

Fluoridation

Pinellas County, FL

1. What Happened
2. What Was Done
3. What Were The Results

BUDGET WORKSHOP

- Fluoridation on agenda
- Dentists present to support continuing fluoridation
- Anti-fluoridationists turned out in force
- 4 hours of testimony
- Anti's presented science-fiction
- Most vociferous group prevailed
- In ~1 minute of discussion, 4-3 vote to cease fluoridation for 700,000 residents

HOT BUNCH OF TURKEYS



AttackIR

9/10/2012 7:38 AM



THE EFFORT TO REVERSE


- **Tampa Bay Times:** Editorials, Articles
- **Fluoridation Team:** Local, State, National Dentists and stakeholders
- **Grassroots Efforts:**
 - Reached out to Negative Voting Commissioners
 - Asked to be Liaison
 - Met to Discuss their interest for More Science (after vote to cease)
 - Enlisted help of Dr. Mike Easley & Dr. Pete Crawford

SCIENTIFIC EFFORT

- 16-18 hours of face-to-face meetings
- Countless emails
- Fluoridation Reference Manual
- Hundreds of hours spent in efforts to reverse decisions
- Scientific effort spanned six months
- **Final Decisions:** Each asked after scientific effort if they'd change vote.....NO. **Political, *personal beliefs*, *misunderstandings*** of CDC Recommendations
- Coalition of local advocates

SHIFT TO POLITICAL PHASE

- Contacted TBT CEO & Editor of Editorials
- Met to discuss our efforts to educate
- Offered our materials used
- Offered our scientific expertise to validate or debunk science fiction claims they may receive

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- Two of the Four that voted against fluoridation were up for re-election
 - Searched for qualified candidates that were Pro-Fluoride
 - Charlie Justice & Janet Long, former FL State Legislators threw their hats in the ring
 - Dental Associations held fundraisers
 - Donations to their campaigns
 - Supported in our offices

- Beating the streets
- Helped to support their fluoridation attacks from anti's with credible science



POLITICAL OUTCOME

- 2 Incumbent Commissioners ousted
- At 1st meeting after sworn in, vote 6-1 to return
- Fluoridation restored March 1, 2013
- Independent poll, overwhelmingly supported return

YOUR ROLE

- Get active
- Be the ears of the community
- Be the educators in fluoridation
- Don't be scared to step up
- Tons of help for you
- I can do it, so can you
- If we don't step up to be the Experts, by default we allow the anti's become the Experts
- Meet your local dentists, associations, form relationships



Get Pissed Off!!!

Ugly Fact # 7

Fluoridation may actually be
killing a few young boys
each year

Bassin et al., 2006

Paul Connett, Brooksville, August 27, 2013

STEP UP AND DEFEND

- This is **OUR JOB! OUR RESPONSIBILITY!!**





Thank You

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