

Pew Children's Dental Campaign

Strides and setbacks: lessons from the field

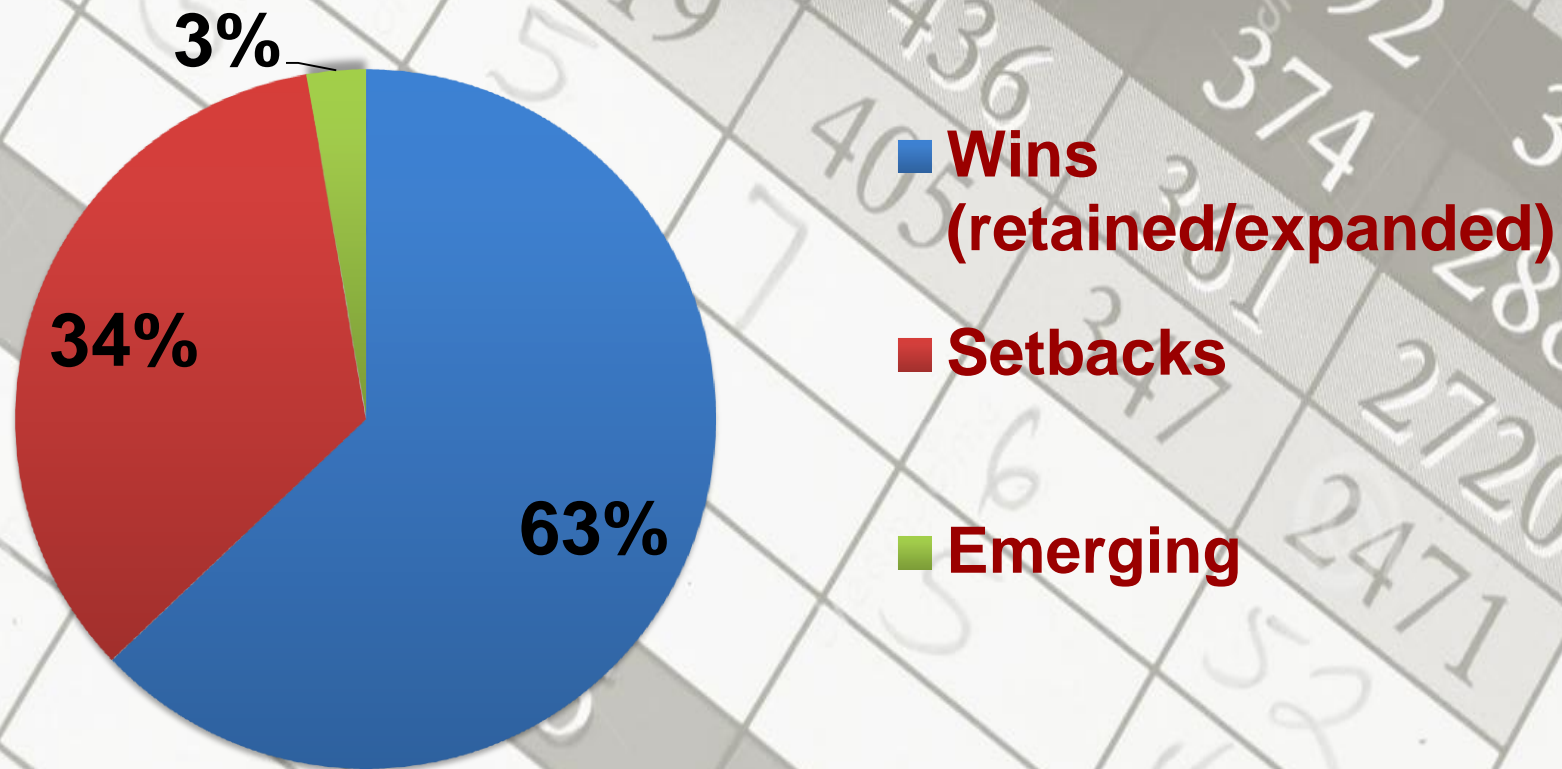
2014 National Oral Health Conference

Elizabeth Barajas-Román, The Pew Charitable Trusts

Mary McNamara, The Pew Charitable Trusts

H2Flo Scorecard

2009-2014

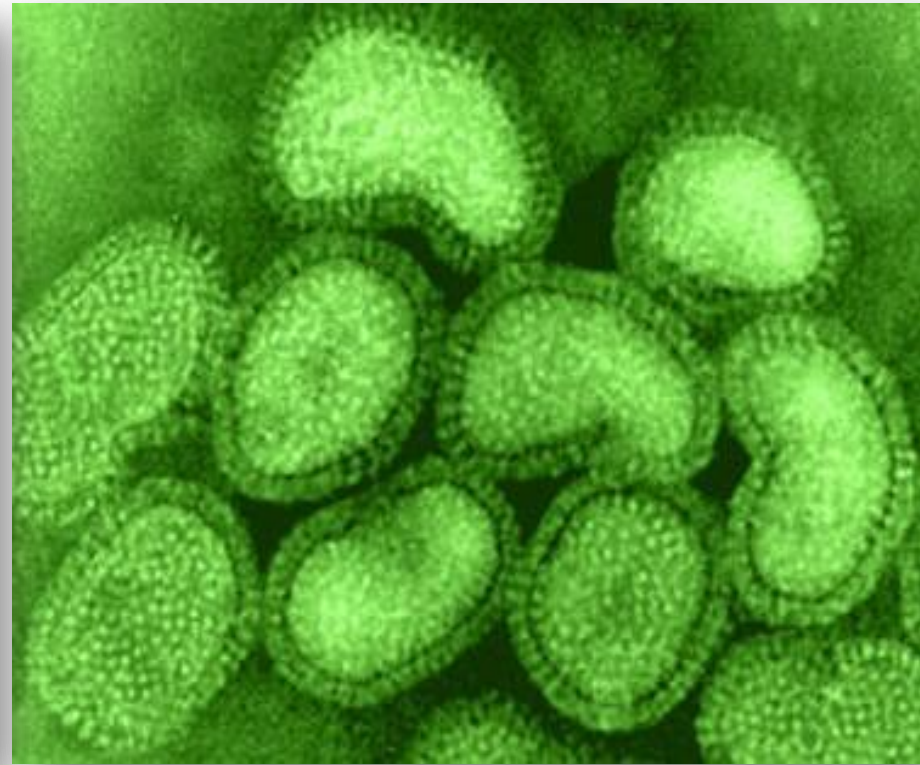


Rollback Strategy: defeat the doubt virus

The Doubt Virus



The Flu Virus

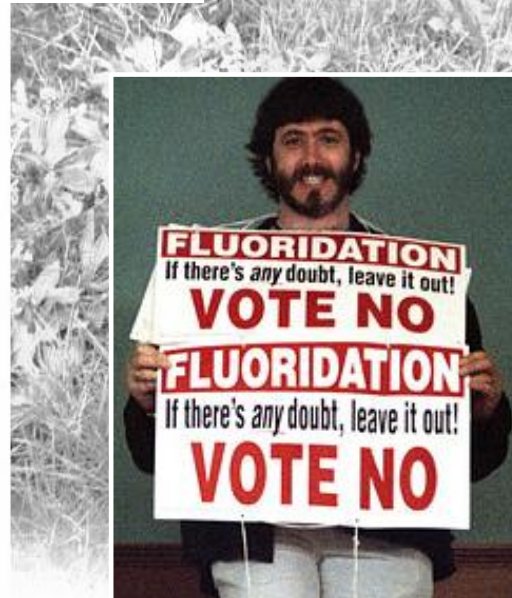






**Don't be afraid to
take the first step**

**"Public sentiment is everything. With public sentiment, nothing can fail. Without it, nothing can succeed."
Abraham Lincoln**

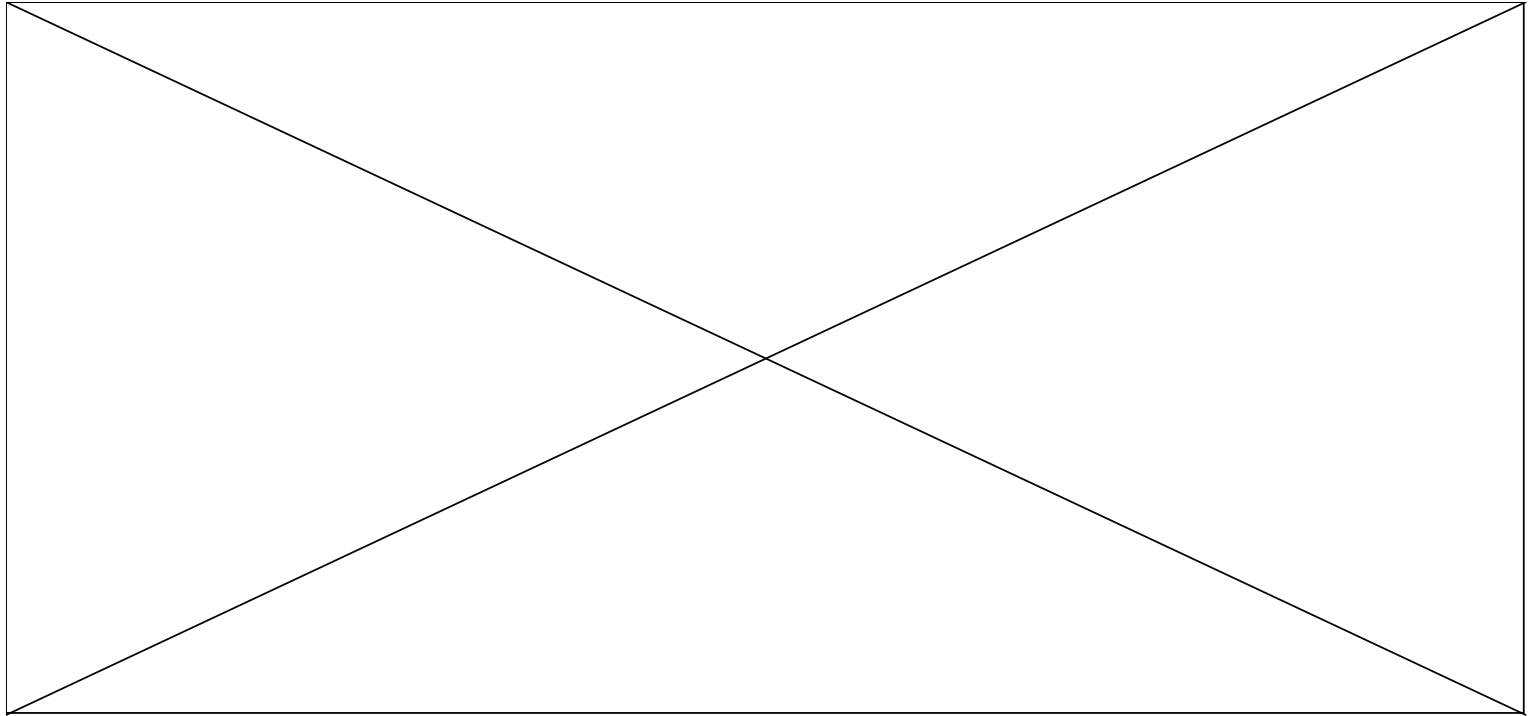


Lessons from the Field



- **Build Trust and Passion**
- **Timing**
- **Ensure diverse grassroots base**
- **Communications/visibility**
- **"**

Confusion Kills Campaigns



Lessons Learned: Build Trust and Passion

trust

- Facts don't win CWF campaigns
- Prepare for the public vote

Lessons Learned: Timing



- Proceed only if CWF support at least 70 percent
- Run CWF campaigns during high turn-out elections

Lessons Learned: Grassroots base building



- Engage diverse, member-based, coalition, including those most in need of dental disease prevention
- Create depth in the field
- Include culturally-relevant messaging and outreach strategy

... so we'll be talking with Dr. Jenkins of the National Institute of Health about the results of his 3-year study. And then for a different take we'll talk to Roger here, who I understand has reached the opposite conclusion just by sitting on his couch and speculating.



Lessons Learned: Communications



- Prioritize visibility
- Use lawn signs
- Use celebrity endorsements and public events to amplify message

What we know, we don't know

- **Effective advocacy narrative**
- **Motivating 18-34 year olds**
- **Engaging Latinos**





National campaign to support local fluoridation efforts



Partners



Community Water Fluoridation

Oral Health home

School-Based Dental Sealant Programs

Community Water Fluoridation

Fluoridation Basics

Benefits

Guidelines

Safety

Data & Statistics

Engineering &

[Oral Health home](#)

[Recommend](#) 969 [Tweet](#) 45 [Share](#)

Community Water Fluoridation

For 65 years, community water fluoridation has been a safe and healthy way to effectively prevent tooth decay. CDC has recognized water fluoridation as one of 10 great public health achievements of the 20th century.

ADA American Dental Association®

America's leading advocate for oral health

[About ADA](#) [Professional Resources](#) [Public Resources](#) [Education & Careers](#)

[HOME](#) » [ADVOCACY](#) » [FEDERAL & STATE ISSUES](#) » [FLUORIDE & FLUORIDATION](#) » [ADA FLUORIDATION RE](#)

Fluoridation Facts

- » [ADA Publications](#)
- » [Fluoridation Facts](#)
- [Fluoridation Facts Compendium](#)
- » [Fluoridation Awards](#)

Fluoridation
comprehensive
Facts include
topics of
Additional
That Rec



NNOHA
National Network for Oral Health Access

Advocacy
Community Water Fluoridation

voiceless
change
voice

Community water fluoridation, the adjustment of a naturally occurring mineral to a level demonstrated to have the greatest benefit, was named as one of the **top ten health achievements of the 20th Century**. Water fluoridation is the only oral health intervention that benefits everyone regardless of age or income level.

NNOHA fully supports the continued expansion of access to optimally fluoridated water.

[NNOHA's Policy Statement](#)

ay
dation

Topics

fancy through old age
y. Community water
ice for preventing and
he concentration of

important resource to
fluoridation.

sources contain fluoride—
event, and even

Guidelines & Policy

Guidelines & Recommendations

Fluoridation Policy Tool
This Fluoride Legislative User Information Database aids policy makers and public health law practitioners researching and comparing their current or proposed policies with others across the country to make informed decisions based on legal information.

A young girl with dark skin and braided hair is smiling broadly, showing her teeth. She is wearing a pink shirt. In the background, a woman wearing a white face mask and a light blue shirt is looking towards the camera. The setting appears to be a dental office.

**Thank you!
Questions?**

ILikeMyTeeth.org