
Smile Spokane
Healthy Smiles
July 2020

Agenda

- Community outreach
- Provider strategy
- E-news communications
- Social media promotion

Community Outreach

Outreach data

- Over 600 individual meetings
- 7 neighborhood council presentations
- 18 community presentations
- 43 new contacts
- 30 dentist office outreach

*Provider Toolkit to Encourage
Conversations about Fluoride*



smilespokane.org

Hello!

Smile Spokane's goal is to improve oral health in our region – and, as a result, to help improve residents' overall health. We're a network of medical, dental, social services and community organizations working to save people's teeth.

The enclosed resources, created for you and other providers, will help you educate patients about the role of fluoride in protecting their teeth against decay.

Fluoride is nature's cavity fighter, with fluoridation of drinking water named one of the 10 great public health achievements of the 20th century by the Centers of Disease Control and Prevention. But Spokane doesn't adjust fluoride levels in our water supply to benefit residents' oral health. As a result, significant health disparities exist in our community.

Smile Spokane believes water fluoridation would be the most efficient and equitable way to address our community's oral health problem. Patients need objective, credible information about this proven and essential mineral – so they can make informed decisions about its use, both as individuals and as part of a wider community dialogue.

Here's where we urge you to join the conversation, simply by talking with your patients about fluoride. We know patients trust their doctors and dentists to provide credible information about their health.

- **DISPLAY THE "SAVE YOUR FANGS!" POSTER** to spark questions and conversation.
- **MAKE THE FLYERS AVAILABLE** in your office or give them directly to patients.
- **USE THE FAQ SHEET** and "dos and don'ts" tips to help inform your conversations.
- **HAND OUT THE MONSTER STICKERS!**

To learn more about Smile Spokane's work, please visit SMILESPOKANE.ORG. Thank you for promoting oral health – and overall health – in our community.

Signature

Chuck Toogarden
*Executive Director,
Communities in Schools
CO-Chair, Smile Spokane*

Signature

Heather Gallagher
*Care Coordinator
Co-Chair, Smile Spokane*

Signature

Brian Simmerman, MD, FAAP
Pediatric Specialist



SAVE YOUR FANGS

TALKING WITH PATIENTS ABOUT FLUORIDE

Spokane faces real oral health challenges, starting with higher cavity rates than many other Washington communities. Severe cavities make it difficult for children to sleep, eat, talk and learn. Oral health affects overall health: Mouth infections and disease are linked to conditions such as diabetes, heart disease, stroke, and pregnancy complications.

HERE'S A SIMPLE WAY TO HELP SOLVE THOSE PROBLEMS. Talk with patients about the benefits of fluoride to their health and in our community.



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THE BASICS

Q. What is fluoride?

A. Fluoride is nature's cavity fighter, a mineral found in most water — lakes, rivers and oceans. But it's usually found at levels below what's needed to prevent tooth decay.

Q. What does fluoride do for teeth?

A. Fluoride strengthens tooth enamel, making it more resistant to decay. Fluoride replaces minerals lost to the acid attacks that happen when we eat.

Q. What is fluorosis?

A. This condition leaves faint white marks on teeth when a person ingests too much fluoride. It doesn't cause pain or affect the tooth's health. Medical experts believe fluorosis usually occurs when young kids eat too much toothpaste when they brush their teeth — not by fluoridated water.

Q. Why do some people oppose fluoridated water?

A. About 74% of people in the U.S. live in communities where the water is adjusted to levels that work best for oral health. Fluoridation has improved dental health in those places for people of all ages, as demonstrated by decades of research. But some people use misinformation online and elsewhere to distort the science in an effort to reverse this public health success.

Q. What's the benefit of a fluoridated water supply?

A. It's the most efficient and cost-effective way to get a good balance of fluoride to everyone, regardless of income, age or education. The Centers for Disease Control and Prevention, the American Dental Association, the U.S. Surgeon General, and the American Academy of Pediatrics support fluoridation. Health experts and researchers overwhelmingly conclude that drinking water with fluoride is essential to good oral health.

Q. Does Spokane have fluoridated water?

A. No. Spokane is the largest city in the state without fluoridated water, in part because a small group has fought for years against it, spreading misinformation during public votes on fluoridation (most recently in 2000). It's also easy to find misinformation about fluoride online. That's one reason it's important for health care providers to provide accurate information to patients.

Q. In the absence of fluoridated water, how can patients access fluoride?

A. There's no substitute for fluoridated water. However, in its absence, doctors and dentists should talk with patients about the benefits of fluoride supplements and in-office fluoride treatments. Providers also should encourage patients to use toothpaste with fluoride.

THE CONVERSATION

DO

- Say fluoride is a naturally occurring mineral. It's proven to strengthen teeth and prevent cavities and is essential to good oral health.
- Tell patients specifically how they can get fluoride for themselves and for their children, in the absence of fluoridated water.
- Say community water fluoridation provides a good balance of fluoride help prevent cavities.

DON'T

- Say fluoride is a vitamin, chemical or substance.
- Repeat myths or misinformation about fluoride. Research shows that calling out and correcting myths can reinforce them with patients.

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SAVE YOUR FANGS

Fluoride protects
your teeth, which
helps keep your
whole body healthy.

And that's the
opposite of scary.

Questions about fluoride in
your life and in our community?
Ask your provider today, or visit
smilespokane.org



SAVE YOUR FANGS

Fluoride is a proven and essential mineral that helps prevent tooth decay — and that's the opposite of scary.

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FLUORIDE IS NATURE'S CAVITY FIGHTER



Q. Where does fluoride come from?

A. Fluoride is a mineral found in most water — lakes, rivers, oceans. But it's usually found at levels below what's needed to prevent tooth decay. Most people in the U.S. live in communities that provide a good balance of fluoride to prevent cavities.

Q. What does fluoride do for teeth?

A. Fluoride makes your tooth enamel harder and more resistant to decay. It replaces minerals lost to acid produced when we eat.

Q. What does research say about fluoride and health?

A. After decades of research, scientists recommend fluoridation as an effective way to improve oral health. Scientists have found no evidence linking it with any unwanted effect other than fluorosis — faint white spots on kids' teeth when they ingest too much fluoride.

Q. Why do some people oppose fluoridated water?

A. About 74% of people in the U.S. live in places where the fluoride is adjusted to optimal levels. Fluoridation has made major improvements in dental health in those places. But some groups try to distort the science to prevent fluoridation.

Q. What's the benefit of a fluoridated water supply?

A. It's the most efficient and cost-effective way to get the right amount of fluoride to everyone, regardless of their income, age or education. Fluoridated water keeps a low level of the mineral in your mouth all day, which works best to prevent decay.

Q. Does Spokane have fluoridated water?

A. No. Voters have rejected fluoridation several times, most recently in 2000.

Q. In the absence of fluoridated water, how can residents access fluoride?

A. Talk with your doctor and dentist about fluoride supplements and in-office treatments for yourself and your children. And use fluoride toothpaste.



*Digital Toolkit for Dentists
to Share Information about Fluoride*



Share information about fluoride with your patients.

We created this toolkit to help your team of dental providers and staff members to communicate about the benefits of fluoride with your patients, including:

- Social media content
- Digital content
- Downloadable materials (from www.smilespokane.org)
- A guide for creating your own testimonials

Social Media Content

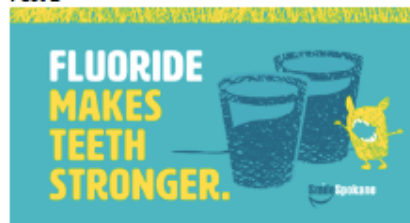
Following are graphics and copy you can use to post information to your social media pages.

Post 1



Fluoride is nature's cavity fighter. A mineral found in most water sources, it helps prevent tooth decay and strengthen the enamel of your teeth. Thanks, fluoride! www.smilespokane.org

Post 2



Did you know Spokane has higher cavity rates than many other Washington communities? Fluoride can improve your oral health — which can improve your overall health. Ask about fluoride at your next dental visit. www.smilespokane.org

Post 3



Ever wonder which toothpaste to buy? We recommend fluoride toothpaste for all our patients, children and adults. Fluoridated toothpaste helps strengthen your enamel and prevent tooth decay. www.smilespokane.org

Post 4



Fluoride protects your teeth, which helps keep your whole body healthy. And that's the opposite of scary! Have questions about fluoride treatments or community-fluoridated water? Ask us during your next office visit. www.smilespokane.org

Digital Content

Following is copy you can post to your website, post to a blog, or include in your e-news. We've also included a graphic to accompany the copy.



Fluoride is Nature's Cavity Fighter

Fluoride is a proven and essential mineral that helps prevent tooth decay — and that's the opposite of scary. If you have questions about fluoride in your life and in our community, you can ask us at your next appointment. In the meantime, we've compiled some common questions our patients have about fluoride. To learn more, visit www.smilespokane.org.

Q. What is fluoride?

A. Fluoride is nature's cavity fighter, a mineral found in most water: lakes, rivers, oceans and aquifers. But it's usually found at levels below what's needed to prevent tooth decay.

Q. What does fluoride do for teeth?

A. Fluoride strengthens tooth enamel — making it more resistant to decay. Fluoride replaces minerals lost to acid-attacks that occur when we eat.

Q. What is fluorosis?

A. Mild dental fluorosis leaves faint white marks on teeth when a person ingests too much fluoride. Severe fluorosis, which is very uncommon in the U.S., may cause brown spots. Fluorosis doesn't cause pain or affect the tooth's health and it doesn't happen when a good balance of fluoride is provided.

Q. Is fluoride controversial?

A. In most communities, it's not. About 73% of people in U.S. towns or cities live where fluoride is provided at a good balance. Fluoridation has made major improvements in dental health. But some groups try to distort the science to prevent fluoridation.

Q. What's the benefit of a fluoridated water supply?

A Guide for Creating Testimonials

You may consider filming a testimonial on your smartphone for your website or social media channels. We would also love if you'd email your testimonial to info@smilespokane.org with permission for us to share as well. Following are some tips and best practices.

Film in landscape versus portrait

Always capture your content in landscape view (holding your phone horizontally) when using your smartphone. Landscape view is mobile-friendly, which is the way your audience will engage with your content, and allows your audience to see the entire scope of your video. Landscape view also makes it easier to crop your image.

Video length

Videos that yield the highest engagement are between 60 to 90 seconds. It's crucial to hook your audience's attention within the first 10 seconds by leading with the "why."

Sound quality

Sound, lighting and camera stability are crucial for producing a high-quality video. Ensure you're in a quiet environment, and do a test run to check for sound quality before filming your whole session. For stability, use a tripod or prop your phone with something stable at eye-level.

Lighting

Avoid using the flash on a smartphone. If you have the option between florescent lighting and natural lighting, choose natural lighting as it will provide clearer and higher quality content.

Background environment

Aim for a simple and non-distracting background when you record. Scan your environment for any props or items that would be distracting in the background. Also, be aware of any signage, messy desks, or activities going on in the background that can deter the attention from you.

Authenticity

Be yourself! Introduce yourself at the start of the video. If you aim to relate person-to-person, they'll feel more connected to you and trust what you have to say. Use plainspoken language that an eighth grader could understand.

Messaging

Share your point of view about why you think fluoride is essential to oral health. Consider using 1 to 3 of these talking points in your testimonial. Put them in your own words, so they feel authentic to you.

"Hi, I'm [name], a [title] at [organization], and I support fluoride because..."

- Spokane faces real oral health challenges, starting with higher cavity rates than many other Washington communities.

*Facebook Posts for Smile Spokane
to Share about Fluoride*

Smile Spokane – Facebook posts about fluoride resources

These will be posted to Smile Spokane's Facebook page, aimed at dentists, hygienists and providers, encouraging them to access resources, learn how to have conversations, and download the toolkit.

Post 1



Looking for resources to have more constructive conversations about fluoride with your patients? Visit our website to download a fluoride conversation guide and other helpful resources for your staff and patients. [LINK to Smile Spokane fluoride page]

Post 2



Want to brush up on your fluoride facts? Visit our website to download [our](#) fluoride toolkit, full of helpful materials — including resources to share with your patients about nature's cavity fighter. [LINK to Smile Spokane fluoride page]

Post 3



Talking about fluoride with patients can clear up misconceptions and ease fears. Fluoride is a proven and essential mineral that helps prevent tooth decay – and that's the opposite of scary! Learn tips for talking with your patients by visiting our website: [LINK to Smile Spokane fluoride page]

Post 4



Curious about the role of fluoride in oral health? Our free fluoride toolkit is designed to help dental and medical providers learn the facts about fluoride and communicate the benefits of this essential mineral with their patients. Want to learn more? Visit our website to download our materials. [LINK to Smile Spokane fluoride page]

Sharing information with our network

Word of Mouth

Special Edition



About Us

Smile Spokane is passionate about improving oral health in our community. We are dedicated oral health champions with a comprehensive plan to improve oral health in Spokane. We started in 2015 and have grown to include numerous organizations who understand that oral health is an essential part of overall health.

[Learn More](#)

Communication outreach

- 393 Facebook followers
 - Almost 50 new followers on Facebook
- 270 e-news subscribers
 - Over 20 new subscribers to our e-news

Thank You!
