

Searching for an Oregon solution for fluoridation advocacy

AUTHOR(S): Kurt Ferré, DDS (Moderator), is the Chair of the newly formed OPHA Oral Health Section. He is a founding member of the American Fluoridation Society and brings extensive regional, national and international. Charles Haynie MD, FACS OPHA Member, Oral Health Section

Moderator: Kurt Ferré

TOPIC/TARGET AUDIENCE: Topic: Increasing fluoridation in Oregon

Target Audience: Public health professionals and stakeholders, politicians, CCO's

ABSTRACT: Despite overwhelming professional and scientific consensus that community water fluoridation (CWF) prevents cavities, is safe and has large economic return on investment Oregon continues to be one of the least fluoridated states. Opponent PACs using the politically effective moniker Clean Water have defeated new programs in Hood River, Portland and Newport. Similar to vaccination refusal, Oregonian's mistaken views of CWF is especially harmful for vulnerable populations. This panel will discuss the fluoridation campaigns and campaigning and seek new strategies for education, messaging, and political advocacy.

OBJECTIVE(S):

- Describe the barriers and challenges of fluoridation advocacy in Oregon
- Motivate stakeholders to work together to expand fluoridation in Oregon.
- Develop a personal sense of mission and responsibility for fluoridation advocacy.

PANEL ABSTRACT 1: Bill Hall recently was re-elected to the Lincoln County, OR. board of commissioners. Mr. Hall is a progressive Democrat with a passion for public health. With the recent defeat by the voters to return fluoridation to his home city of Newport, he is frustrated with many within his party who will not recognize the overwhelming scientific consensus that fluoridation is safe and effect. He will bring his knowledge and insight of politics in Oregon and share his vision to move fluoridation forward.

PANEL ABSTRACT 2: Emily Firman, MSW, MPH is a Senior Program Director for the Washington Dental Service Foundation (WDSF). Her program focus is prenatal oral health and preserving and expanding community water fluoridation. In the past few decades, Washington State has expanded fluoridation. She will discuss the establishment, organization, and ongoing funding of an independent entity like WDSF. The presentation will discuss the challenges and lessons learned from selected campaigns in Washington state.

PANEL ABSTRACT 3: Brett Hamilton, MPA is the Community Development Coordinator for Family Care Health Plans. He is a veteran of several fluoridation battle dating back to 2005 when he was the Managing Director, government Affairs and Communications for the Oregon Dental Association. He will share his insight on why CCO Health Plans should care about CWF and how they can actively support the oral health section of the Oregon State Health Improvement Plan and advocate for widespread fluoridation in Oregon.

PRIMARY CONTACT INFORMATION:

Kurt Ferré, DDS

BOD. Oral Health Section of OPHA

OPHA

Portland, OR

503-515-4277 | kferre51@comcast.net

CO-PRESENTER(S):

Bill Hall | billium@newportnet.com

Emily Firman | Efirman@deltadentalwa.com

Brett Hamilton | bretth@familycareinc.org