Community Water Fluoridation:  
Be Your Community’s Expert

1. Know your community’s access to optimally fluoridated water 
   a. Why? This determines if you need to be laying ground work towards fluoridation or inoculating the community against false information. 
   b. How? 
         1. Offers some historical information for communities 
         2. Data may be several years old, don’t skip local research 
      ii. Local: Contact local water utilities serving your community

2. Know what is being said about fluoride in your community through Google Alerts 
   a. Why? Google alerts will email you links and summaries of recent news and web articles matching your search query, keeping you up to date on what is happening in your community. 
   b. How: 
      i. Go to [http://www.google.com/alerts](http://www.google.com/alerts) 
      ii. Enter fluoride and your community’s name in the search query 
      iii. Determine how many alerts you want sent 
      iv. Create Alert

3. Become familiar with the facts and myths of water fluoridation from credible sources. 
   a. I Like My Teeth – [www.ilikeyteeth.org](http://www.ilikeyteeth.org) 
      i. Run by the American Academy of Pediatrics this website has answers to basic questions about water fluoridation, responses to opponents, and links to organizations in support of water fluoridation. 
      ii. A free membership to the site provides additional materials. 
   b. Fluoride Science - [www.fluoridescience.org](http://www.fluoridescience.org) 
      i. Run by the Center for Fluoride Research Analysis and endorsed by the American Association of Public Health Dentistry this website reviews research on fluoride for quality and content. 
      ii. Research and information on the quality of studies is available based on topic and through a search function allowing the user to find information on specific studies. 
   c. Center for Disease Control and Prevention - [http://www.cdc.gov/fluoridation/index.htm](http://www.cdc.gov/fluoridation/index.htm)
4. When talking with people, address the emotional side
   a. Why? Decisions and opinions are ground in more than science.
   b. How:
      i. Tell your story—as an oral health professional how have you seen the impact of water fluoridation?
      ii. Don’t dismiss someone’s emotional response, acknowledge it and use motivational interviewing skills to connect their desire for what is best to the solid science.