

**BOH
MAC**

**BETTER
ORAL HEALTH
MASSACHUSETTS
COALITION**

Prevention Committee

Kathryn Dolan RDH, MEd

Community Water Fluoridation Trainings

- Two CWF Interactive Trainings
 - Gloucester – September 10, 2014
 - Southborough – September 11, 2014
- Planning Committee Members
 - Jodie Silverman
 - Brittany Brown
 - Catherine Hayes
 - Jane Crocker
 - Marlene Barnett
 - John Fisher
 - Lori Rainchuso
 - Tracy Chase
 - Ned Robinson-Lynch

Guest Speakers for CWF Trainings

- **Matt Jacob**, Children's Dental Health Project, Washington, DC
- **Peter Mitchel**, Salter Mitchell, Alexandria, VA
- **Jodie Silverman**, Health Resources In Action, Boston, MA
- **Catherine Hayes**, DMD, SM, DrMedSc, President, AAPHD, Boston, MA
- **Myron Allukian**, DDS, MPH, Associate Clinical Professor, Harvard School of Dental Medicine

Learning Objectives for CWF Trainings

- Learn how to “frame” the issues around community water fluoridation.
- Increase ability to speak effectively about community water fluoridation in public forums, in small groups and during one-on-one conversations.
- Identify successful ways to communicate about the issues of community water fluoridation.
- Locate and utilize existing resources to promote community water fluoridation.

Agenda for CWF Trainings

- **The Opposition's Messages & Tactics** - *Myron Allukian*
- **What Polling & Research Show Us** - *Peter Mitchell*
- **The Right Frame, the Right Language** - *Matt Jacob*
- **Reinforcing Community's Values: How to Gain Support for CWF** - *Jodie Silverman*
- **Small Group Discussions**
 - Telling Your Story (*Peter*)
 - Engaging community champions in CWF advocacy (*Jodie/Catherine*)
 - Talking to Reporters (*Matt*)
- **Mock Exercise:**
 - Addressing Elected Officials & Taking Questions
 - Participants split into pairs
 - Each pair receives a scenario card, explaining the situation (opponents' primary arguments, political dynamics, etc.)
 - Each pair will deliver 3 minutes of remarks
 - Trainers will ask questions (posing as pro- or anti-CWF)

Participants at the CWF Trainings

- 31 Attendees in Gloucester
 - dentists
 - hygienists,
 - board of health members
 - anti-fluoride group members
- 41 Attendees in Southborough
 - dentists
 - hygienists
 - board of health members
 - water operators

Participant Feedback

- Strengths

- Guest speakers strong knowledge and presentation of information
- The interactive approach of the presenters
- Varied formats and samples of conversations
- The information – words to use or not to use
- Learning how not to get trapped by the framing of others' statements or questions
- Mock exercise to educate myself on the possible town meeting discussion scenarios
- Language. The way a conversation is framed and the vocabulary used can make all the difference.
- Telling our own stories in groups was great.
- Interactive sections combined with powerpoints - this was a good combination-nicely done!
- The strongest aspect for me was realizing that it is such a problem. I learned so much tonight!

Participant Feedback (Continued)

- Recommendations
 - Never enough time for a topic like this
 - Need more time to interact with others
 - More time is needed between speakers
 - Would like to have had enough time to do more role play scenarios
 - Need more factual information available on site
 - Drawing out the anti network folks present and furthering the discussion
 - Develop a contact list and a tool kit
 - Do it again/ on going/ support for efforts to bounce ideas
 - Maybe a longer meeting or a couple of shorter ones.

Next Steps

- Scheduled a CWF training for Mount Ida’s dental hygiene students – November 20, 2014
 - Jodie Silverman and Catherine Hayes will provide training
- Need to keep in touch with CWF attendees
 - Send additional information and resources on CWF
 - Poll attendees on their willingness to be part of a “Rapid Response” team in Massachusetts
- Set up a CWF training specifically for Water Operators

Questions

Feel free to contact me at
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or at 617 291-2217

if you have some ideas for the
prevention committee

for 2014-2015

THANK YOU!