

Martin County

■ Background of the County

- Small county on east coast, north of Palm Beach County
- Retirement and agricultural economy
- One small city on the coast, Stuart, artsy Jensen Beach, and bedroom communities
- Higher than average income, partly due to Jupiter Island
- Has a reputation for resistance to growth
- Has a reputation for ornery, often petty politics

Prior History of Fluoridation in Martin County

- Attempts made in 1960's
 - Failed when antis called it a toxin
 - Feeling they lacked public support, doctors withdrew
- Attempt made 5 years ago
 - County commission appointed a study group
 - Composed of doctors and community leaders
 - Subject thoroughly researched, unanimously recommended
 - Commission approved acceptance of state grant for equipment and materials

Recent History of Fluoridation in Martin County

- County water manager, on record against fluoridation
- Implementation dragged out for 4 years
 - When finally it could be delayed no longer, the local antis organized and began to harangue the commissioners at every single meeting
 - The new commissioners got scared and reconvened the study group
 - The study group again unanimously recommended fluoridation, despite fear mongering by antis
 - But, before the report, three of five commissioners said they had already done their own research on Google and went on record opposing fluoridation

Why we lost Martin County

- Doctors get involved late in the game
- Engage in refuting false science claims at commission meetings
 - Antis rapidly switch claims as each is refuted
 - Outrageous claims take 1 minute, explanations take 10 times longer and sound defensive
 - Antis deliberately misquote research, carry around reams of material from Google, make themselves look like scientists, claiming “2500 hours of research”

Why we lost Martin County

- We met with each of the three opposing commissioners, but their minds were closed.
- The commissioners said they trusted their Google research more than their own study group and doctors
- One commissioner reportedly made a closed door political deal
- We were caught flat footed, without a leader
- We only had 6 weeks to prepare
- We sounded defensive
- We debated the science

Why we lost Martin County

- Basically, the antis got to the commissioners first
- We got frustrated and let it show
- Fear, once planted, is very hard to uproot.
 - The classic antifuoridationist tactic

What we did right in Martin County

- We began to form coalitions
- We got the press on our side
 - We met with the local paper's editorial board
- We learned that if we got to people before the
antis, we could inoculate them with the truth

City of Stuart

- Stuart had agreed to add fluoride at the same time as Martin County 5 years ago
 - They obtained the same state grant
 - They had to wait for Martin to implement
- Fresh from victory with Martin Commissioners, antis set the Stuart Council in their sights at their next Council meeting

City of Stuart

- This time, I called all of the council members personally, before the antis did
- The antis ran their classic circus at the meeting
- The council was *visibly* intimidated
- The council punted---they decided to put it on the ballot; wording and date TBD
- We had won a reprieve

City of Stuart

- I met with a local politician to ask what we needed to do to win
 - His golden advice:
 - Treat this as a *political* struggle, NOT a scientific debate
 - He *strongly* recommended a Public Relations advisor
 - Never give up, work with political allies and forget directly countering the antis
- Boy, was he **Right**

How we won Stuart

- We found allies at the City
- We suggested they model the new ordinance wording after that used in other communities
 - Our goal was to avoid pejorative ballot wording
 - Antis wanted words like “toxin” and “fluorosilicic acid” and confusing phrasing
 - We wanted a simple yes or no
- at the next meeting, the Council quickly adopted the simple wording and set the ballot date for a year later (National Primary)
- The antis went verbally ballistic because they had been out-manuevered
 - These outbursts infuriated the council and later worked to our advantage
 - It was a joy to watch

Stuart Ballot

- Fluoridation of Water:
 - The City's potable water system shall be fluoridated in an amount not greater than recommended by the Florida Department of Environmental Protection, as adopted from time to time.
 - YES (for Fluoride) NO (against Fluoride)

Organizing Our Campaign

- Obtained services of BBJones Public Relations
 - We set a time line for the political campaign
 - Very detailed for every month, week, and in the last month, every day
 - Assignments were made to each person
 - Speaking engagements
 - Printing
 - Budgeting
 - Volunteer coordination

Organizing Our Campaign

- BBJones Public Relations
 - Agreed to regular meetings
 - Committed ourselves to winning
 - Developed theme
 - **Safe** (backed by over 60 years of science and experience)
 - **Effective** (and Cost Effective)
 - **Helps everyone** (regardless of background)
 - Developed Logo
 - Developed brochure



Water Fluoridation: The Smart Choice

Supported by people who know.

Fluoridation of the public water supply is supported by all of the major organizations and institutions that we depend on to protect us and enhance our health, including:

Center for Disease Control

Florida Department of Health

Surgeon General of the United States

American Dental Association

American Medical Association

American Water Works Association

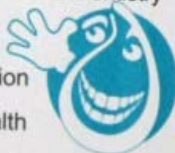
Environmental Protection Agency

American Academy of Pediatric Dentistry

National Cancer Institute

American Heart Association

National Institutes of Health



Want to know more?

Check out these Web sites:

www.ada.org/public/topics/fluoride

www.cdc.gov/fluoridation/fact_sheets

www.doh.state.fl.us/Family/dental/fluoridation

www.nidcr.nih.gov/HealthInformation/DiseasesandConditions/fluoride

www.oralhealthamerica.org

**Smile with Pride!
Vote Fluoride!**

Healthy Smiles Project
3380 NE Sugarhill Avenue
Jensen Beach, FL 34957

City of Stuart Election
- January 29th -
Vote YES for Water Fluoridation



**Make your choice
the smart choice!**

Paid political advertisement.
Sponsored and paid for by Healthy Smiles Project
3380 NE Sugarhill Avenue, Jensen Beach, Florida 34957
www.healthysmilesproject.org · fluoride@bellsouth.net

Water Fluoridation: The Smart Choice

Good for everyone's oral health, from children through grandparents.

Eat right and brush your teeth. These are key to good oral health. Fluoridated water is a great addition to your good oral health habits. It helps teeth to resist decay at every stage of life.



A 60 Year Safety Record.



Fluoride occurs naturally in water, but often there isn't enough occurring naturally in the water to make a difference to your good oral health.

Communities throughout the country have been fluoridating their public water supply over the past 60 years. When the amount is properly controlled by the local water authorities, there are no proven health problems.

Easy and Inexpensive.

It costs much less to take care of your teeth than to have expensive dental treatments. For less than a dollar a year for water fluoridation, you can protect the oral health of your entire household. It helps everyone equally regardless of family income.



**Vote YES for our children's health.
Vote YES for Water Fluoridation on January 29
in the City of Stuart Election.**



Paid political advertisement. Sponsored and paid for by




Healthy Smiles Project

3380 NE Sugarhill Avenue, Jensen Beach, Florida 34957 · www.healthysmilesproject.org · fluoride@bellsouth.net

How we won Stuart

- If you have a ballot initiative...
 - Set up a “Ballot Initiative Political Committee”
 - BE SURE to file with the state and city clerk
 - The law requires it if you budget more than \$500
 - The antis rarely make this filing
 - The newspapers check how much campaigns spend
 - And this time it will result in a fine

DS-DE 4

STATE OF FLORIDA APPOINTMENT OF CAMPAIGN TREASURER AND DESIGNATION OF CAMPAIGN DEPOSITORY FOR POLITICAL COMMITTEES AND ELECTIONEERING COMMUNICATION ORGANIZATIONS <small>(Sections 196.011(1) & 196.02(1), F.S.)</small> (PLEASE TYPE)		OFFICE USE ONLY <div style="border: 1px solid black; padding: 10px; margin: 10px auto; width: 100px; text-align: center;">  </div>	
CHECK APPROPRIATE BOX: <input checked="" type="checkbox"/> Original Appointment <input type="checkbox"/> Deputy Treasurer <input type="checkbox"/> Reappointment of Treasurer <input type="checkbox"/> Secondary Depository			
1. Committee or Electioneering Communication Organization Name Healthy Smiles Project		2. Mailing Address 3380 NE Sugarhill	
Telephone (optional) (772) 879-2000	3. City Jensen Beach	4. County Martin	5. State Florida
6. Zip Code 34957			
The following person has been identified to serve as: <input checked="" type="checkbox"/> Campaign Treasurer <input type="checkbox"/> Deputy Treasurer for the above named organization			
7. Name of Treasurer or Deputy Treasurer Radanne Orlandi		8. Street Address 3380 NE Sugarhill	
9. City Jensen Beach	10. County Martin	11. State Florida	12. Zip Code 34957
I have designated the following named bank as my: <input checked="" type="checkbox"/> Primary Depository <input type="checkbox"/> Secondary Depository			
13. Bank Name (include account number) Washington Mutual Bank, Acct. 93950703445		14. Street Address 2028 NW Federal Highway	
15. City Jensen Beach	16. County Martin	17. State Florida	18. Zip Code 34957
19. Name of Chairman David Boden		20. Signature of Chairman X 	
Campaign Treasurer's Acceptance of Appointment			
I, <u>Radanne Orlandi</u> , do hereby accept the appointment as:			
<input checked="" type="checkbox"/> Campaign Treasurer <input type="checkbox"/> Deputy Treasurer for the Healthy Smiles Project			
Committee of Organization: As a duly registered voter in _____ St., _____ County, Florida, I am			
qualified to accept the appointment.			
UNDER PENALTIES OF PERJURY, I DECLARE THAT I HAVE READ THE FOREGOING CAMPAIGN TREASURER'S ACCEPTANCE OF APPOINTMENT AND THAT THE FACTS STATED ARE TRUE.			
<u>8/1/07</u> Date		X  Signature of Campaign Treasurer or Deputy Treasurer	

DS-DE 4 (Rev. 9/94)

Organizing Our Campaign

■ Strategy

- Keep theme POSITIVE
- Repeat the three theme points in everything we do
- The YES votes are there, we just need to get them to push the voting button

Organizing Our Campaign

■ Tactics

- Key in on the majority of voters who already support us
- NEVER engage in debate
- When approached by an anti, state you respect their passion, but that the science is just not on their side
- Stay positive, smile, and keep a sense of humor

Organizing Your Campaign

■ Tactics

- If an anti goes beserk, let him---allow him to display his attitude to the public
 - Do NOT call them names
 - Provoking?
 - When they attack you personally and by name, DO NOT return the favor---NEVER mention their names
 - This does 2 things: avoids slander (they look for that, and you can turn the tables if you want) and it gains you sympathy in the media
 - You can invite them to help in your volunteer clinics
 - They will never show up, and you can refer to that later

Organizing Your Campaign

■ Tasks

- Get the ADA's Fluoride Facts book
 - Contact Jane McGinley at 1 (800) 621-8099 x2862
- Building a coalition
 - Get the local medical society involved---tough, but do it
 - Talk to the school nurses
 - Talk to the Chambers of Commerce
 - Talk to the hospital
 - Get ALL of the dentists involved
 - Get the hygiene society involved
 - Get local colleges involved, especially student RDHs, CDAs
 - Ask all to write letters to the editor

Organizing Your Campaign

■ Tasks

■ Speaking engagements

- Very effective; Power Point; carefully pick your speakers

■ Letters to the editor

- Get docs and leaders to write
- But realize that the antis will write prolifically and will use the paper's online comment section to flame everything published.

■ DO NOT debate online

- However, you can anonymously and sparingly use humor to skewer their seriousness. It drives them nuts

■ Weigh the timing. When do you want to stir things up?

- Orchestrate the timing to minimize their fear-mongering effects

Organizing Your Campaign

■ Tasks

- Meet with editorial boards
 - This is critical
 - Keep your presentation simple and positive and be prepared to answer ANY questions
- Prepare and PRACTICE for reporter interviews
 - Remember that whatever they say to you, they will likely give the other side equal weight and may even go against you Just ALWAYS tell the truth, do not say ANYTHING about the antis, and stay POSITIVE, smile, and focus on the three main points
 - NEVER EVER be condescending
 - Reporters can smell that and LOVE trash talk battles (remember Don Henley's "We Love Dirty Laundry" ?!)
 - The antis are perceived by many as ordinary citizens, and they play on that
 - They will portray you as a wealthy doctor trying to control ordinary citizens' lives

Organizing Your Campaign

■ Tasks

■ Web site

- ours: www.HealthySmilesProject.org
 - Keep it simple, accurate, and LOCKED
 - Reserve both .org and .com domains
- Steer everyone to it, refer to it on everything
- Have links to CDC, ADA and other trusted sites (see our site)

■ Buttons

- Get all docs and staff to wear every day for at least 3 months

■ T-shirts

- Can be effective. Worn during public campaigning and as give aways

■ Road signs

- Work well in small towns
- Put up 10 days in advance

Organizing Your Campaign

■ Tasks

- Ads in paper and radio
 - Most expensive part
 - Be sure you get professional advice
- Polling site campaign
 - CRITICAL. We almost lost it here
 - “point of sale” decisions
- Meet with your group on a timely basis to assess effectiveness

Organizing Your Campaign

■ Tasks

■ Neighborhood walks

- Our FDA political advisors **STRONGLY** recommended
- It surely won us the election
- We targeted the neighborhoods with the highest voting frequency
- Volunteer pairs walked the neighborhoods a Saturday morning two weeks prior to the election with the brochures and politely asked for a YES vote
- Enormous positive response



Getting ready to walk the neighborhoods



Fluoride Conspirators Walking the Neighborhoods

Healthy Smiles Project



Walking on Martin Luther King Day

Organizing Your Campaign

■ Tasks

■ Engage the DOH

- Mike Easley, Sean Isaac, and Harry Davis are your best friends

850-245-4444

Michael_Easley@doh.state.fl.us

Sean_Isaac@doh.state.fl.us

Harry_Davis@doh.state.fl.us

- Remember, however, that all emails to a state address are public records, and the antis frequently ask for them to look for “smoking guns” or to at least tie up valuable time by these experts chasing documents

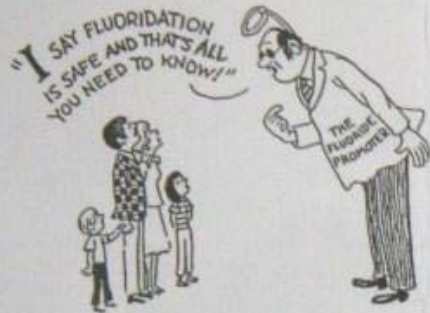
Organizing Your Campaign

- Engage the Florida Dental Association
 - Mary Lyons can direct you to FDA resources
 - (800) 877-9922 ext 180
 - (850) 561-0504 FAX
 - mlyons@floridadental.org
- Engage the American Dental Association
 - Jane McGinley keeps track of ALL fluoride activity
 - 1 (800) 621-8099 x2862

Adversity

- Recognize that there will be setbacks
- Do not get discouraged
- Be the leader and be determined and optimistic
- Stay on the offense, never defense
- You will have more friends than you can imagine, but they may only quietly help you
- Most of all, have fun---after all, even if the issue fails, only the community will lose, not you

**City of Stuart
Fluoridation Referendum January 29th**



DON'T BE FOOLED!

VOTE SMART • VOTE NO ON FLUORIDATION!

"Fluoridation violates all modern pharmacological principles... it is obsolete."
Dr. Arvid Carlsson, Nobel Laureate for Medicine 2000



PROTECT YOUR HEALTH • YOUR WATER • YOUR FREEDOM OF CHOICE

MARTIN COUNTY UTILITIES DIRECTOR JOHN POLLEY ADVISED AGAINST FLUORIDATION FOR MARTIN COUNTY RESULTING IN REJECTION OF FLUORIDATION BY MARTIN COUNTY COMMISSION IN 2006.
(www.FluorideAction.net/Polley.pdf)

PRSRT STD
U.S. POSTAGE
PAID
FT. MYERS, FL
PERMIT NO. 704

*Hi David,
Wanted to share this
with you!*

11
The Ramos Household
801 Se Riverside Dr
Stuart, FL 34994-2435

*Nancy Helena Torres de
Ramos*



Typical anti propaganda, illegally mailed

Flip Side of the anti Mailer

Vote Smart * Vote NO on Fluoridation on January 29th!

FLUORIDATION: AN UNREASONABLE RISK

*American Dental Association now advises: **NO FLUORIDATED WATER IN BABY FORMULA** during the first year of life.

*US CDC data show **32% OF AMERICAN CHILDREN HAVE DENTAL FLUOROSIS** (permanently discolored teeth) caused by excess fluoride intake from multiple sources (water, tooth-paste, foods/beverages, etc.)

*Major dental studies show **LITTLE DIFFERENCE IN TOOTH DECAY RATES** between fluoridated and non-fluoridated areas. Most medically advanced countries have rejected fluoridation.

*Published Harvard study links fluoridation with **INCREASED BONE CANCER RATES** in young boys.

*Landmark 2006 National Research Council (NRC) report documents **ADVERSE HEALTH EFFECTS OCCURRING NEAR, AT, AND EVEN BELOW CONCENTRATION LEVELS USED FOR FLUORIDATION** including impaired thyroid function, joint inflammation (arthritis), hip fractures, pre-diabetes, and lowered IQ in children.

*NRC report also shows fluoride amount in one quart of fluoridated water, ingested daily, **CAN IMPAIR THYROID FUNCTION** in those with borderline iodine deficiency (12 million in US population).

*Toxic industrial-grade chemicals used for fluoridation have **NEVER BEEN TESTED OR APPROVED AS SAFE** for human consumption by any governmental agency.

*Professionals' petition to end fluoridation **SIGNED BY OVER 1200 SCIENTISTS, PHYSICIANS, DENTISTS AND ENVIRONMENTALISTS**, including the 2000 Nobel Laureate for Medicine.

*Eleven US EPA Professional Unions call on Congress in 2005 for **MORATORIUM ON FLUORIDATION STATING, "FLUORIDE POSES A SERIOUS RISK OF CAUSING CANCER IN PEOPLE."**

*Studies show that fluoridation is linked to **ELEVATED LEVELS OF LEAD IN CHILDREN'S BLOOD.**

Full Documentation at Fluoride Action Network:
www.FluorideAction.net.

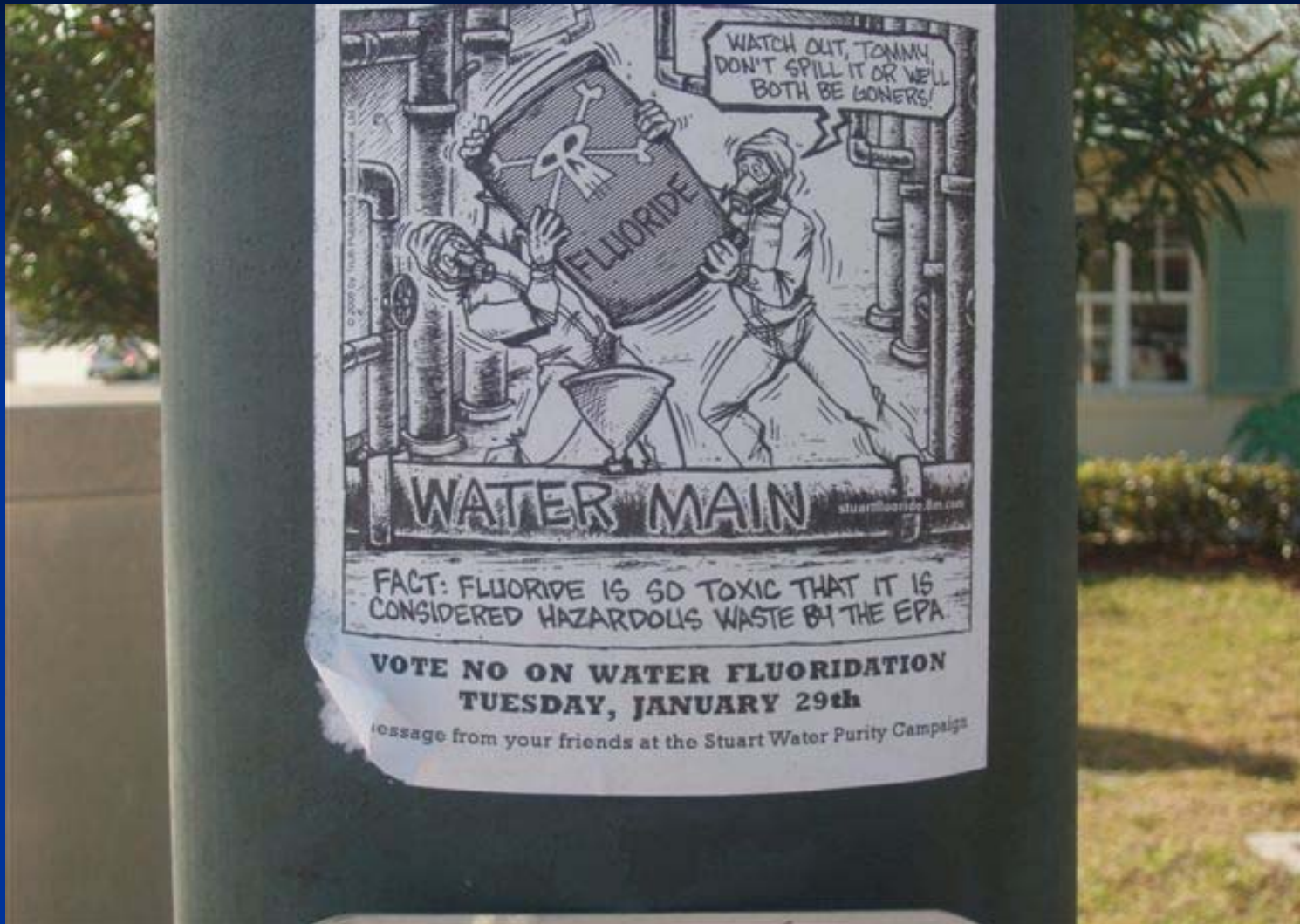
Paid Political Advertisement, paid for and approved by Florida Citizens for Safe Drinking Water, Inc., independent of any political candidate



Anti propaganda stickers illegally placed on city poles



These illegally placed hard to remove stickers made the City very angry



Sometimes you just have to let the antis be their own worst enemies



True Irony. Antifluoride propaganda in a local confectionary.

After calm one to one discussions, the proprietor was annoyed he had been misled.

How We Won Stuart

- Soooo, was it worth it??



A daily ritual after threats were made!

The Healthy Smiles Project

Steering Committee

- David F. Boden, D.D.S., M.S.
 - Periodontist Stuart and St. Lucie West
- Radamee Orlandi, D.D.S.
 - General Practice, Jensen Beach
- Inge Ford, D.M.D.
 - Dental Director, Martin County Public Health Department