Oral Health at the American Academy of Pediatrics

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NOPREN Drinking Water Working Group
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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/Al, 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
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
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
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
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
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

Available in English & Spanish!
SOCIAL MEDIA

Facebook
Over 3,100 likes
www.facebook.com/CampaignforDentalHealth

Twitter
Over 3,600 followers
www.twitter.com/ILikeMyTeeth

YouTube
15 videos
www.youtube.com/user/LifeIsBetterWTeeth
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
HEALTH PROFESSIONAL COMMUNICATION

Community Water Fluoridation Speaking Points
Pediatricians & Health Professionals

Community water fluoridation (CWF) is a proven preventive measure to reduce the rate of tooth decay in all age groups, but particularly children and adolescents who, if not protected by fluoride, are at highest risk. The health benefits of CWF have been supported by extensive research, and there is no known negative health effect attributable to CWF. CWF is the most cost-effective method to prevent dental caries, and it is an essential part of a comprehensive oral health program.

CWF SPEAKING POINTS

- CWF reduces tooth decay among children and adolescents.
- CWF is estimated to save over $7 billion annually in dental treatment costs.
- CWF reduces tooth decay among all age groups.
- CWF is the most cost-effective method to prevent dental caries.
- CWF is an essential part of a comprehensive oral health program.
- CWF is safe and effective.
- CWF is easy to implement.

CATALYST FOR COMMUNICATION

1. Develop messages that effectively communicate the benefits of CWF.
2. Personalize messages to meet the needs of your audience.
3. Use visual aids to enhance communication.
4. Practice your speaking points.

COMMUNITY WATER FLUORIDATION GOOD STAN

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.

The American Academy of Pediatrics (AAP) is dedicated to the health of all children. The AAP website provides a lot of helpful information about community water fluoridation: www.aap.org/en-us/Health-Topics/Oral-Health/Pages/Fluoridation-Information.aspx.

Dental Journals of Michigan is a bimonthly journal that explores the impact of water fluoridation on water quality and health. Dental Journals of Michigan is available online at www.dentaljournals.com.

The American Dental Association (ADA) has a website that shares a variety of resources, including statements from the U.S. Surgeon General and the Department of Health and Human Services on water fluoridation: www.ada.org/en/fluoride.

Sincerely,

[Signature]
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
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.”

“...AND I SUPPORT COMMUNITY WATER FLUORIDATION TO GIVE KIDS A HEALTHY START.”

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

Oral health equity begins with community water fluoridation

Healthy Communities  Build Healthy Families

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

Una Comunidad Sana  Genera Familias Saludables

American Academy of Pediatrics
Dedicated to the Health of All Children®
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
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

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.

ilikemyteeth.org

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INOCULATION

Make a better case for fluoridation’s benefits and establish this case BEFORE debate emerges.
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?
AAP Obesity Prevention & SSBs

lhcw.aap.org

aap.org – search HALF
RESOURCES

• Protect Tiny Teeth Toolkit
  – aap.org/tinyteeth
  – healthychildren.org/tinyteeth

• Brush, Book, Bed
  – aap.org/oralhealth (or google Brush, Book, Bed)
  – 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

• Campaign for Dental Health
  – www.ilikemyteeth.org
ADDITIONAL INFORMATION

Contact us at oralhealth@aap.org
or
fluoride@aap.org