

STUART COOPER

FAN Campaign Manager



VICTORIES 2014

-Over 400 communities have ended or rejected fluoridation

-At least 20 communities in 2014 so far with 1.1 million residents

-157 communities since 2010, 5.6 million





-9 million freed from
fluoridation including Israel
in 2014

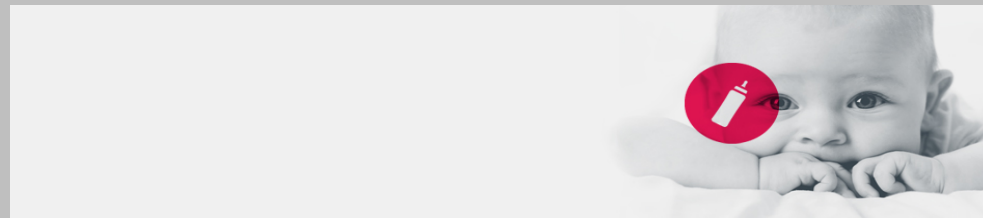
-14.6 million people freed
from fluoridation since 1990

New trend: water employees



Infant Warning

- San Francisco, Sunnyville & East Bay, California
- New Hampshire
- Milwaukee, Wisconsin
- Austin, Texas
- Massachusetts?
- 10 million total impacted



Worldwide Alliance to End Fluoridation

PURPOSE

1. Increase visibility
 2. Increase activism
 3. Increase cooperation
- Over 120 founding member groups
 - 12 countries
 - 28 States
 - 6 Provinces



Parents for Fluoride Free Water



If in doubt, keep it out.

Purpose

- Protect children
- Increase activism
- Give campaigners more authority
- Creates PR advantage



Protecting Children

This will enable us to focus on the most vulnerable subpopulation to fluoride

- Bottle fed babies get 175-300 times more fluoride than breast fed
- 41% of adolescents have dental fluorosis
- 37 studies showing decrease in IQ
- No difference in children's decay with lifetime exposure in F vs.non-F communities

Increase Activism

- FAN supporter analytics show us that a majority of our supporters are women between the age of 25 and 55, followed by men ages 20 to 45. These are parents.
- The *Parents* campaign will focus on this demographic, finding ways to appeal to parents and ease them into activism. Start with online activism and transition to chapter organizing.

Give Campaigners Authority

- Parents are responsible for protecting the next generation.
- With that responsibility comes authority
- Advocates for the most vulnerable

Creates a PR Advantage

- Every time the name Parents For Fluoride Free Water is used, we win
- It provokes the question, “why are parents opposed to fluoridation.”

Current Status

- Website is currently being designed
- We have over 1700 parents who have signed the “Parents Pledge Against Fluoridation”
- But Campaign is still in incubation phase

Campaign Ideas

- Online advocacy portal: sign pledge (email database), LTE campaigns, letter to legislator/congressmen and water director campaigns
- Automated systems to send info packets to water directors, local media, and decision makers
- Utilize sights like Change.org or AVAAZ.org
- Organize local chapters
- Recruit through parent groups, PTA meetings, utilizing house parties, or coffee and cake parties at local cafes

Campaigns Continued

- Infant warnings
- Change.org: End Sale of Nursery Water
- Warning labels on reconstituted baby formula packaging
- Labeling fluoride content on pre mixed formula packaging
- Replace school fluoride programs with brushing and healthy diet programs
- Putting a face to fluoride victims

Brainstorming

- How can we increase participation?
- What campaign ideas do you have?
- What tools can we share with parents to make this easier?
- What ad campaigns do you envision?