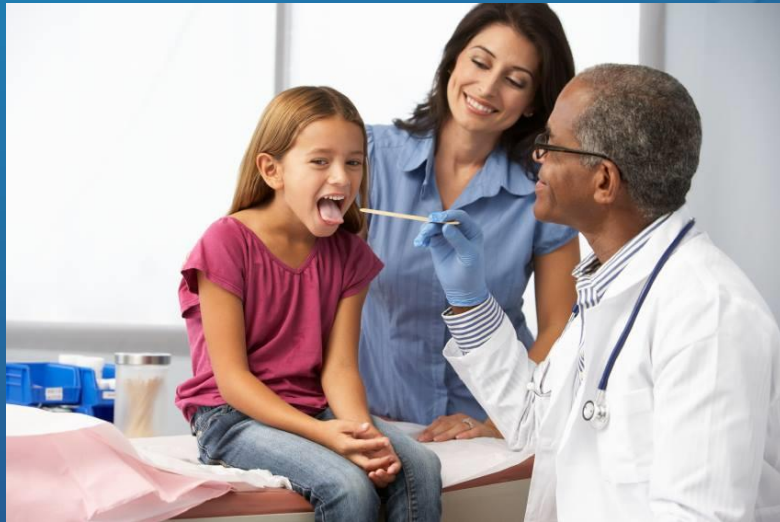


# Oral Health at the American Academy of Pediatrics



**Lauren Barone, MPH**  
**Hollis Russinof, MUPP**

**NOPREN Drinking Water Working  
Group**  
**August 28, 2019**

American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN®



# THE IMPORTANCE OF ORAL HEALTH



- Early childhood caries is the most common chronic disease of early childhood
- 23% of children have experienced tooth decay by ages 2 – 5
  - Area of greatest disparity in children's health, for NA/AI, Mexican & black children
- Pain – emergency room visit, 20%
- School loss – 51 million hours of school per year
- Impact on adult teeth & systemic health - greater likelihood of poor outcome in adulthood, increased costs and morbidities



# ABOUT THE SECTION ON ORAL HEALTH

## ► Mission:

The Section on Oral Health (SOOH) was formed to improve the care of infants, children, and adolescents by providing an educational forum for the discussion of problems and treatments related to oral health. The Section focuses on improving communications between pediatricians and pediatric dentists, education, and advocating for children's oral health issues. The Section welcomes members who are pediatric dentists, pediatricians, and allied health professionals.

## ONGOING EFFORTS

- Policy development
- Bright Futures Guidelines & Periodicity Schedule
- Healthychildren.org articles
- Maintenance and growth of educational opportunities for pediatricians (EQIPP)
- Section newsletter and social media use
- Private & public payer advocacy
- Training & new initiatives by COHAs
- Best practices for oral health in primary care
- Community water fluoridation advocacy
- Parent education
- Collaboration with other national organizations



## KEY ACTIVITIES

- Protect Tiny Teeth
- Brush, Book, Bed Initiative
- Campaign for Dental Health
- Chapter Oral Health Advocates
- Education & training
- Medical-dental integration & collaboration
- **COMING SOON:** Oral Health Prevention Primer



## WHY A CAMPAIGN?

Developed in 2011 by a small coalition of funders to:

- Provide a strong, unified voice to promote and defend community water fluoridation
- Support local advocates with evidence-based tools and information
- Add to and elevate the presence of pro-fluoridation resources online
- Raise the visibility of the importance of oral health to children's overall health and wellness

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# SETTING THE MESSAGING DIRECTION

Findings of market research, media scans & message testing:

- **Online Presence:** Vacuum of accessible, pro-CWF info online
- **Messengers:** Purview of dentistry, public health, government, research
- **Messages:** Oral health not a health issue but a personal responsibility
- **Style:** Communications ineffective/self-defeating

# ONLINE PRESENCE ILIKEMYTEETH.ORG

The Campaign for Dental Health creates and disseminates easy-to-use tools and information for health professionals and the public in English and Spanish.

- ❑ Websites & social media
- ❑ Network of organizations & volunteers
- ❑ Resource development & dissemination

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"I'M A DOCTOR, BUT I'M ALSO A PARENT..."

 <b>Dr. Alejandra Valencia</b> DENTIST Chicago, Illinois	 <b>Dr. Kelly Curtin-Hallinan</b> PEDIATRICIAN Lancaster, Pennsylvania	 <b>Dr. Robin Walker</b> FAMILY PHYSICIAN Wichita, Kansas
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...AND I SUPPORT COMMUNITY  
WATER FLUORIDATION TO GIVE  
KIDS A HEALTHY START."

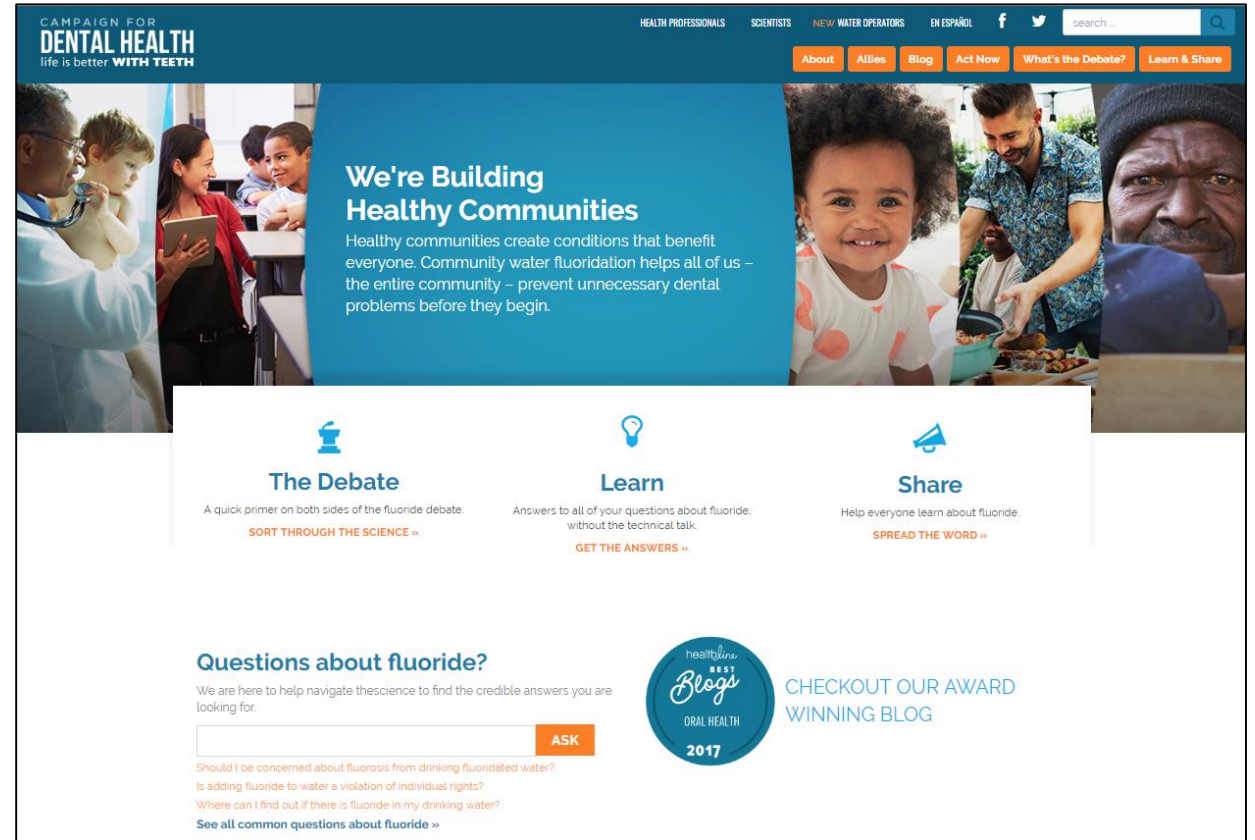
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[ilikemyteeth.org](http://ilikemyteeth.org)



# ONLINE PRESENCE ILIKEMYTEETH.ORG

## Features:

- Allies
- What's the Debate?
- Learn & Share Resources
- *From the Front Line* Blog
- Act Now
- Pages for Health Professionals, Scientists & Water Operators
- Links to Social Media



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**Available in English & Spanish!**

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# SOCIAL MEDIA



Facebook

Over 3,100 likes



Twitter

Over 3,600 followers

YouTube



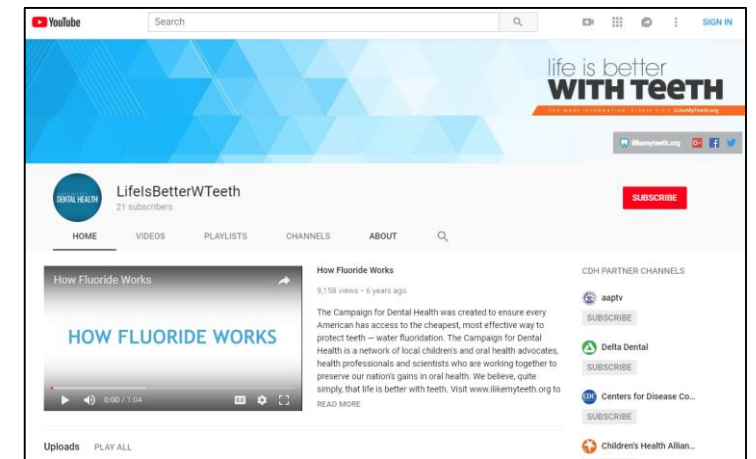
15 videos



[www.facebook.com/CampaignforDentalHealth](http://www.facebook.com/CampaignforDentalHealth)



[www.twitter.com/ILikeMyTeeth](http://www.twitter.com/ILikeMyTeeth)



[www.youtube.com/user/LifelsBetterWTeeth](http://www.youtube.com/user/LifelsBetterWTeeth)



# MESSENGERS: IT TAKES A COALITION

- Everyone's job to talk about OH/CWF
- Partnering organizations –150+
- Rapid Response Team/Fluoride Responders
- Collaboration within the Academy



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# HEALTH PROFESSIONAL COMMUNICATION

## SAY THIS, NOT THAT:

Tips for talking about Community Water Fluoridation

Many people believe for good reason that community water fluoridation (CWF) in the U.S. is a safe and well-accepted public health practice, but CWF is surprisingly controversial. As a health professional, it is helpful to use factual language and when talking about water fluoridation, it is important to anticipate objections that don't lead to confusion or risk.

These tips are intended to ensure you to have comfortable, productive conversations with patients using "doctors talk" language to address their concerns and provide them against common objections about fluoride safety.

### SAY THIS:

Fluoride is a proven way to strengthen teeth for people of all ages.

Fluoride supports the natural and robust tooth-support system that strengthens teeth. Fluoride is the most effective proven benefit of water fluoridation. Fluoride helps teeth resist decay by making them more resistant to erosion and acids from within the teeth and against of treatment and get rid of plaque that causes a disease.

Fluoride is a natural mineral in all water.

While commonly used, 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 levels to the right amount to prevent tooth decay.

I understand your concerns, I had the same ones until I learned more about this.

Addressing your patients' concerns gives you an opportunity to share sound information. It is important to be attentive and to avoid using communication shortcuts. This phrase invites respectful dialogue and conversation when concerns are raised.

There is a lot of misinformation about fluoride. Based on what you've seen, is there a specific concern you'd like to discuss?

The best way to address concerns and to resolve people's general misinformation about fluoride is to engage them in conversation. Asking if they are and how.

### NOT THAT:

Potential harm from fluoride has been greatly diminished.

Fluoride is a chemical added to water.

Fluoride is a chemical added to water.

There is nothing to worry about.

Don't trust everything you read online.

Don't trust everything you read online.

Don't trust everything you read online.

Don't trust everything you read online.

ONLY BENEFITS THE YOUNG

Actually, it works throughout the lifetime by incorporating into the saliva.

needed depending on the audience, but start with a "kitchen stand how it works."

BOTTLED WATER IS SAFER

You really don't need to worry about the safety of your water.

Trust tap water so information about how our water's used. Let them know that using an activated carbon water filter is less expensive and still lets them get the benefits of fluoride.

COST TO TAXPAYERS

It is actually very cost effective.

that demonstrates how much a cavity can cost over what is avoided when a cavity is prevented.

For additional resources and information, please visit [www.LikeMyTeeth.org](http://www.LikeMyTeeth.org)

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DELTA DENTAL  
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NNCHA  
National Network for Oral Health Access

## Community Water Fluoridation Speaking Points Pediatricians & Health Professionals

Oral health is an integral part of the overall health of children. Dental caries is the most common chronic childhood disease and has significant consequences. As health care professionals responsible for the overall health of children, pediatricians and others caring for children frequently confront morbidity associated with dental caries.

**COMMUNITY WATER FLUORIDATION (CWF)**  
The American Academy of Pediatrics (AAP) supports CWF as an intervention that optimizes the level of fluoride in drinking water, resulting in pre-eruptive and post-eruptive protection of the teeth. Water fluoridation is the most cost-effective means of preventing dental caries and the most effective way to deliver anti-caries benefits to entire communities. The AAP published the policy statement, "Fluoride Use in Caries Prevention in the Primary Care Setting" in the August 2014 issue of *Pediatrics*.

The AAP manages the **Campaign for Dental Health (CDH)**, a broad network of oral health advocates, health professionals, child and family organizations, and scientists who are working together to preserve our nation's gains in oral health. The CDH works to advance policies to support national and local CWF campaigns and to assist communities facing defluoridation attempts.

**THE DEBATE OVER FLUORIDATED WATER**  
Many false and misleading claims are made by people who oppose CWF and who have found a powerful tool in the Internet to cast doubt on this common sense practice. As a spokesperson for children's health, you can draw on both your experience with children suffering from early childhood caries and on the facts and resources provided below.

Additional Resources: [CDH-TheDebateOverFluoridatedWater.org](http://www.CDH-TheDebateOverFluoridatedWater.org)

**FACTS ABOUT FLUORIDE**  
Fluoride is a mineral that exists naturally in nearly all water supplies. Research proves irrefutably that, at a certain level in drinking water, fluoride prevents tooth decay. Fluoridation is the adjustment of fluoride that occurs naturally in water to an optimal level to prevent tooth decay.

There is solid, consistent evidence supporting fluoride's role in cavity prevention. Studies show that community water fluoridation prevents at least 25% of tooth decay in children and adults over the lifespan. Roughly 74% of Americans whose homes are connected to a community water system receive optimally fluoridated water, and people of all ages benefit. After 70 years of widespread fluoridation, more seniors are keeping most or all of their teeth, thanks in part to CWF.

Additional Resources: [CDH-FluorideSafety.org](http://www.CDH-FluorideSafety.org) [GuideForHealthProfessionals.org](http://www.GuideForHealthProfessionals.org) (Spanish)

**REGULATION OF FLUORIDE ADDITIVES**  
The quality and safety of fluoride additives are ensured by NSF/ANSI Standard 60, a program commissioned by the Environmental Protection Agency (EPA) and managed by NSF International. Standard 60 is a set of standards created and monitored by an independent committee of health experts. This committee provides regular reports to the EPA. More than 80 percent of fluoride additives are produced by U.S. companies, but no matter where they come from, Standard 60 certification operates worldwide and uses on-site inspections and even surprise "spot checks" and independent analyses to confirm these additives meet quality and safety standards.

Additional Resources: [CDC-WaterFluoridationAdditivesFactSheet.org](http://www.CDC-WaterFluoridationAdditivesFactSheet.org)

Campaign for Dental Health | [www.LikeMyTeeth.org](http://www.LikeMyTeeth.org) | 2018

Dear Patients:

voters will have an opportunity this to vote on the issue of whether our community continues to provide us with fluoridated water. The decision is yours. As medical and dental professionals, we want to provide you with reliable information. As you know, the quality of information on the Internet can vary from very good to very bad. We are confident that the following websites will provide you with accurate and dependable information.

The **Centers for Disease Control and Prevention (CDC)** reports that water fluoridation reduces tooth decay by about 25% over a person's lifetime. The CDC's website provides a lot of information on the safety and effectiveness of fluoridation: [www.cdc.gov/fluoridation](http://www.cdc.gov/fluoridation)



The **American Academy of Pediatrics** manages the website for a coalition called the Campaign for Dental Health. This website provides a lot of helpful information about community water fluoridation: [www.LikeMyTeeth.org/fluoridation](http://www.LikeMyTeeth.org/fluoridation)

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**Delta Dental of Michigan** has a brief video exploring how fluoride in water helps children and adults protect their teeth from cavities: [www.deltadentalmi.com/Wellness/Oral-Health-Resources/Oral-Health-Videos.aspx](http://www.deltadentalmi.com/Wellness/Oral-Health-Resources/Oral-Health-Videos.aspx)



Michigan is the birthplace of community water fluoridation. The **National Institutes of Health** has a brief report explaining how children in Grand Rapids demonstrated the powerful impact of fluoridation: [www.nidcr.nih.gov/oralhealth/topics/fluoride/thestoryoffluoridation.htm](http://www.nidcr.nih.gov/oralhealth/topics/fluoride/thestoryoffluoridation.htm)



The **American Dental Association** has a web page that shares a variety of helpful resources, including statements from recent U.S. Surgeons General who have endorsed community water fluoridation: [www.ada.org/fluoride](http://www.ada.org/fluoride)

ADA American Dental Association®

Sincerely,

American Academy of Pediatrics  
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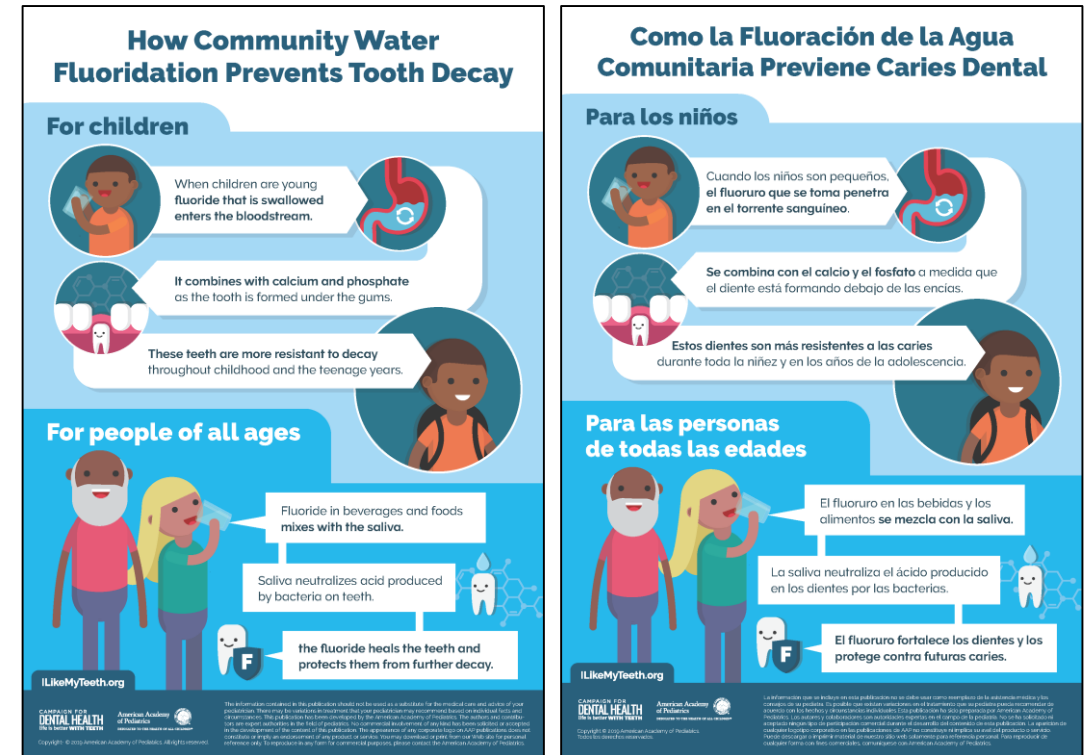




# CWF RESOURCE DEVELOPMENT & DISSEMINATION

- One-page fact sheets, FAQs, blog
- Infographics & social media memes
- Tools & posters for health professionals, child-friendly settings
- All of the above in Spanish
- Customizable templates for local communities
- E-newsletter & periodic webinars

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# WATER OPERATORS

New webpage for water utility personnel to help answer consumers' questions on fluoridation

- ***Community Water Fluoridation is Effective & Safe*** highlights the facts behind the public health benefits of CWF
- ***About Fluoride & Fluoridation*** points to resources on the regulation of water safety and standards for fluoride additives
- ***Fluoride & Health*** touches on health topics that are commonly raised for clarification
- ***Specific Topics You May Encounter*** addresses frequently asked questions on cost, the environment and other interesting topics



# USE LOCAL MESSENGERS

"I'M A DOCTOR, BUT I'M ALSO A PARENT..."



**Dr. Alejandra Valencia**  
**DENTIST**  
Chicago, Illinois



**Dr. Kelly Curtin-Hallinan**  
**PEDIATRICIAN**  
Lancaster, Pennsylvania



**Dr. Robin Walker**  
**FAMILY PHYSICIAN**  
Wichita, Kansas

...AND I SUPPORT **COMMUNITY**  
**WATER FLUORIDATION** TO GIVE  
KIDS A HEALTHY START."

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

"I'M A DOCTOR, BUT I'M ALSO A PARENT..."

...AND I SUPPORT **COMMUNITY**  
**WATER FLUORIDATION** TO GIVE  
KIDS A HEALTHY START."

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# MESSAGES

There's a reason why it's called **community** water fluoridation

Health individualism: the widespread belief that the state of a person's health is her/her own personal responsibility -- oral health = brush, floss, go to the dentist – and that people do this through personal choices, drive and willpower.

Reinforce messages that put oral health in the context of community, public health & health equity.

See [FrameWorks Institute](https://www.frameworksinstitute.org/oral-health.html)

<https://www.frameworksinstitute.org/oral-health.html>

# #HEALTHYCOMMUNITIES



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# ORAL HEALTH EQUITY

Oral health equity begins with  
**community water fluoridation**



**HEALTHY COMMUNITIES**

**BUILD HEALTHY FAMILIES**

**ILikeMyTeeth.org**

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The information contained in this publication should not be used as a substitute for the medical care and advice of your pediatrician. There may be variations in treatment that your pediatrician may recommend based on individual facts and circumstances. The Campaign for Dental Health is a program of the American Academy of Pediatrics, generously supported in part by the Dentacare Foundation, The Pew Charitable Trusts, and the Washington Dental Service Foundation.

El derecho a la salud bucal comienza con  
**la fluoración del agua de la comunidad**



**UNA COMUNIDAD SANA**

**GENERA FAMILIAS SALUDABLES**

**ILikeMyTeeth.org**

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La información incluida en esta publicación no debe usarse como sustituto de la atención médica y los consejos de su pediatra. Es posible que haya variaciones en el tratamiento que su pediatra pueda recomendar de acuerdo a hechos y circunstancias individuales. La campaña para la salud dental es un programa de la American Academy of Pediatrics, realizado con el generoso aporte parcial de la Dentacare Foundation, The Pew Charitable Trusts y la Washington Dental Service Foundation.



# MESSAGES

Pediatrics/public health are the cornerstones of health promotion & disease prevention

“When we fail to support oral health prevention efforts, people end up with unnecessary problems that often become serious and expensive to treat.”

Reinforce messages that emphasize the value of prevention and the idea of good stewardship of children and communities

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# RESPONSIBLE STEWARDSHIP



Let's do our part for a **healthy start.**

It's time to set the record straight on the **health benefits of water fluoridation.**

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



IT'S THE LEAST WE CAN DO FOR OUR KIDS.

**It's time to bring all of our communities up to modern public health standards.**

All children deserve the benefit of water with a proper balance of fluoride to protect them from tooth decay.

CAMPAIGN FOR **DENTAL HEALTH**  
life is better **WITH TEETH** [ilikemyteeth.org](http://ilikemyteeth.org)

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# INOCULATION

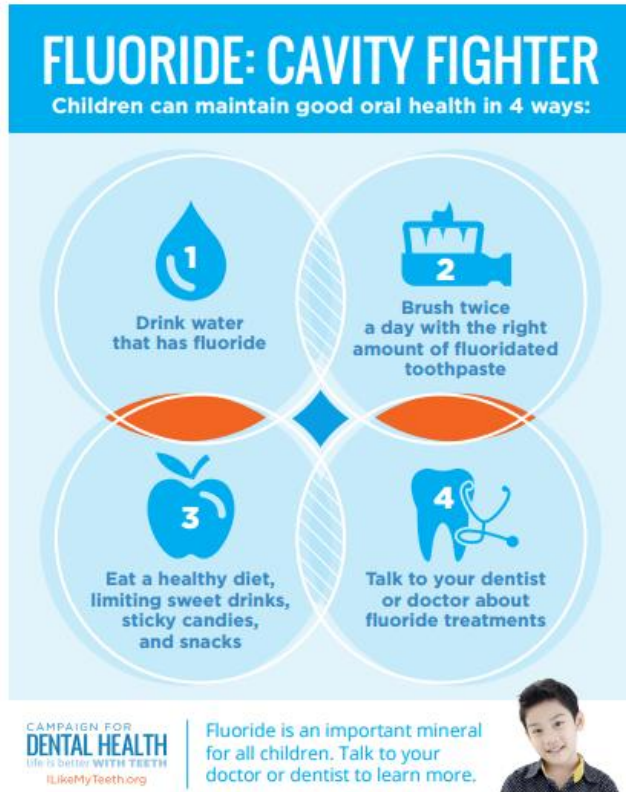
Make a better case for fluoridation's benefits and establish this case BEFORE debate emerges

**FLUORIDE: CAVITY FIGHTER**  
Children can maintain good oral health in 4 ways:

- 1 Drink water that has fluoride
- 2 Brush twice a day with the right amount of fluoridated toothpaste
- 3 Eat a healthy diet, limiting sweet drinks, sticky candies, and snacks
- 4 Talk to your dentist or doctor about fluoride treatments

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ILikeMyTeeth.org

Fluoride is an important mineral for all children. Talk to your doctor or dentist to learn more.



**WHY DO CHILDREN NEED FLUORIDE?**

Our mouths contain **BACTERIA** + That bacteria combines with sugars in the foods we eat and the beverages we drink and produces... = **ACID**

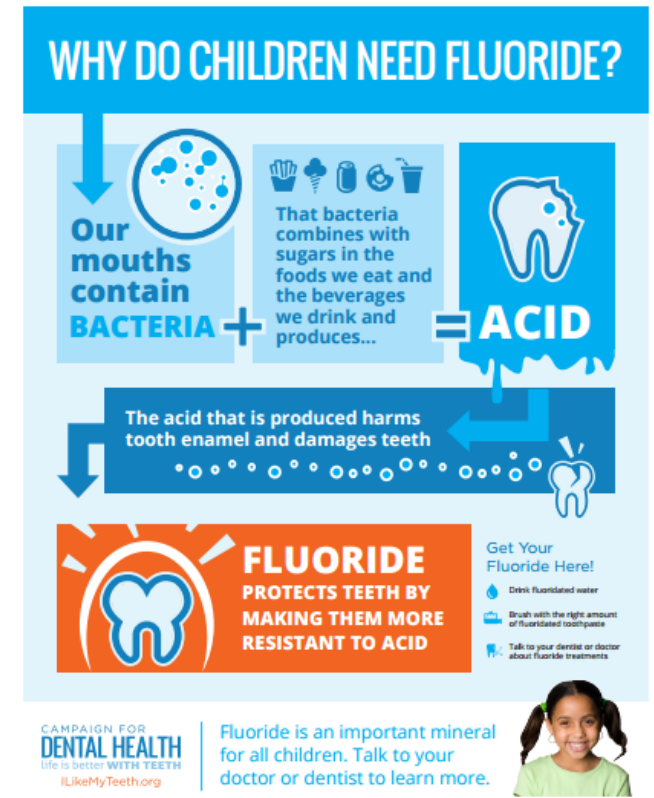
The acid that is produced harms tooth enamel and damages teeth

**FLUORIDE PROTECTS TEETH BY MAKING THEM MORE RESISTANT TO ACID**

Get Your Fluoride Here!  
• Drink fluoridated water  
• Brush with the right amount of fluoridated toothpaste  
• Talk to your dentist or doctor about fluoride treatments

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Fluoride is an important mineral for all children. Talk to your doctor or dentist to learn more.



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# WHAT'S THE DEBATE?

Addresses questions and myths head on:

- What are the myths and facts?
- Is fluoridation effective?
- Is fluoride safe?
- What do supporters say?
- How does fluoridation work?
- What do health experts say?
- Does fluoride lower IQ?
- What about Fluoride in Drinking Water?
- What do Surgeons General say?
- What is fluorosis?
- Does fluoride cause cancer?
- Is fluoride toothpaste enough?
- How common is fluoridation?
- Is fluoridation expensive?

The screenshot shows the 'CAMPAIGN FOR DENTAL HEALTH' website with the tagline 'life is better WITH TEETH'. The navigation bar includes links for 'About', 'Allies', 'Blog', 'Act Now', 'What's the Debate?', and 'Learn & Share'. The main heading is 'THE DEBATE OVER FLUORIDATED WATER'. Below this, a sub-header states: 'The debate over fluoridation goes back roughly 70 years to when communities began fluoridating water to prevent tooth decay. The issue: Is fluoridated water better for your health or not?'. The page is divided into two columns: 'PRO - FLUORIDE' and 'ANTI - FLUORIDE'. The 'PRO' column is titled 'What public health experts say' and contains text stating that after seven decades of evidence, major health organizations agree that optimally fluoridated water protects teeth without posing risks. The 'ANTI' column is titled 'What fluoride opponents say' and contains text stating that anti-fluoride activists want to remove fluoride from drinking water because they believe it is harmful. Below these columns is a section titled 'What's being debated?' which includes social media sharing icons and a count of 218. At the bottom, there are three icons representing different topics: 'What Are The Myths and Facts?' (a 2x2 grid with two checked boxes), 'Is Fluoridation Effective?' (a tooth icon), and 'Is Fluoride Safe?' (a warning triangle icon).



# AAP OBESITY PREVENTION & SSBs

American Academy of Pediatrics  
Institute for Healthy Childhood Weight

PROGRAMS RESULTS RESOURCES SUPPORT ABOUT

Search... Sign In

Build About Programs Resources Results Support

**Building a Foundation for Healthy Active Living**

**Continuing Education**

A series of 15 continuing education modules to support primary care providers in helping families establish healthy active living right from the start and prevent childhood obesity.

**Overview and Introduction**

An exploration of the importance of early feeding, relationships, the environment and how primary care providers can help prevent obesity.

- Overview and Introduction

Evaluation: After viewing the module, to receive AOC Part 2 and CME credit you must complete the online evaluation.

**Sound Nutrition**

- Breastfeeding
- Bottle Feeding
- Food Introduction
- Healthy Snacks
- Healthy Beverages

**Building a Foundation for Healthy Active Living: The Role of the Pediatrician**  
EDUCATIONAL SERIES:  
Appropriate Nutrition

Nutrition: Healthy Beverages

0:05 / 14:20

Nutrition: Healthy Beverages

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My Collaboration Sites Early

Professional Resources Professional Education Advocacy & Policy shopAAP About the AAP

Search

AAP.org > English > Advocacy & Policy > AAP Health Initiatives > HALF Implementation Guide

**HALF Implementation Guide**

The goal of the HALF project is to develop and test a series of positive, family-focused messages specific to obesity prevention and care for the following developmental stages: infancy, toddlerhood and early childhood.

**Healthy Active Living for Families Right From the Start**

**Subcategories**

**About HALF and Why it is Unique**  
Funding for the HALF project was provided by Nestle Nutrition Institute. Learn more about the research, evidence, and processes utilized to meet both pediatrician and parent needs.

**Quick Start Guide to HALF Resources**  
Learn how the HALF physician and parent resources can help improve your care.

[lhcw.aap.org](http://lhcw.aap.org)

[aap.org](http://aap.org) – search  
**HALF**

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## RESOURCES

- **Protect Tiny Teeth Toolkit**
  - [aap.org/tinyteeth](http://aap.org/tinyteeth)
  - [healthychildren.org/tinyteeth](http://healthychildren.org/tinyteeth)
- **Brush, Book, Bed**
  - [aap.org/oralhealth](http://aap.org/oralhealth) (or google Brush, Book, Bed)
  - [healthychildren.org](http://healthychildren.org) (search for Brush, Book, Bed)
- **Oral Health Initiatives at the AAP** (education, practice tools for oral health integration in primary care)
  - [aap.org/oralhealth](http://aap.org/oralhealth)
- **Campaign for Dental Health**
  - [www.ilikemyteeth.org](http://www.ilikemyteeth.org)





# ADDITIONAL INFORMATION

Contact us at [oralhealth@aap.org](mailto:oralhealth@aap.org)

or

[fluoride@aap.org](mailto:fluoride@aap.org)



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