



Fluoride Yes Campaign

Tip Sheet for Oral Health Professionals

How to talk to patients about the need for fluoridation reinstatement

1. We voted for fluoridation twice already

- **Calgarians voted twice for community water fluoridation.**
 - In a 1989 plebiscite, Calgarians voted to fluoridate the water,
 - In a 1998 plebiscite, Calgarians AGAIN reaffirmed support for fluoridation.
- **City Council voted to discontinue fluoridation in 2011 against the will of the people and against medical advice.**

2. We have fluoride in the water but not enough

- Fluoride naturally occurs in Calgary water up to 0.4 parts per million (ppm);
- **Fluoridation increases this concentration slightly to the optimal 0.7ppm**
- The 2019 Water Treatment Plant Summaries show that the Bears paw Water Treatment Plant measured insufficient Fluoride levels of 0.07- 0.14 ppm and
- the Glenmore Water Treatment Plant measured insufficient fluoride levels: 0.1-0.27ppm.

3. Fluoridation is a normal practice of great cities.

- Almost 90% of NHL cities have fluoridation.
- Many cities in Canada (such as Edmonton, Red Deer, Regina, Winnipeg Toronto, Ottawa, etc.) have fluoridation.
- Many cities in New Zealand, Australia, and Europe and Latin America have community water fluoridation.
- Many European countries that do not have fluoridation supplement milk and salt with fluoride.

4. Fluoridation is safe

- Community water fluoridation is a **safe public health measure** for helping to protect teeth and **improve oral health**.
- The Canadian Agency for Drug and Technologies in Health concluded, “there is consistent evidence that community water fluoridation protects against dental caries in children and adults and leads to improved oral health outcomes with very uncommon and minor side effects.” <https://www.cadth.ca/community-water-fluoridation-programs-health-technology-assessment>

5. Fluoridation is effective

- Water fluoridation **helps protect teeth** against acid attacks and can **reverse early stages of tooth decay**.
Community water fluoridation is **beneficial for people of all ages**
- You can visit the **AHS website** for more detailed information on the benefits of community water fluoridation. <https://myhealth.alberta.ca/Alberta/Pages/ten-fluoride-facts.aspx>

6. Fluoridation is cost effective

- Reinstating Calgary's community water fluoridation will **cost approximately \$1.29** per citizen and **save approximately \$55** per citizen a year in dental visit costs.

7. The loss of fluoridation is harmful

- **Calgary children have had a 145% increase in dental decay since fluoridation ceased.** A recent study of grade two students in Edmonton and Calgary revealed a significant increase in dental cavities in Calgary students. These children had very minimal or no exposure to community water fluoridation versus Edmonton where they have community water fluoridation.

8. We need the return of fluoridation

- **Dental decay can lead to poor overall health.** When dental decay occurs early in a child's life, it can lead to difficulty in eating, poor growth, and infections that can affect the airways and surrounding areas.
- Tooth loss can lead to speech impediments, self consciousness due to cosmetic appearance, and lowered self esteem. Community water fluoridation helps to decrease the rate and scope of disease in children.
- Many of our more disadvantaged neighbours suffer from untreated dental disease; community water fluoridation is one **safe, inexpensive, effective, and far reaching method to help all of us**, and especially our less fortunate neighbours.

CONCLUSION: YOU CAN MAKE A DIFFERENCE

- A **plebiscite vote on fluoridation reinstatement** is in the upcoming municipal election.
- The vote takes place October 18th.
- **We need a strong vote in favour!**
- **City Council is not bound by plebiscite results.** The stronger the support of Calgarians for fluoridation, the more pressure there will be on the City Council to reinstate fluoridation.

**Please vote YES on October 18th
to community water fluoridation!**