



## **The 70th Anniversary of Community Water Fluoridation (CWF)**

### **HOW TO USE THE TOOL-KIT**

#### **This tool-kit contains the following seven (7) materials:**

1. **Blog Posts on CWF** – There are 13 articles that can be used for your organization's blog or your personal blog. If you don't have a blog, consider using any of these articles in your newsletter, e-update or other communication materials.
2. **Memo for Newspaper Editors** – Over the past 10 years, the overwhelming majority of daily newspapers that have published editorials about community water fluoridation have endorsed this public health practice. If you start seeing signs of a potential challenge to fluoridation in your community, send the text in this file to your local newspaper editors. It might encourage them to express their support.
3. **LTEs for Newspapers** – LTEs (letters to the editor) are one of the most widely read areas of a newspaper. Don't wait until fluoridation arises as a "controversy" to consider encouraging your friends, colleagues and allies to share their support through LTEs.
4. **10 Tips: Talking to Reporters** – This document can help you and your colleagues prepare effectively for potential conversations about community water fluoridation from reporters in your state or community.
5. **CWF Remarks to City Council** – These remarks can be used to publicly speak in support of community water fluoridation to a city council or other local body.
  - One version for a health professional
  - One version for a parent
6. **Resolution on CWF Anniversary** – You have two versions to choose from; one can be used for communities in which fluoridation occurs because of a state law, and the other should be used for communities that fluoridate based on a local policy (i.e., not required by state law).
7. **Social Media Kit** – This kit provides you with 60+ messages that can be used for either your Facebook or Twitter account. The Children's Dental Health Project is planning to host a social media event that coincides with the 70th anniversary — please contact [mjacob@cdhp.org](mailto:mjacob@cdhp.org) if you or your organization might be interested in participating.

#### **Tips for using the tool-kit**

- Don't "fly solo." Reach out to others in your community or state. Before asking a city council member to sponsor a resolution and before using the other materials in this tool-kit, we encourage you to touch base with other dental, public health or children's organizations in your state or community. First, checking in with them can help make

you aware of any political developments that could shape decisions about what you do and the timing. Second, by checking in with them, you might learn that they have similar plans, and this will help you coordinate activities.

- Repurpose the items in this kit to fit your organization's needs or activities. Many organizations don't maintain a blog, but the content in the **Blog Posts** file easily can be repurposed for use as newsletter articles, e-update items and/or website content. Another option is to consider revising the pro-fluoridation resolution so that it is observing Children's Dental Health Month (February) rather than the 70th anniversary of fluoridation; the resolution should still cite the important role fluoridation has played in helping to prevent tooth decay.
- Look for ways to use the items in this tool-kit in ways that support each other. For example, consider using some of the text from the **CWF Remarks** to draft a brief speech for you or a city council member to speak in support of one of the local resolutions that is part of this kit.