

# One State's Journey to Water Fluoridation

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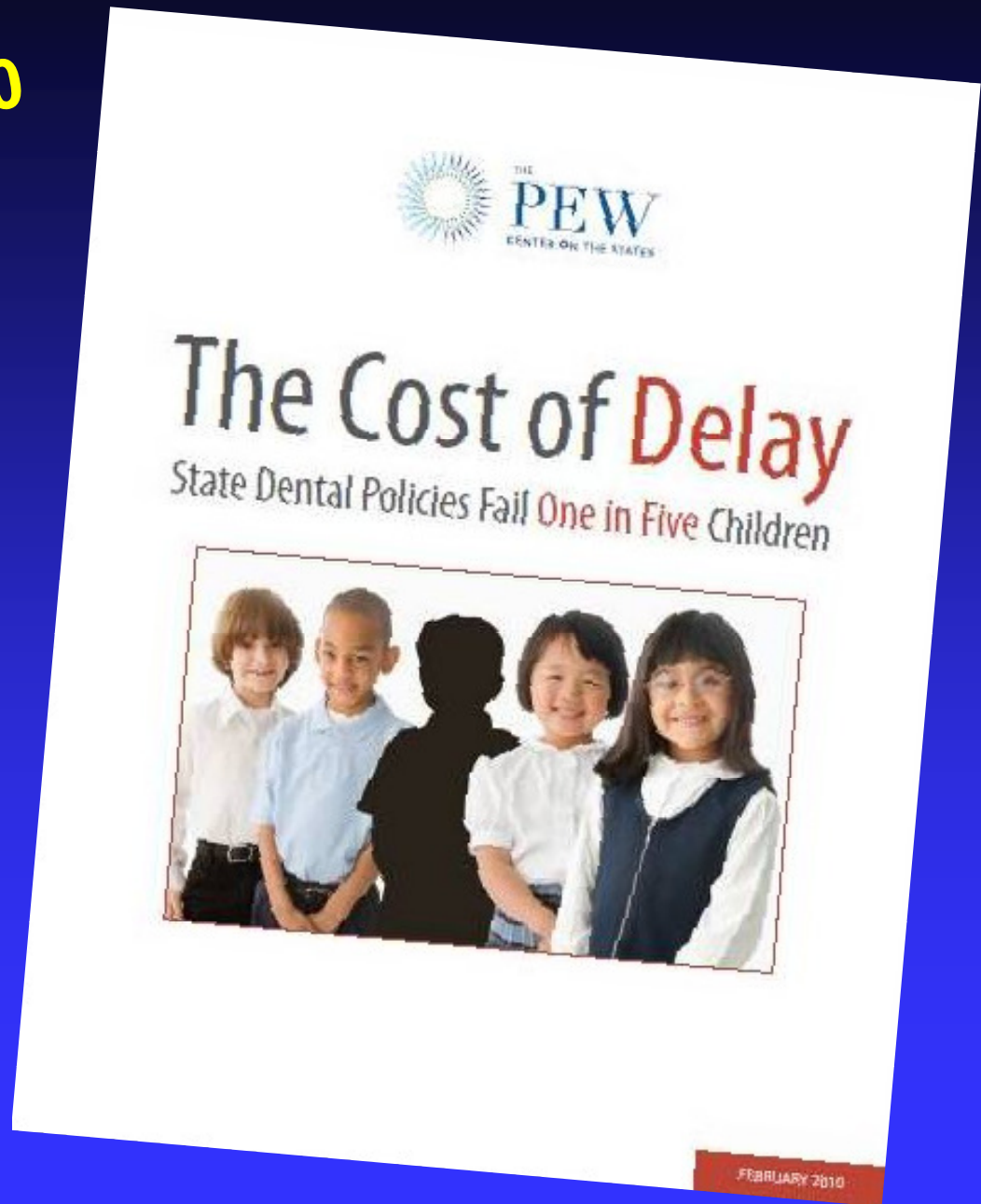


**Working Together for  
Overall Health**

**September 16, 2011**

**"Health Care"  
also includes  
health ABOVE  
the neck**

February 2010



# Oral Health Policy Tool

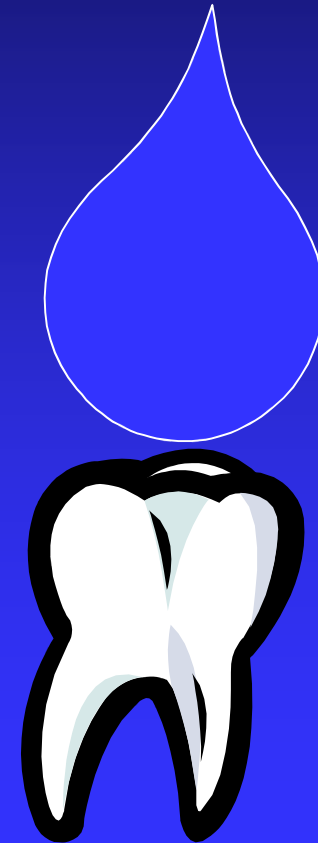
## August 31, 2010

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- #1** – Requiring water systems of a specified size to provide optimally-fluoridated water to their customers.
- #2** - Creating a category of “public health dental hygienist” who could provide screenings, cleanings, fluoride treatments and dental sealants in a collaborative practice in schools, community health centers, local health units and long-term care facilities, without the patient have first been seen by a dentist.
- #3** - Allowing physicians and nurses to provide fluoride varnish including the mechanism for Medicaid reimbursement.
- #4** - Requiring a dental exam before a child could attend kindergarten.
- #5** - Allowing licensed dental hygienists to be Medicaid providers with their own provider numbers.

# Public Awareness Campaigns on Fluoridation

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# Barriers to Fluoridation

# Anti-fluoridationists

# The Arguments – from A to Z

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- **Poison**
- **Mind-control**
- **Cancer**
- **Fluorosis**
- **Chemical industry profits**
- **Black helicopters**
- **New HHS/EPA recommendations**
- **Free will**
- **US and Arkansas Constitutions**

# Other Tactics

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- FOIA
- Threatened lawsuits
- “Interim study” on infant formula
  - Misdirection

# Why We Need Partners

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# Arkansas Oral Health Coalition, Inc.

**Smiles: AR, U.S.**  
TM

## One State's Journey to Water Fluoridation

Arkansas Academy of General Dentistry  
Arkansas Advocates for Children and Families  
Arkansas Center for Health Improvement  
Arkansas Commission on Child Abuse, Rape and Domestic Violence  
Arkansas Chapter – American Academy of Pediatrics  
Arkansas Children's Hospital  
Arkansas Dental Assistants Association  
Arkansas Department of Education - Office of Coordinated School Health  
Arkansas Department of Higher Education  
→ Arkansas Department of Health - Office of Oral Health  
Arkansas Department of Health - Office of Rural Health and Primary Care  
Arkansas Department of Health – ConnectCare Program  
Arkansas Department of Health – Tobacco Prevention and Education Program  
Arkansas Department of Human Services - Division of Developmental Disabilities  
Arkansas Department of Human Services - Division of Medical Services  
Arkansas Department of Higher Education  
Arkansas Head Start Association  
Arkansas Health Care Access Foundation  
Arkansas Minority Health Commission  
Arkansas School Nurses Association  
Arkansas State Board of Dental Examiners  
Arkansas State Dental Association  
Arkansas State Dental Hygienists' Association  
Child Development, Inc.  
Community Dental Clinic (Ft. Smith)  
Community Health Centers of Arkansas  
Conway Interfaith Clinic  
Delta Dental Plan of Arkansas  
Donald W. Reynolds Center on Aging  
Healthy Connections, Inc.  
Interfaith Clinic of El Dorado  
Office of the Governor  
Partners for Inclusive Communities  
Pulaski Technical College Dental Assisting Department  
University of Arkansas - Cooperative Extension Service  
Ronald McDonald House Charities  
UAFS Dental Hygiene Program  
UALR Children International  
UAMS Winthrop P. Rockefeller Cancer Institute  
UAMS College of Health Related Professions - Department of Dental Hygiene  
UAMS College of Public Health  
UAMS Office of Regional Programs (AHEC)  
White River Rural Health Initiative

# Early Attempts

## HB2627 of 2005

Editorial Page Arkansas Democrat  Gazette

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108 • WEDNESDAY, MARCH 30, 2005 •

EDITORIALS

### Fluoride everywhere

*Except Hot Springs, Fort Smith, etc.*

**S**OME FOLKS in the sleepy Louisiana town in the Delta didn't know they didn't have fluoride in their water. Isn't adding fluoride just a part of the water purification process by now? Right after the all-important, highly technical process called Removing Icky Things?

So when the issue was brought up in the mid-1990s, the town council overwhelmingly said yes to fluoridation, but put it to a vote of the people because of the cost involved.

You can guess what happened. Lurking somewhere between the John Birch Society and MoveOn.org in that vast subconscious where our murkiest fears fester, you'll find the anti-fluoridationist impulse. A hairdresser with no medical training got on the Internet—where you can find the real truth, ya know—and found that fluoride was a poison. A poison! It would kill your kid! It's all a Communist plot! Hide

But we'll assume that the small type says not to eat the toothpaste. We'll also assume that that tube of toothpaste has a lot more fluoride in it than you'd ever get out of your kitchen faucet. So let's keep things in perspective, and remember that, in this debate, it's quantity that counts.

Another argument from the opposition, and, as Dave Barry used to say, **WE'RE NOT MAKING THIS UP:** Fluoridation is linked to a number of illnesses, including cancer, Alzheimer's and AIDS.

Including AIDS? According to whom? Or rather, according to which Web site?

And, of course, the opposition will use the good ol' back-to-nature argument: *We want pure water in the Natural State, just like God intended.*

Uh huh. You want it complete with toadstools, too? For texture, how about some naturally occurring minnows? Or a whole



# **2011 - The Key Players**

- **Arkansas Advocates for Children and Families**
  - **Arkansas Center for Health Improvement**
- **Arkansas Chapter – American Academy of Pediatrics**
  - **Arkansas Children’s Hospital**
- **Arkansas Department of Health - Office of Oral Health**
  - **Arkansas Department of Human Services - Division of Medical Services**
    - **Arkansas State Dental Association**
  - **Arkansas State Dental Hygienists’ Association**
    - **Community Health Centers of Arkansas**
      - **Delta Dental Plan of Arkansas**

# Registered Lobbyists

# 89<sup>th</sup> Session of the Arkansas General Assembly

# SB359

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**Guaranteeing access to  
fluoridated water to  
Arkansans living on water  
systems that serve 5,000 or  
more customers**

# **Delta Dental of Arkansas Foundation**

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***At least \$500,000 to fund  
equipment and  
installation costs for the  
32 new systems***

## **Pew Children's Dental Campaign**

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- **Statewide Polling**
- **Advocacy**
- **Lobbying**

# **Arkansas General Assembly**

- **Senate Committee on Public Health, Welfare and Labor – passed**
- **Arkansas Senate – passed 25-7**
- **House Committee on Public Health, Welfare and Labor – passed**
- **Arkansas House – passed 56-35**

# The “End Result”

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**SB359 is now  
Act 197 of 2011**

## The Real End Result

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- 640,000 more Arkansans will benefit from water fluoridation
- Arkansas' fluoridation rate will increase from 64.5% to 87%
- Arkansans will have better oral health

# The Battle Continues

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- **Ft. Smith**
  - **Public hearing**
  - **Grant application**
- **Other impossible grants**
- **but small systems are applying**

# Questions



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