

Our Mission:

The Pew Children's Dental Campaign strives for cost-effective policies that will mean millions more children get the basic dental care they need to grow, learn and lead healthy lives.



Pew's Approach





**Tooth decay
remains the **most
common** chronic
childhood disease**

Tooth decay is **expensive** to treat

- Average annual dental expenditures for privately insured individuals:
 - 0-20 years old: \$358
 - 21-64 years old: \$582
- Preventable dental conditions were the primary diagnosis in **830,000+** visits to hospital ERs nationwide in 2009 — a 16% increase from 2006.

Tooth decay is **expensive** to treat

A person could spend **more than \$6,000** over a lifetime to deal with the consequences of a cavity in just one molar

Good news:
Tooth decay is
now preventable



What is Fluoridation?



Fluoridation is the **adjustment of the fluoride** in drinking water to the optimal level for reducing tooth decay

Fluoridation is **Effective**



Fluoridation reduces tooth decay about **25%**

Fluoridation is **Effective**

U.S. Task Force on Community
Preventive Services
strongly recommends CWF

- Updated April 2013



Supplement to American Journal of Preventive Medicine July 2002

*The Guide to Community Preventive Services
Interventions to Prevent
Dental Caries, Oral and
Pharyngeal Cancers, and
Sports-Related
Craniofacial Injuries*

Systematic Reviews of Evidence,
Recommendations from the Task Force on
Community Preventive Services, and Expert
Commentary

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Fluoridation is Safe

1951

- **National Research Council**
Fluoridation is safe and effective

1970

- **Library of Congress**
Fluoridation continues to demonstrate efficacy and safety

1977

- **Wisconsin Department of Health**
After 25 years of fluoridation, decay declined almost 50%

1991

- **U.S. Public Health Service**
“The benefits of water fluoridation are still clearly evident.”

1995

- **Illinois study**
Fluoridation is “the dominant factor” in the decline of cavities

2006

- **World Health Organization**
No evidence linking fluoridated water to cancer

Fluoridation is Equitable



Fluoridation is **Cost-effective**

Every **\$1** invested in water fluoridation



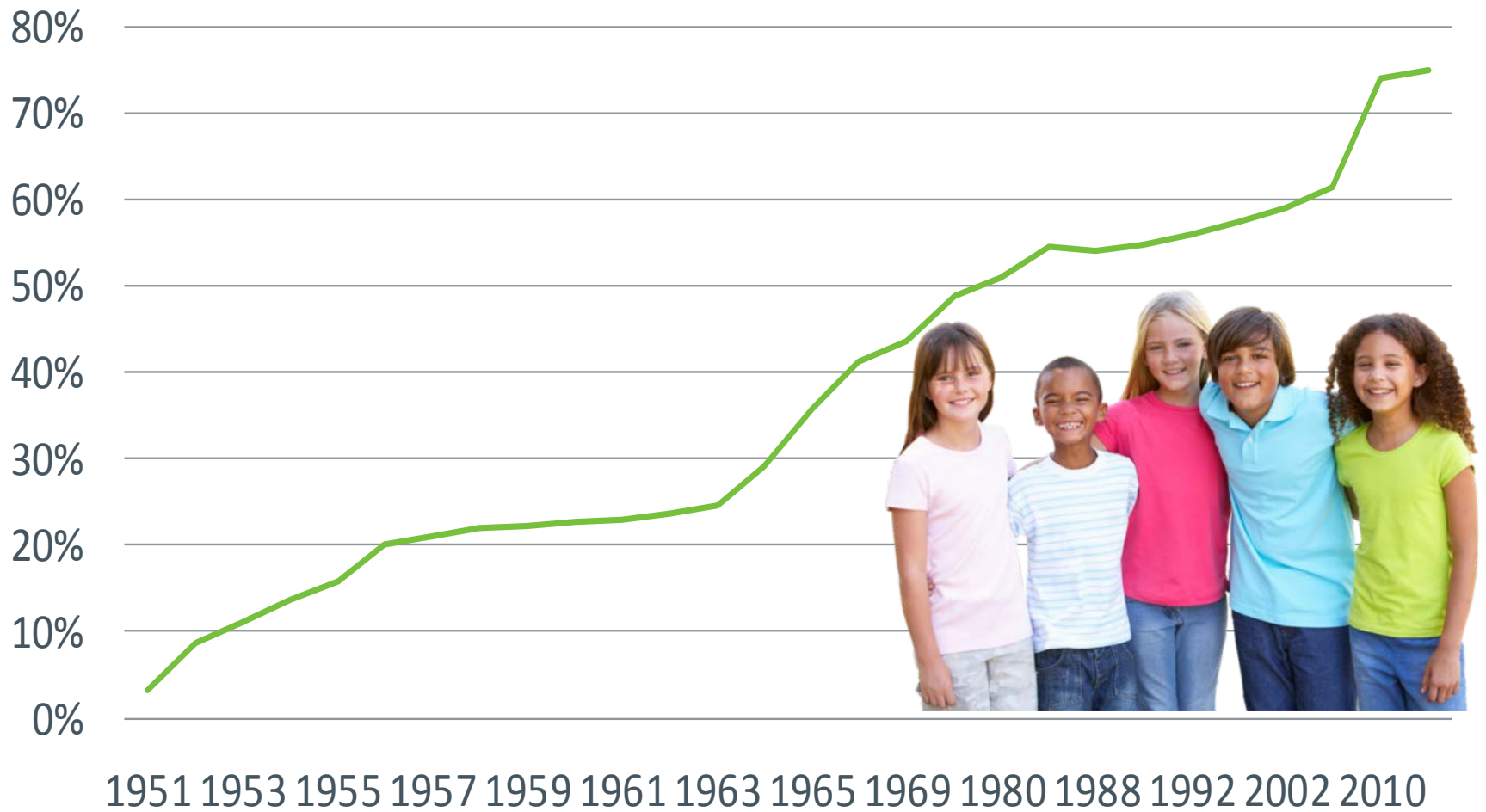
Saves **\$38** in unnecessary dental costs





Fluoridation Still Matters

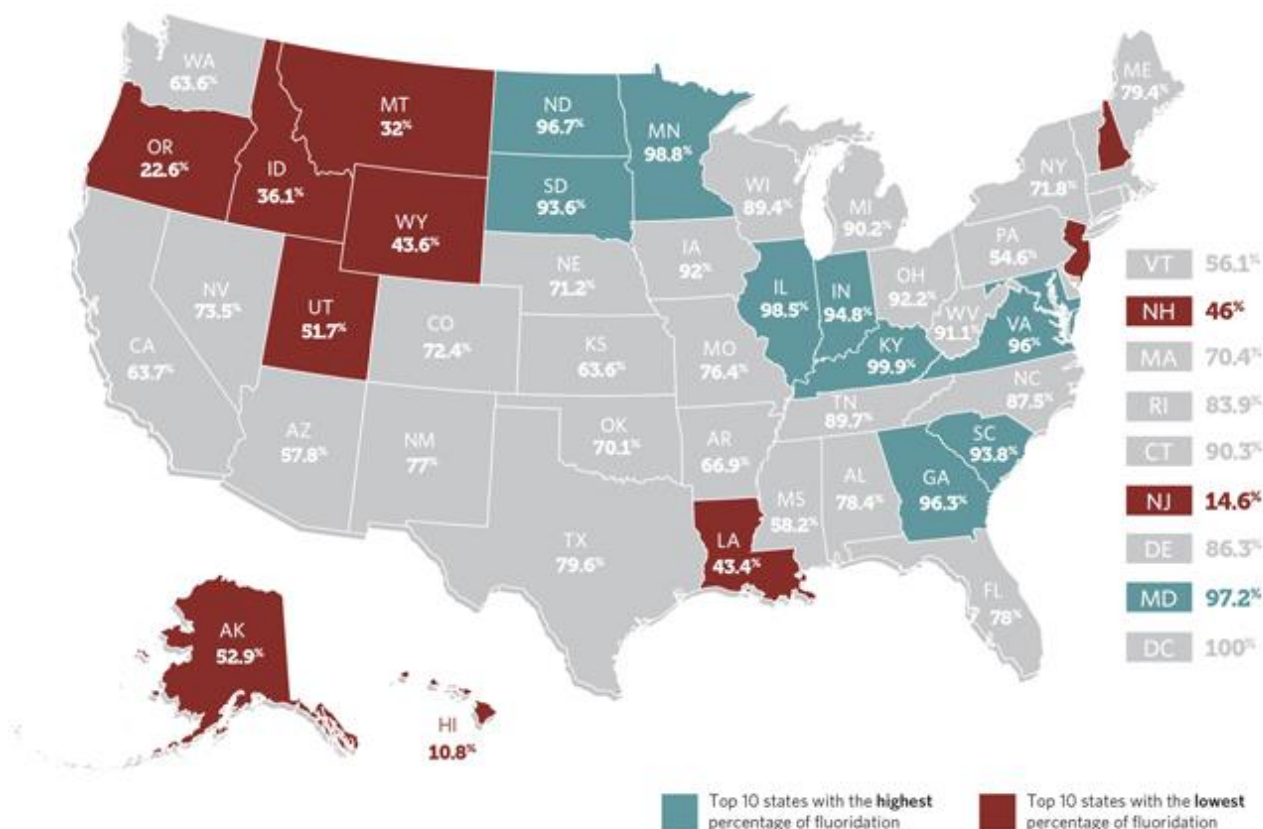
US Fluoridation Rate





Community Water Fluoridation: The Top 10 and Bottom 10

The percentage of residents served by public water systems in each state who are receiving fluoridated water.¹



72 million

Americans who are served by public water systems **lack** access to fluoridated drinking water

The CDC has recognized water fluoridation as one of "10 great public health achievements of the 20th century."²

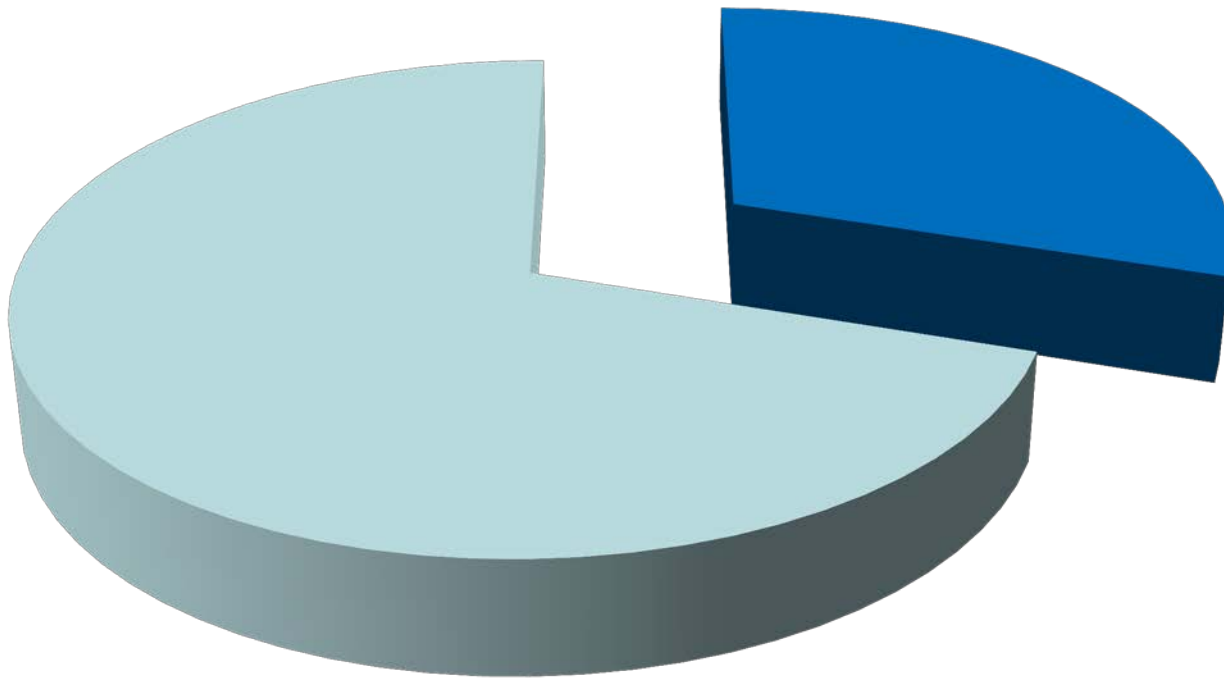


¹ Centers for Disease Control and Prevention, "2012 Water Fluoridation Statistic." Data covers only residents whose homes are connected to public water systems.

² Centers for Disease Control and Prevention, "Ten Great Public Health Achievements—United States, 1900–1999," <http://www.cdc.gov/mmwr/preview/mmwrhtml/00056796.htm>.

Despite progress, much work remains

About a third of Americans still don't have
access to fluoridated water



A black and white photograph of a boxer in a white shirt and boxing gloves, with the text "What are we up against?" overlaid in blue.

**What are we up
against?**

Organized anti-fluoride activists

Coalition of
far left and
far right

Relatively small
group with
strong internet
presence

Distort
research

Misrepresent
others' views

Ignore
scientific
evidence

Spread fear
and
misinformation

Top 5 Fluoride Myths **(and why they are false)**

Myth #1: Fluoride causes adverse health effects

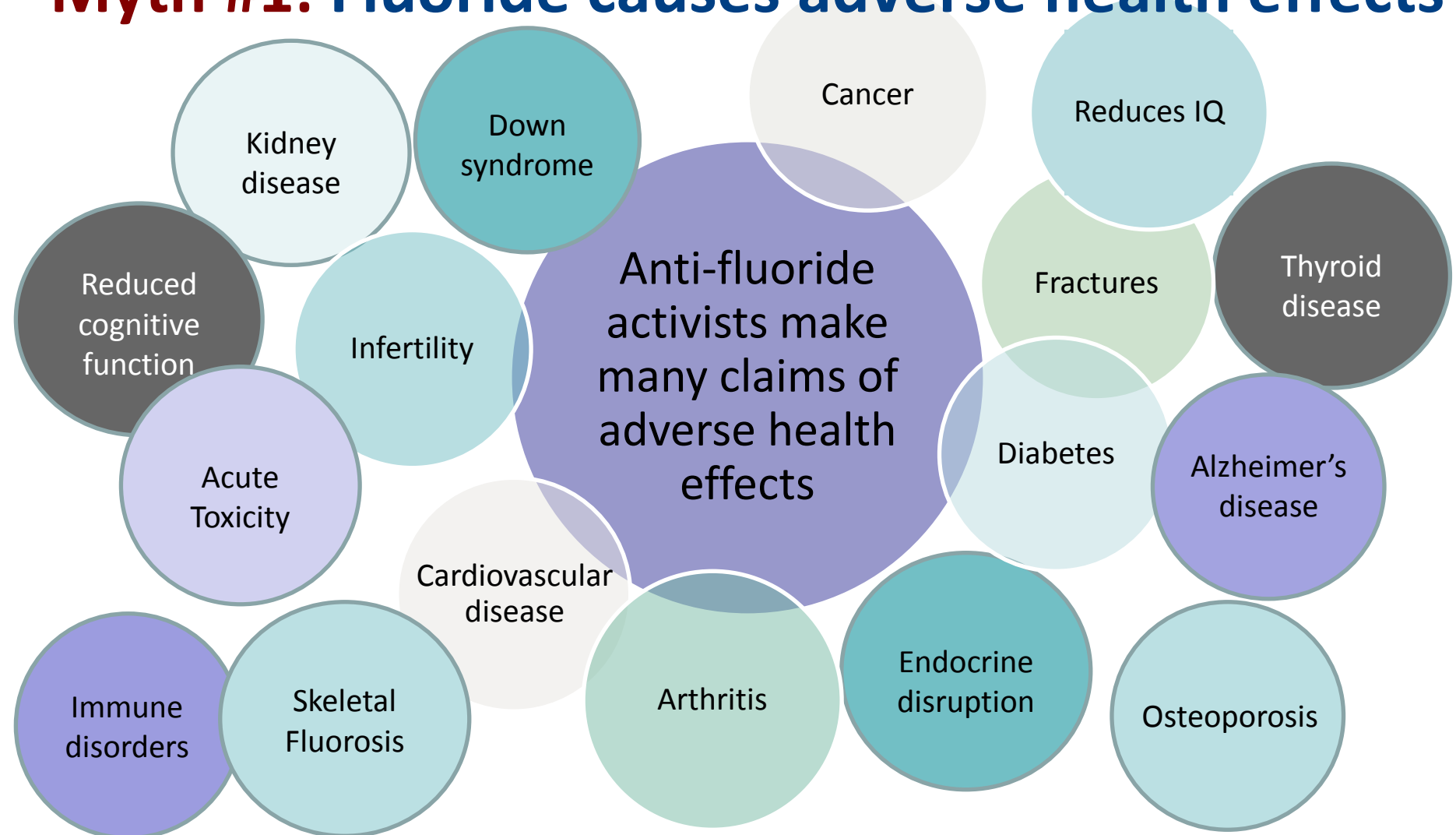
Myth #2: Fluoride is a dangerous chemical

Myth #3: Fluoridation is an illegal infringement on our civil liberties

Myth #4: Dental fluorosis is a serious health condition

Myth #5: Fluoride dose vs. fluoridation level

Myth #1: Fluoride causes adverse health effects

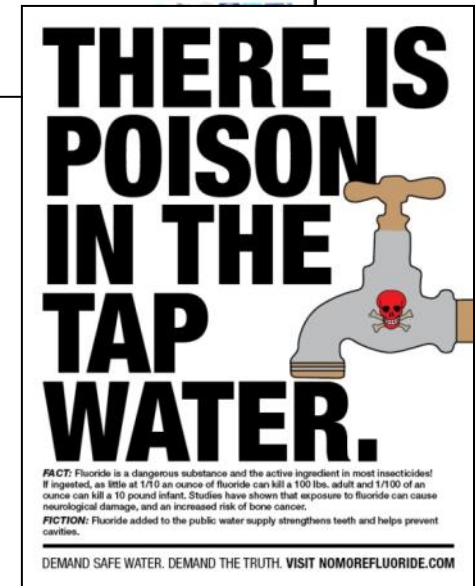
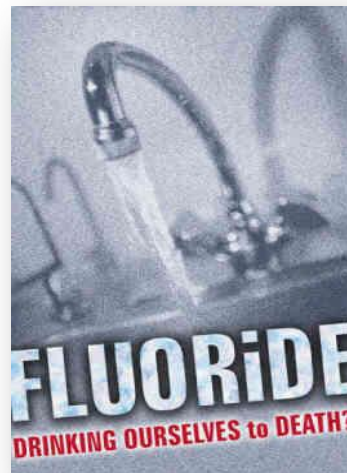
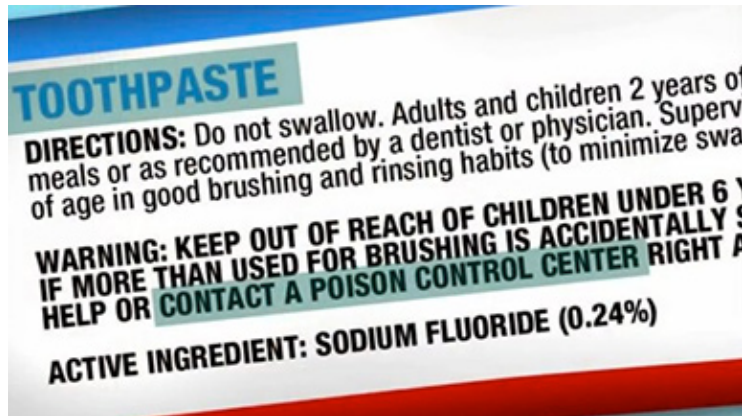


Fact: These claims are unfounded

- Studies have repeatedly investigated potential adverse health impacts of fluoridation
- This research has found **no evidence** of a link between fluoride and any major negative health outcome



Myth #2: Fluoride is a dangerous chemical



Fact: Fluoride is a natural mineral
Fact: Fluoride is a naturally occurring substance that improves health
fluoride products to improve
quality of life and health





Myth #3: Fluoridation is an illegal infringement on our civil liberties



Fact: Courts have settled this issue

Issues that have been addressed:

- Legality of police power to fluoridate
- Freedom from forced or mass medication
- Privacy
- Unauthorised practice of medicine, dentistry and pharmacy
- Pure water relating to the safety and health effects of community water fluoridation

Ruling: CWF is legal and within a community's right to protect its residents' health

Fact: Mild fluorosis is a cosmetic change in appearance Myth #4: Dental fluorosis is a serious health condition

Dental Fluorosis (severe)



Dental Fluorosis (mild)



Myth #5: Fluoride Dose vs. Level

Opponents claim: Fluoridation is changed to the optimal level to protect everyone's health
Fluoride level: Fluoride received when drinking water