

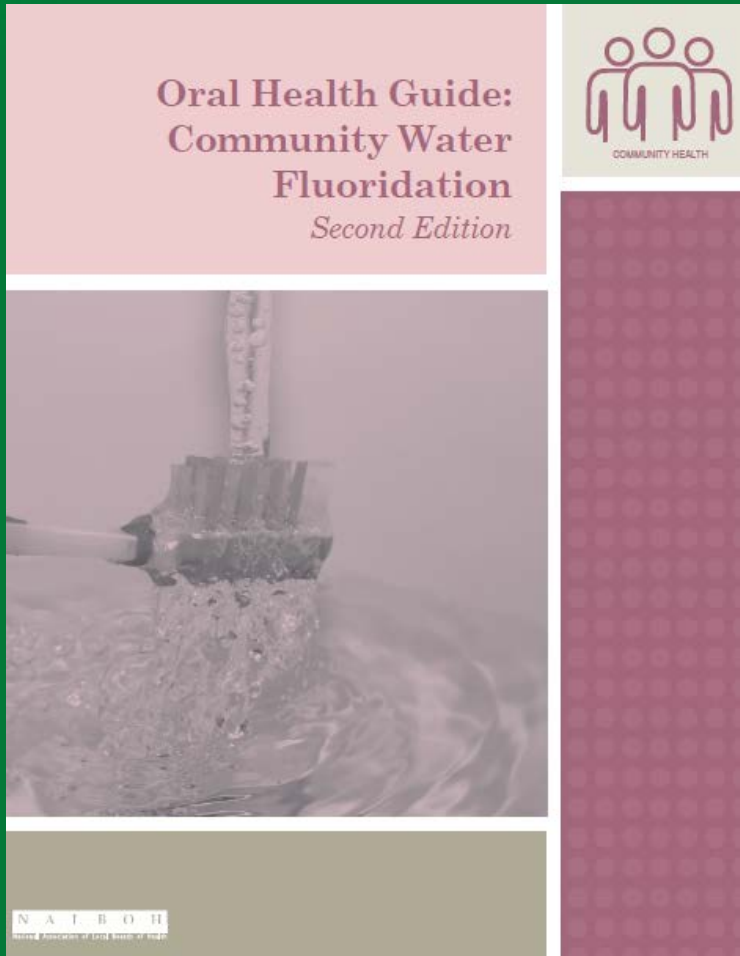
# Community Water Fluoridation

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CHARLESTON, WV  
NOVEMBER 16, 2016  
GINA SHARPS MPH, RDH



# Session Objectives



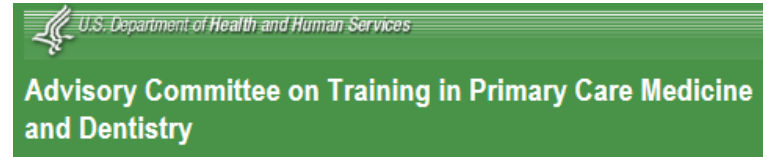
- Tooth Decay Prevalence and Disparities in West Virginia
- What Is Fluoride and Where Is It Found?
- What Is Community Water Fluoridation and How Does Fluoridation Prevent Tooth Decay?
- What Are the Current Public Health Recommendations for Fluoridation?
- Is Community Water Fluoridation Cost Effective?
- Why Do Some People Oppose Community Water Fluoridation?
- Board of Health Opportunities and Best Practices



**Community & School  
Oral Health Team**

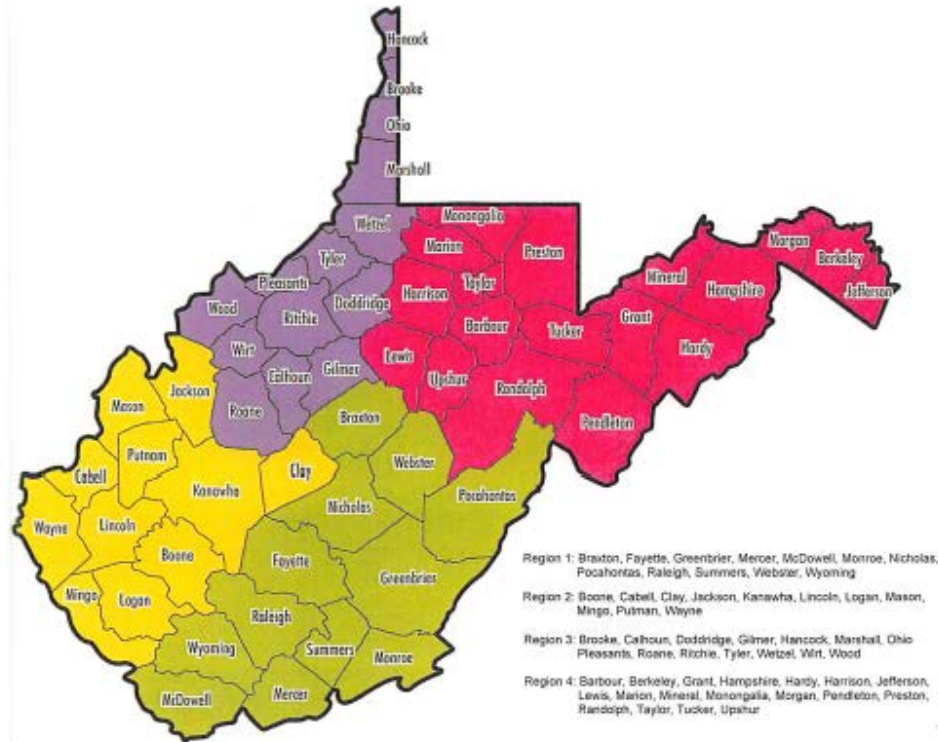


**Private Practice  
1993-2006**





# Community & School Oral Health Team



- Region 1: Braxton, Fayette, Greenbrier, Mercer, McDowell, Monroe, Nicholas, Pocahontas, Raleigh, Summers, Webster, Wyoming
- Region 2: Boone, Cabell, Clay, Jackson, Kanawha, Lincoln, Logan, Mason, Mingo, Putman, Wayne
- Region 3: Brooke, Calhoun, Doddridge, Gilmer, Hancock, Marshall, Ohio, Pleasants, Roane, Ritchie, Tyler, Wetzel, Wood
- Region 4: Barbour, Berkeley, Grant, Hampshire, Hardy, Harrison, Jefferson, Lewis, Marion, Mineral, Monongalia, Morgan, Pendleton, Preston, Randolph, Taylor, Tucker, Upshur

**Region 1: South Eastern West Virginia**  
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[logana@marshall.edu](mailto:logana@marshall.edu)

**Region 2: South Western West Virginia**  
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[wendy.mosteller@marshall.edu](mailto:wendy.mosteller@marshall.edu)

**Region 3: North Western West Virginia**  
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304.483.5100  
[delanceym@marshall.edu](mailto:delanceym@marshall.edu)

**Region 4: North Eastern West Virginia**  
Gina Sharps  
304.276.0572  
[sharpsg@marshall.edu](mailto:sharpsg@marshall.edu)

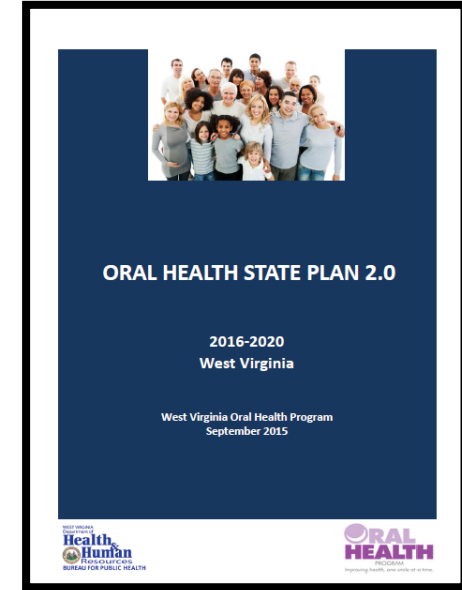
# Deliverables & Activities are Based on ...

Evidence-Based Research (water fluoridation)

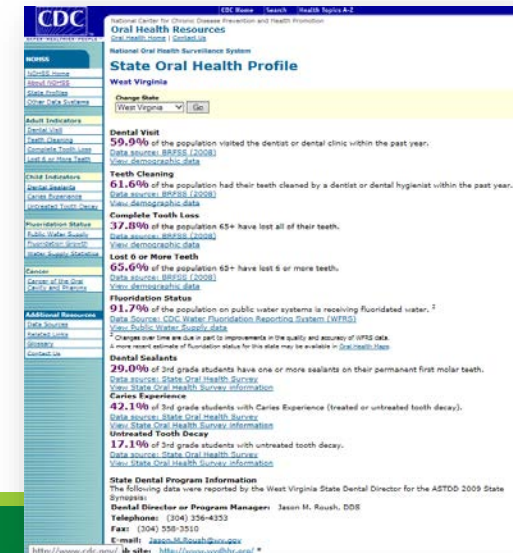
Best Practices Models/Protocols (i.e age 1 dental visit)

Center for Disease Control  2020 Oral Health Objectives

WV State Oral Health Plan



*\*Population Based Health vs. Individual*



# Introduction (pg.1)

- Tooth decay is a common, chronic disease that causes pain and disability across all age groups.
- Oral Health is essential to general health and well-being.
- US Surgeon General's report details oral health as a "silent epidemic" and calls attention that oral diseases burdens some population groups.



# Untreated Cavities Can Lead to....

- Extreme Pain
- Spread of Infection
- Difficulty chewing, poor nutrition
- Costly dental treatment
  
- Missed School/Work Days
- Impaired Speech development
- Inability to Concentrate
- Reduced Self-esteem



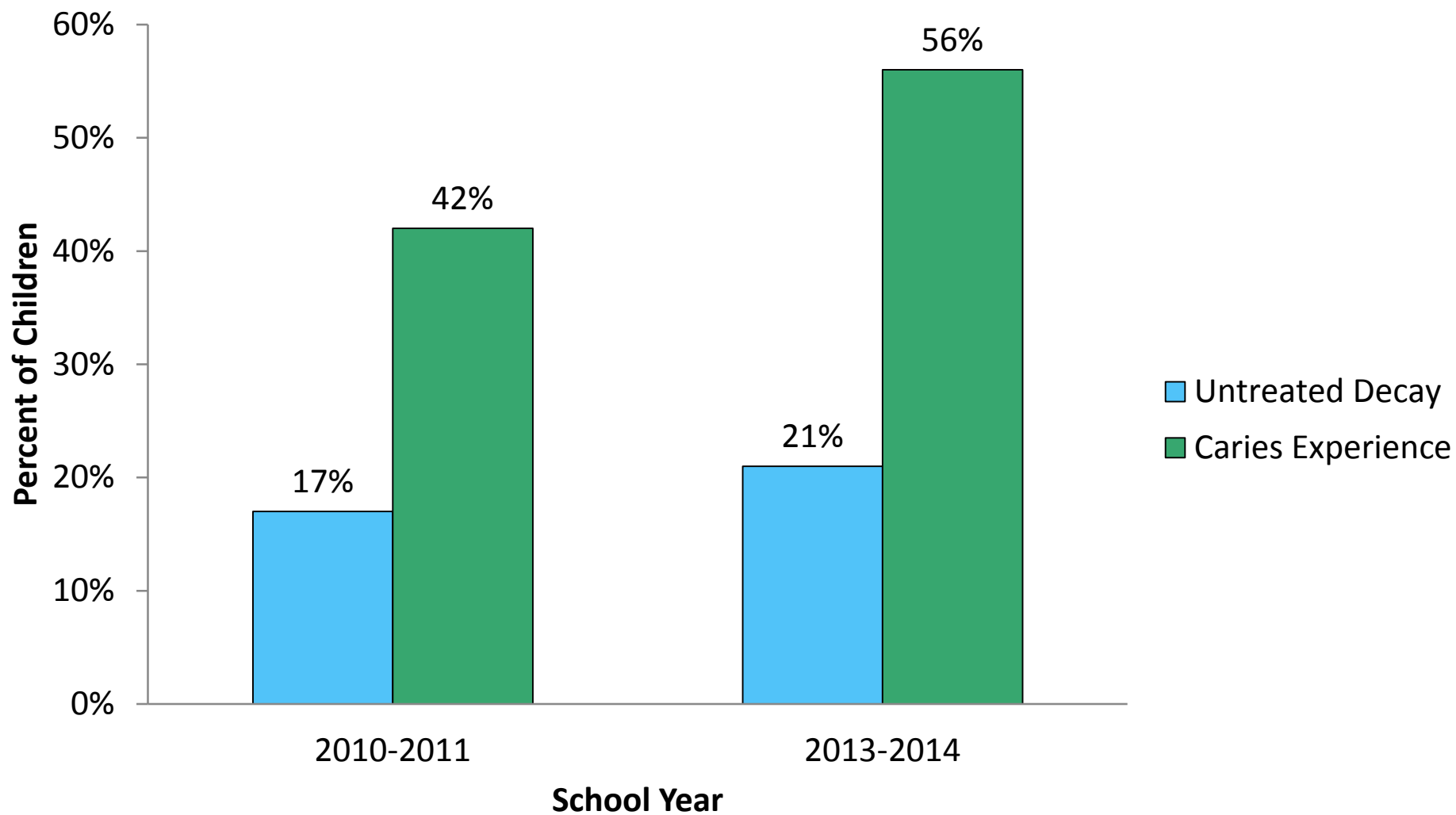
# CAVITIES: Disproportionately Distributed



- Nearly 80% of cavities occur in 20% of the population
- ***Those in poverty*** bear a disproportionate burden of cavities



### Prevalence of decay experience and untreated decay among children (Universal PreK) in West Virginia



# Introduction Cont'd (pg.1)

*“.....boards of health make necessary policy and regulatory changes to introduce or institutionalize oral health programs and services into local public health agency practices.*

*Board of health (BOH) members serve as advocates and liaisons with neighbors, peers, stakeholders, and other partners.*

*Thus, it is the BOH's responsibility to continually assure and improve the oral health of the community. “*



# Evidence-Based Prevention Strategies

## Dental Sealants

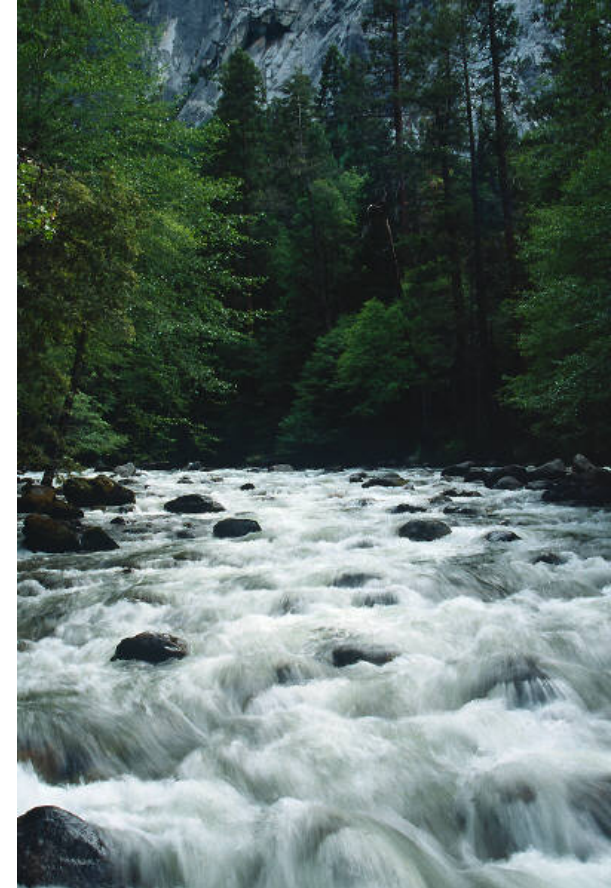


## Community Water Fluoridation

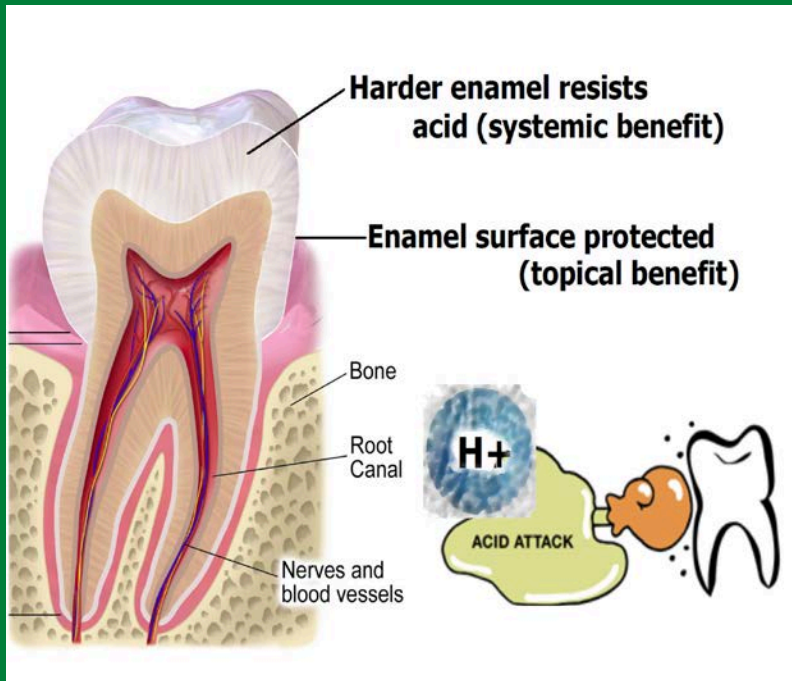


# What Is Fluoride and Where Is It Found?

- 13<sup>th</sup> most abundant mineral in the earth's crust
- Surface water (rivers) -- typically low concentrations, 0.2 mg/L (ppm) or less
- Groundwater (wells) --higher concentrations, 0.1 mg/L to over 5.0 mg/L
- Ocean water is typically 0.8 to 1.4 mg/L



- Water fluoridation has both topical and systemic benefits



- Fluoride is a vital mineral for proper bone and tooth formation
- Decreased benefits below optimum
- No additional benefit above optimum



- One of ten great public health achievements of the twentieth century (CDC)
- Water fluoridation has over a 70 year history of success
- Began in in Grand Rapids, Michigan, in 1945.

# What Is Community Water Fluoridation and How Does Fluoridation Prevent Tooth Decay?



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%**



# Current Public Health Recommendations for Fluoridation (pg.4)

## REPORTS AND RECOMMENDATIONS

### U.S. Public Health Service Recommendation for Fluoride Concentration in Drinking Water for the Prevention of Dental Caries

Bring the current standard for water systems under to replace.

U.S. DEPARTMENT OF  
HEALTH AND HUMAN  
SERVICES FEDERAL PANEL  
ON COMMUNITY WATER  
FLUORIDATION

Through this final recommendation, the U.S. Public Health Service (PHS) updates and replaces its 1962 Drinking Water Standards related to community water fluoridation—the controlled addition of a fluoride compound to a community water supply to achieve a concentration optimal for dental caries prevention.<sup>1</sup> For these community water systems that add fluoride, PHS now recommends an optimal fluoride concentration of 0.7 milligrams/liter (mg/L). In this guidance, the optimal concentration of fluoride in drinking water is the concentration that provides the best balance of protection from dental caries while limiting the risk of dental fluorosis. The earlier PHS recommendation for fluoride concentrations was based on outdoor air temperature of geographic areas and ranged from 0.7–1.2 mg/L. This updated guidance is intended to apply to community water systems that currently fluoridate, or that will initiate fluoridation, and is based on considerations that include:

- Scientific evidence related to the effectiveness of water fluoridation in caries prevention and control across all age groups,
- Fluoride in drinking water as one of several available fluoride sources,
- Trends in the prevalence and severity of dental fluorosis, and
- Current evidence on fluid intake of children across various outdoor air temperatures.

#### BACKGROUND

Because fluoridation of public drinking water systems had been demonstrated as effective in reducing dental caries, PHS provided recommendations regarding optimal fluoride concentrations in drinking water for community water systems in 1962.<sup>13</sup> The U.S. Department of Health and Human Services (HHS) is releasing this updated PHS recommendation because of new data that address changes in the prevalence of dental fluorosis, the relationship between water intake and outdoor temperature in children, and the contribution of fluoride in drinking water to total fluoride exposure in the United States. Although PHS recommends community water fluoridation as an effective public health intervention, the decision to fluoridate water systems is made by state and local governments.

Address correspondence to: Barbara F. Gooch, DMD, MPH, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Oral Health, 4770 Buford Hwy NE, MS F-80, Atlanta, GA 30541-3717; tel. 770-488-6254; fax 770-488-6280; e-mail: [cbgooch@cdc.gov](mailto:cbgooch@cdc.gov).

# Community Preventive Services Taskforce

## Recommendations Reaffirmed 2013:

1. Community Water Fluoridation is **RECOMMENDED** based on **STRONG EVIDENCE** of effectiveness in **reducing cavities across populations**.
2. Evidence shows the **prevalence of cavities is substantially lower** in communities with community water fluoridation (CWF)
3. There is **NO EVIDENCE** that CWF results in **severe fluorosis**.

The screenshot shows the top navigation bar of the website with the title 'The Guide to Community Preventive Services THE COMMUNITY GUIDE What Works to Promote Health'. Below the navigation bar, the breadcrumb trail reads 'Home > Topics > Oral Health > Dental Caries (Cavities) > Preventing Dental Caries: Community Water Fluoridation'. The main content area is titled 'Preventing Dental Caries: Community Water Fluoridation' and includes a sub-section for 'Task Force Finding and Rationale Statement'. The 'Definition' section states: 'Community water fluoridation (CWF) is the controlled adjustment of fluoride in a public water supply to optimal concentration in order to prevent caries (tooth decay) among members of the community. Fluoride acts to impede demineralization and to enhance the remineralization of dental enamel, both of which prevent dental caries. While fluoride occurs naturally in water across the U.S., it is usually lower than the optimal concentration needed to prevent caries.' The 'Task Force Finding' section states: 'The Community Preventive Services Task Force recommends community water fluoridation based on strong evidence of effectiveness in reducing dental caries across populations. Evidence shows the prevalence of caries is substantially lower in communities with CWF. In addition, there is no evidence that CWF results in severe dental fluorosis. Evidence indicates the economic benefit of CWF is greater than the cost. In addition, the benefit-cost ratio increases with the size of the community population.'

### Systematic Reviews: Evidence-Based

- ✓ Effect of Starting Community Water Fluoridation: **29.1%** cavity reduction
- ✓ Effect from Stopping CWF: **17.9%** increase in cavities

# Enamel Fluorosis (pg.4)

- Occurs when children with developing teeth consume excessive fluoride (under 8 yr)
- Potential for enamel fluorosis increases as water content exceeds 2 mg/L



- **Dental fluorosis** is a change in the **appearance** of the tooth's enamel
- **Very mild** and **mild forms** of dental fluorosis (the most common forms)—teeth have scattered white flecks, occasional white spots, frosty edges, or fine, lacy chalk-like lines. These changes are **barely noticeable** and difficult to see except by a dental health care professional.
- **Moderate form**—teeth have larger white spots
- The **rare, severe** form—rough, pitted surfaces.
- **Dental fluorosis only occurs** when younger children (<8y.o.) consume too much fluoride while teeth are developing under the gums

# Dental Fluorosis



Normal



Questionable



Very Mild



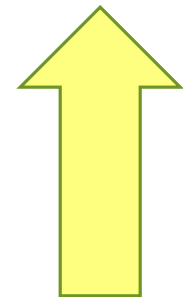
Mild



Moderate



Severe



Does **NOT**  
occur from CWF

# Is Fluoridation is **Cost-effective?**

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



Saves **\$38** in unnecessary dental costs  
Is Community Water Fluoridation Cost Effective?



# Why Do Some People Oppose Community Water Fluoridation?

- FREEDOM OF CHOICE—LIMITING INDIVIDUAL FREEDOM
  - BELIEF THAT FLUORIDE IS HARMFUL TO HEALTH
  - BELIEF THAT FLUORIDE IS HARMFUL TO ENVIRONMENT
  - MISINTERPRETATION OF THE SCIENCE BEHIND FLUORIDATION
- 
- CONCERN ABOUT TECHNICAL ENGINEERING ISSUES
  - BELIEVE THE COST OF FLUORIDATING SMALL WATER SYSTEMS ARE TOO HIGH

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## Clarksburg Water Board tables fluoride decision

story

Recommend Tweet (1) Print 0

Posted: Thursday, September 12, 2013 5:24 pm | Updated: 5:29 pm, Thu Sep 12, 2013.

by Jim Davis, Staff Writer | 0 comments

CLARKSBURG — After much debate among themselves and with others in attendance, members of the Clarksburg Water Board voted Thursday to table whether to continue adding fluoride to the drinking water.

Tabling the matter was the only thing that Water Board members could agree on, with Paul Howe and Charlie Thayer saying they still lean toward removing fluoride from the water and President Al Cox tilting the other way.

"I don't think there's any dissension about fluoride being good for teeth. The thing that concerns me is what is it not good for?" Thayer asks during the meeting. "Every drug we take, they all have side effects."

Howe agreed, saying that brushing with fluoride toothpaste is one thing, but ingesting the substance is another.

Clarksburg Water Board President Al Cox, left, listens while board member Paul Howe argues against the practice of adding fluoride to the water supply during Thursday's meeting. Staff photo by Jim Davis.

Discussion

"You don't need to put it in your body." Howe

best thing is to brush your teeth and floss."

Read more in Friday's print or online editions.

## Keyser may eliminate fluoride in water to save money

KEYSER — The city of Keyser may eliminate fluoridation as a way to reduce operating expenses at its water treatment plant.



Posted Jan. 15, 2014 @ 6:28 pm

By Richard Kerns

rkerns@newstribune.info

Keyser may eliminate fluoridation as a way to reduce operating expenses at

...nt was made at Monday's meeting of the Keyser Water Board, when Plant Supervisor Bobby Paugh proposed a reduction in chemical purchases. ...t. Among the many chemicals used in the water treatment process, the

## Water district seeks opinion on fluoridation

January 14, 2014  
Samantha Cronk (scronk@journal-news.net) | journal-news.net

Save | Comments (10) | Post a comment |

MARTINSBURG After receiving criticism from community members for the process, the Berkeley County Public Service Water Department has sought the state health department's opinion of fluoridating water.

According to Paul Fisher, executive director for the water district, the BCPSWD has been fluoridating water for decades. Recently, community members questioned the district's decision, maintaining the stance that since the practice is voluntary, the district should stop adding fluoride.

"We've only heard from one side of the argument, with people coming to us and telling us why we shouldn't fluoridate the water. I think it's important that we hear from the other side," said Greg Rhoe, chairman of the water district board.

At Monday's meeting, the board teleconferenced with Dr. Jason Roush, West Virginia State dental director, and Gina Sharps, regional oral health coordinator at Marshall University, to hear the state's stance on fluoridation.

According to Roush, the West Virginia Department of Health and Human Resource's official stance on fluoridation is to follow the guidelines of the Centers for Disease Control, which promote fluoridation.

"The Centers for Disease Control is basically the expert when it comes to water fluoridation. It's proven, it's safe and it's cost effective. At the level in the water, there's been no proven side effects, and it's a great preventative measure that works across the entire lifespan," he said.

Roush also stated that West Virginia is ranked 10th nationally for citizens having access to fluoridated water, adding that it is a ranking the state would like to maintain or improve.

Sharps added that more than 3,200 evidence-based articles support fluoridation and that the state is moving toward expanding its fluoridation program.

"In updating the state's oral health plan, one of the goals in strategic areas is to capitalize on the CDC's preventative measures and take 100 percent water fluoridation to the entire state. We're not there yet, we're at 92 percent, but that is something the state will be leaning toward," Sharps said.

The water district board did not make a decision on continuing or terminating fluoridating county water, since the agenda only called for discussion.

According to Rhoe, a Freedom of Information Act was filed in November and after receiving the information from the water district, the citizens opposed to fluoridation have not been in further contact with the water district.

-Staff writer Samantha Cronk can be reached at 304-263-8931, ext. 132, or twitter.com/scronk1N.

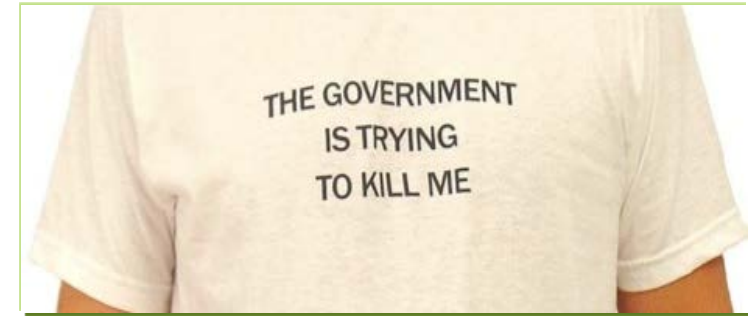
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**\*Key Takeaway\***

**\*Can one person influence the decisions of a board/city council without the dental/public health communities being aware?\***

# Scientific Illiteracy

- Alarming allegations/Junk science can drive public policy
- “Its really terrifying the scientific illiteracy that supports these suspicions” - Dr. Marie McCormick, Institute of Medicine, 2004





“Everyone is entitled to their own opinion but not to their own facts.” - Daniel Patrick Moynihan

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# Organized anti-fluoride activists

Relatively small  
group with  
strong internet  
presence

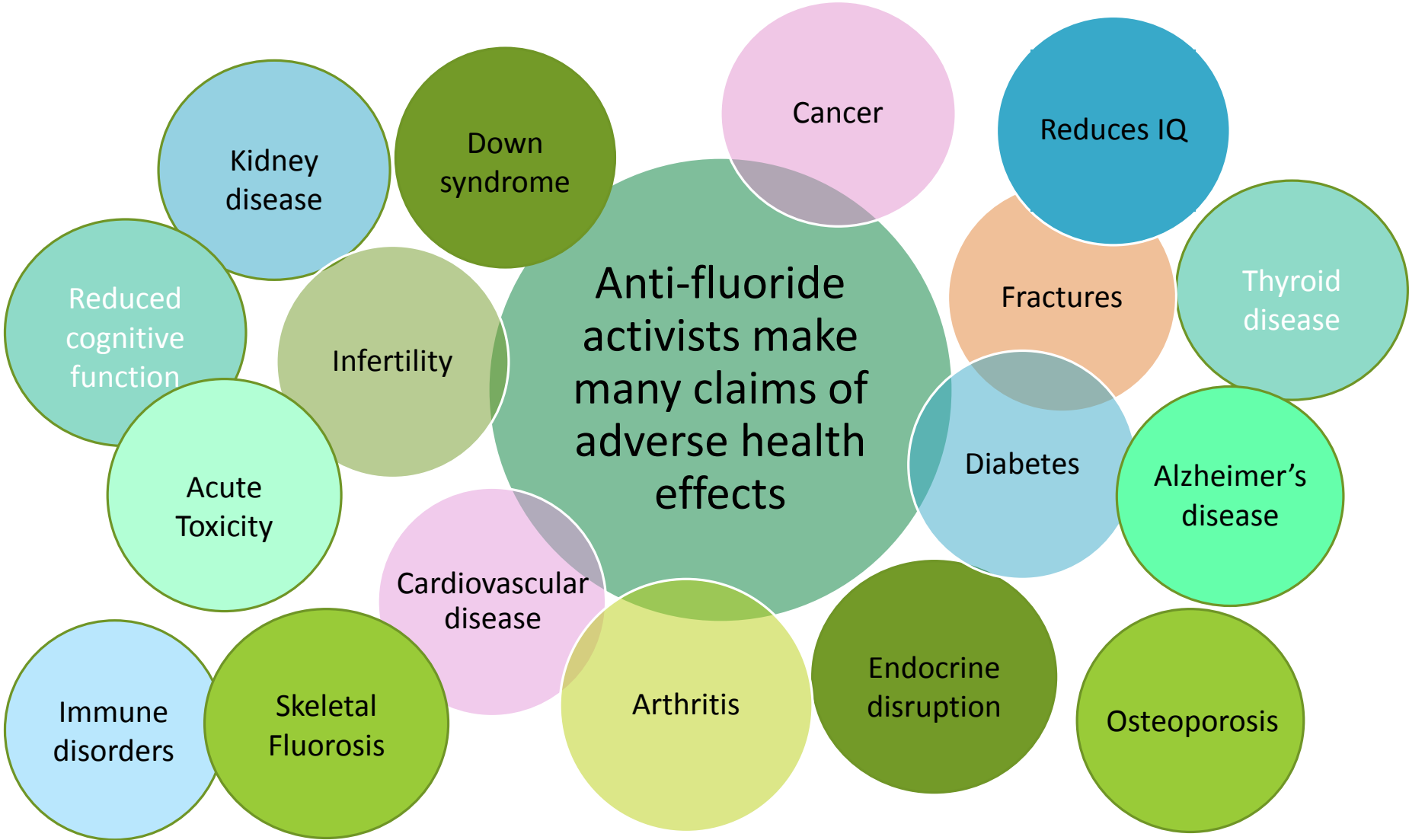
Distort research

Misrepresent  
others' views

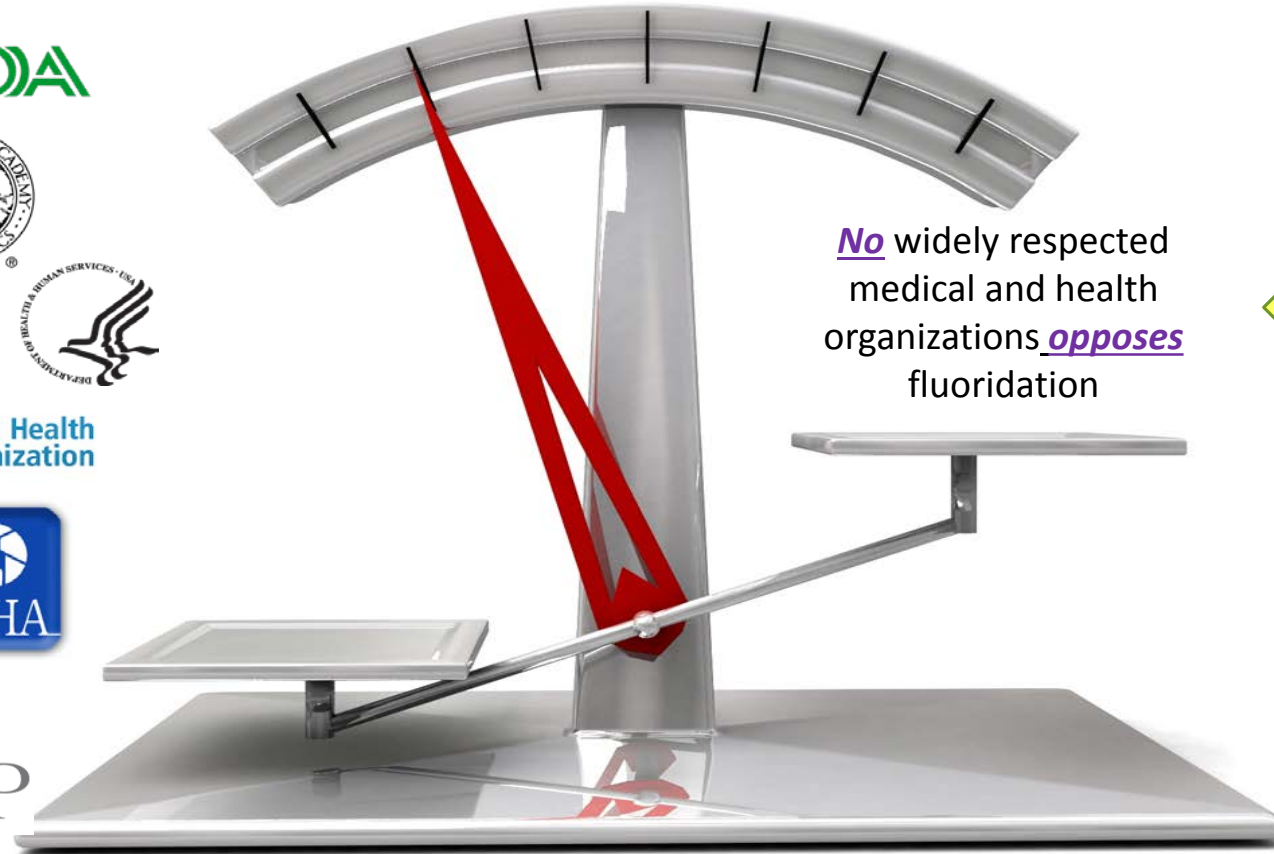
Ignore scientific  
evidence

Spread fear and  
misinformation

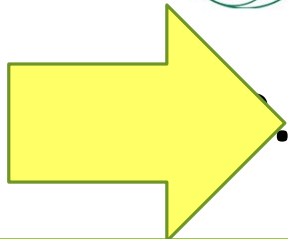
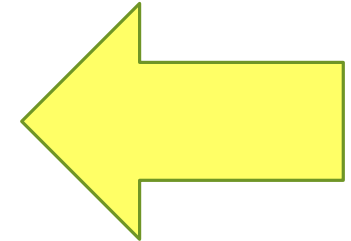
# Anti-Fluoridationists claim that fluoride causes adverse health effects



# The Weight of Science



No widely respected medical and health organizations opposes fluoridation



No adverse health effects from drinking fluoridated water

# AWWA Policy Statement

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## Fluoridation of Public Water Supplies

The American Water Works Association (AWWA) supports the recommendations of the World Health Organization (WHO), American Medical Association (AMA), Canadian Medical Association (CMA), Centers for Disease Control (CDC), American Dental Association (ADA), Canadian Dental Association (CDA), and other professional organizations in the medical community, for the fluoridation of public water supplies as a public health benefit. AWWA supports the application of fluoride in a responsible, effective, and reliable manner that includes monitoring and control of fluoride levels mandated by provincial, state, and/or federal laws and that is subject to community acceptance through applicable local decision-making processes. AWWA is committed to regular reviews of the most current research on fluoride and the positions of the medical and dental communities.

*Adopted by the Board of Directors Jan. 25, 1976, reaffirmed Jan. 31, 1982, revised Jan. 20, 2002, revised Jan. 21, 2007, and revised Jan. 22, 2012.*

## Community Water Fluoridation



"...one of the 10 great public health achievements of the twentieth century."<sup>1</sup>



Oral Health in West Virginia: A Fact Sheet

### Tooth Decay is a Problem!

Oral health is integral to general health. Although preventable, tooth decay is a chronic disease affecting all age groups. In fact, it is the most common chronic disease of childhood. The burden of disease is far worse for those who have limited access to prevention and treatment services. Left untreated, tooth decay can cause pain, tooth loss, and even death. Among children, untreated decay has been associated with difficulty in eating, sleeping, learning and proper nutrition. Among adults, untreated decay and tooth loss can also have negative effects on an individual's self-esteem and employability.<sup>2</sup>

#### In the U.S., tooth decay affects<sup>7</sup>:

- ✓ 1 in 3 preschool children
- ✓ 1 in 2 school age children
- ✓ 2 in 3 adolescents
- ✓ 9 out of 10 adults

### Community Water Fluoridation Prevents Tooth Decay

Fluoride in community drinking water, adjusted to a concentration of 0.7 parts per million<sup>3</sup>, continues to be a safe, inexpensive and extremely effective method of preventing tooth decay.<sup>4</sup>

- Community water fluoridation benefits everyone in the community, regardless of age and socioeconomic status.
- Fluoridation provides protection against tooth decay in populations with limited access to prevention services.
- For every dollar spent on community water fluoridation, up to \$38 is saved in dental treatment cost.<sup>5</sup>

The Task Force on Community Preventive Services, a national independent, nonfederal, multidisciplinary task force appointed by the director of the Centers for Disease Control and Prevention (CDC), recently reviewed their systematic review of studies of community water fluoridation. They reconfirmed, in communities initiating fluoridation, the decrease in childhood decay was almost 30 percent over 3–12 years of follow-up.<sup>6</sup> Communities have fluoridated the water since 1945. In West Virginia water has been fluoridated since 1950.



### State<sup>8</sup> and National Healthy People 2020 Objectives<sup>9</sup> and Progress

Increase percentage of persons on public water receiving fluoridated water  
National HP Goal = 79.6%    WV's Current Status = 91.5%

Reduce by 10% adults 65-74 who have lost all their teeth  
National HP Goal = 21.0%    WV's Current Status = 37.8%

### What is West Virginia doing to meet the goals?

West Virginia has: instituted an oral health surveillance system to guide the planning, implementation, and evaluation of programs to prevent and control disease, implemented a standardized education curriculum, promoted inter-professional training with dental non-dental providers on appropriate fluoride supplement programs, maintained resources on well-water testing, recognized water systems maintaining optimal levels of fluoride, and utilized fluoride data from water systems.

### Strategies for West Virginia's Future

- ✓ Encourage fluoride supplements and/or fluoride treatments for those at increased risk for decay who are not receiving fluoridated drinking water, along with daily brushing with fluoride toothpaste morning and night.
- ✓ Promote accurate, scientific information about fluoride.
- ✓ Encourage the use of dental sealants and school-based dental disease prevention programs

### Endorsed by

Community Water Fluoridation is endorsed by the following organizations who support good oral health.



# Board of Health Opportunities and Best Practices

- EDUCATION
  - SUPPORT POLICY
  - COLLABORATION
  - FINANCIAL RESOURCES
-

# Education

**CDC** Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives, Protecting People™

**My Water's Fluoride**

Oral Health Home > My Water's Fluoride Home > West Virginia

Find Water System Information

Facebook Twitter Plus

Select another state

West Virginia - Ohio County

List of Counties All Water Systems By County Fluoridation Reports

All Water Systems by County

Select a county to view its water systems

Ohio

5 Water Systems Found

Select a water system to view details

Ohio County, West Virginia 1 - 5 of 5	Fluoridated	PWS-ID	Primary County
CITY OF WHEELING	Yes	WW-3303516	Ohio
OHIO COUNTY PSD	Yes	WW-3303500	Ohio
TRIADELPHIA WATER Department	Yes	WW-3303512	Ohio
VALLEY GROVE WATER DEPT	Yes	WW-3303513	Ohio
VILLAGE OF BETHLEHEM	Yes	WW-3303514	Ohio

1 of 5

## SAY THIS, NOT THAT: Tips for talking about Community Water Fluoridation

Many people take for granted that community water fluoridation (CWF) in the US is a safe and well-accepted public health practice, but CWF is surprisingly controversial. As a health professional, it is natural to use technical language. But when talking about water fluoridation, it is important to use words and phrases that don't add to confusion or fear.

These tips are intended to prepare you to have comfortable, productive conversations with patients using "kitchen table" language to address their concerns and inoculate them against common distortions about fluoride safety.

SAY THIS:	NOT THAT:
<p>✓ <b>Fluoride is a proven way to strengthen teeth for people of all ages.</b></p> <p>Fluoride opponents use fear and doubt to gain support. Rather than addressing such tactics, focus on the scientifically proven benefits of water fluoridation: stronger teeth lead to better overall health which means that children and adults don't suffer the pain and expense of treatment and get to keep their teeth for a lifetime.</p>	<p>✗ <b>Potential harm from fluoride has been greatly distorted.</b></p>
<p>✓ <b>Fluoride occurs naturally in all water.</b></p> <p>While scientifically correct, the word "chemical" can have a negative connotation. Point out that fluoride is a naturally occurring mineral found in almost all water supplies. We adjust the level to the right amount to prevent tooth decay.</p>	<p>✗ <b>Fluoride is a chemical added to water.</b></p>
<p>✓ <b>I understand your concerns. I had the same ones until I looked into the issue.</b></p> <p>Acknowledging your patients' concerns gives you an opportunity to share sound information. It is important to be attentive and to avoid using conversation-stoppers. This phrase can be used at any point in the conversation when concerns are raised.</p>	<p>✗ <b>There is nothing to worry about.</b></p>
<p>✓ <b>There is a lot of misinformation about fluoride. Based on what you've seen, is there a specific concern you'd like to discuss?</b></p> <p>The best way to address concerns, and to inoculate people against misinformation about fluoride, is to engage them in conversation, keeping it open and flowing.</p>	<p>✗ <b>Don't trust everything you read on the internet.</b></p>

## Community Water Fluoridation

### Preventing Tooth Decay for a Lifetime Two Ways

When children are young, fluoride that is swallowed enters the bloodstream and combines with calcium and phosphate as the tooth is formed under the gums.

These teeth are more resistant to decay throughout childhood and the teenage years.

For people of all ages, fluoride in beverages and foods mixes with the saliva.

Saliva neutralizes acid produced by bacteria on teeth, and the fluoride heals the teeth and protects them from further decay.

**ILikeMyTeeth.org**

## What Critics of Fluoride Say & What the Facts Say

Opponents of water fluoridation make a lot of claims that are at odds with the facts. This document provides examples of what critics say, followed up with what the facts say. For each topic, a "Learn more" link can provide you with more detailed information.

- 1. Critics Say:** "The FDA has never approved fluoride's use in drinking water."

**THE FACTS:** The FDA does not have the authority to regulate fluoride in public drinking water. The Environmental Protection Agency (EPA) performs this role, and it sets firm guidelines for the amount of fluoride. The concentration of fluoride used for water fluoridation is far below the limit established by the EPA. [Learn more](#)
- 2. Critics Say:** "A Harvard study showed that fluoride lowers IQ scores for children."

**THE FACTS:** It wasn't a Harvard study. It was a group of studies from China and Iran, where water fluoridation isn't even practiced. These studies were seriously flawed for several reasons—mostly because they measured fluoride levels that were far higher than the levels we use for fluoridation in America. A far better study with a much larger sample was published in 2014 by the *American Journal of Public Health*, and this study showed there was no link at all between fluoride in water and IQ scores. [Learn more](#)
- 3. Critics Say:** "We deserve natural water. Nothing should be added to our water supply in order to medicate us."

**THE FACTS:** Fluoride is a mineral that exists naturally in water supplies. Many U.S. communities choose to add a little more fluoride to reach a level that has been proven to reduce the rate of cavities for children and adults. Fluoride isn't a medication. Medications are typically designed to treat disease or its symptoms. Fluoride is a mineral used to prevent dental disease from creating a cavity or even a more serious infection. [Learn more](#)
- 4. Critics Say:** "The warning label on the back of toothpaste tubes proves that fluoride must be harmful."

**THE FACTS:** You can find warning labels on many products, including some vitamins and minerals. Parents should consider this notice as a reminder that they should monitor their young children when they use fluoride toothpaste. The fluoride in toothpaste is roughly 1,000 times more concentrated than the fluoride in water, so health officials want to make it less likely that children will accidentally swallow toothpaste. PolioFact, an independent fact-checking service, examined the claim made by critics and found that it was deceptive. [Learn more](#)
- 5. Critics Say:** "The fluoride that is added by many communities to drinking water is not safe because it is not a pharmaceutical grade of fluoride."

**THE FACTS:** Fluoride additives for water are subject to tough standards that include independent testing for quality and purity. These standards would be weakened by using pharmaceutical grading. In fact, the Centers for Disease Control and Prevention (CDC) has



# Recommended Resources

ADA Fluoridation Facts

[http://www.ada.org/sections/newsAndEvents/pdfs/fluoridation\\_facts.pdf](http://www.ada.org/sections/newsAndEvents/pdfs/fluoridation_facts.pdf)

American Public Health Association, Policy Statement 2008, 2011

<http://www.apha.org/advocacy/policy/policysearch/default.htm?id=1373>

Armfield, J M; When public action undermines public health: a critical examination of antifluoridationist literature : Aust New Zealand Health Policy. 2007; 4:25

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2222595/>

Fluoride and IQ and other good responses to anti-fluoridation myths at Campaign for Dental Health *Life Is Better with Teeth* website

<http://www.ilikemyteeth.org/fluoridation/dangers-of-fluoride/fluoride-iqs/>



Community Water Fluoridation: A Vital 21<sup>st</sup> Century Public Health Intervention  
Dec 17, 2014 CDC Public Health Grand Rounds

<http://www.cdc.gov/about/grand-rounds/archives/2013/december-17-2013.htm>

CDC Water Fluoridation Additives , updated 2012

[http://www.cdc.gov/print.do;jsessionid=B6C2750D24A031966FF0BD454618E7AA.node1?url=http%3A%2F%2Fwww.cdc.gov%2Ffluoridation%2Ffact\\_sheets%2Fengineering%2Fwfadditives.htm](http://www.cdc.gov/print.do;jsessionid=B6C2750D24A031966FF0BD454618E7AA.node1?url=http%3A%2F%2Fwww.cdc.gov%2Ffluoridation%2Ffact_sheets%2Fengineering%2Fwfadditives.htm)

# Support Policy

8.2. Public water systems that plan to make long term changes in the method being used to artificially adjust fluoride levels, such as a change in the chemical composition or the dosage rate, shall notify the Commissioner prior to implementing the proposed change. The commissioner shall approve the change in writing before the public water system may begin implementation of the changes.

# Collaboration

From: WV Oral Health Coal <wvoralhealthcoalition@gmail.com>  
Date: August 17, 2016 at 5:47:12 PM EDT  
To: undisclosed-recipients;

Subject: West Virginia Community Water Fluoridation (CWF) Coalition  
**Rapid Response ALERT** – Wellsburg, WV-Brooke County-8/17/2016

Dear Coalition Members,

Today, we just learned that the Wellsburg Water and Sanitary Board voted on discontinuing the use of fluoride in the city water supply at their August meeting. The Board cited studies that show the ingestion of fluoride as being detrimental to the health and well-being of those served in their community. The Board further stated that "the decision is quite simple....after having full knowledge that it may cause several health problems" that community water fluoridation is "improper and unethical."

The board voted unanimously to cease the addition of fluoride into the water supply.

The city of Wellsburg is located in Brooke County and the water system serves approximately 3,488 individuals.

**(Wellsburg, WV-Brooke County) Rapid Response ALERT:**

Please contact your respective targets (e.g., local water operators, local dentists and dental hygienists, local municipalities, etc.) immediately to alert, organize and **demand reversal** on the recent decision by the City of Wellsburg. In addition, encourage these individuals to write letters in support of CWF to the City of Wellsburg.

Wellsburg City Manager is Mr. Stephen Maguschak. His contact info is:  
Mr. Stephen Maguschak  
City Manager  
70-7<sup>th</sup> Street  
Wellsburg, WV 26070  
304-737-2104-Office  
304-737-3004-Fax

Please consider sharing the Fluoridation Myths and Facts document attached to this email or the following information links below.

Resources:

[www.ilikemyteeth.org](http://www.ilikemyteeth.org)

<http://www.ilikemyteeth.org/wp-content/uploads/2011/12/Fluoride-Myths-Facts.pdf>  
(document attached)

CITY OF  
WELLSBURG  
COMBINED WATER AND SANITARY BOARD  
70 TOWN SQUARE  
WELLSBURG, WV 26070  
(304) 737-2104  
FAX (304) 737-3004

Wellsburg Water Dept.

April, 1 2016

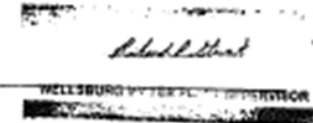
PWSID# 3300517

Subject: fluoridation

Wellsburg Water Dept. is currently on our last drum of H.S.F. When it runs out, we will no longer be feeding fluoride. We are aware that we will be required to test for lead and copper because of this change, and are already scheduled to sample for lead and copper this summer.

Richard P. Stewart

Superintendent



# 3 Key Messages

FLUORIDATION IS A COMMUNITY HEALTH MEASURE THAT BENEFITS PEOPLE OF ALL AGES.

FLUORIDATION IS **SAFE** AND IS SUPPORTED BY CREDIBLE SCIENTIFIC EVIDENCE.

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FLUORIDATION IS BOTH COST **EFFECTIVE AND COST EFFECTIVE** .



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