharpconnections.biz](mailto:Stephanie@sharpconnections.biz)



Megan Foreman  
Johnson County Department of  
Health and Environment  
[Megan.foreman@jocogov.org](mailto:Megan.foreman@jocogov.org)  
913-477-8119

