



Florida's
Community Water Fluoridation
Assessment:
Guidelines and Checklist

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Introduction

In Florida, decisions about community water fluoridation (CWF) are made locally and each community's situation is unique. These Guidelines and Checklist are designed to provide information that will help guide an educational campaign to add fluoridation to a community water system and increase the community's health literacy. These tools also are helpful if there is an attempt to remove fluoridation from a community water system.

The term "**community water system**" means "a public water system that serves at least 15 service connections used by year-round residents of the area served by the system or regularly serves at least 25 year-round residents."

Water fluoridation is the controlled addition of fluoride to a public water supply to reduce tooth decay. Fluoridated water has fluoride at a level that is effective for preventing cavities; this can occur naturally or by adding fluoride.

At first glance, it may seem overwhelming to complete the tasks outlined in the Guidelines. One of the first lessons in building an educational campaign is that it can't be done by one person alone. Each community's chances of success increase when a core group of people dedicate themselves to the effort. Be sure to have a small group of four to six community members who will serve as the steering committee for the educational campaign. The role of the steering committee is to ensure the necessary work gets done.

The Checklist at the end of this document follows the Guidelines outlined and will help organize and track CWF educational campaign activities.

A successful educational campaign also needs assistance from experts in CWF. These Guidelines include information about who can help and other important resources.

Now let's begin!

Know the Community Water System

What is known about the local water system? Be sure to know the facts.

The Centers for Disease Control and Prevention's (CDC) resource, "My Water's Fluoride", (https://nccd.cdc.gov/DOH_MWF/Default/Default.aspx) is a resource in which information about the water system's fluoridation status is available. Information regarding the number of people served by the system and the water source are also included.

Florida also has some great resources that should be reviewed including:

- The "Florida Fluoridation Map" identifies fluoridated water systems, including those that are naturally fluoridated. This is available at:

<http://www.floridahealth.gov/programs-and-services/community-health/dental-health/fluoridation/documents/2015-optimally-fluoridated-communities-florida.pdf>

- There is a table accessible via the following link which provides estimates of those served by fluoridated community water systems in Florida. This is available at:
<http://www.floridahealth.gov/programs-and-services/community-health/dental-health/fluoridation/documents/2015-percent-population-optimally-fluoridated-water-county.pdf>
- This table provides details on the fluoridation status of community water systems in Florida. This is available at:
<http://www.floridahealth.gov/programs-and-services/community-health/dental-health/fluoridation/documents/2015-list-public-water-systems-florida.pdf>
- This chart provides information on the percent of county population receiving optimally fluoridated water:
<http://www.flhealthcharts.com/charts/OtherIndicators/NonVitalIndNoGrpDataViewer.aspx?cid=0286>

It is best to pull information on the community water system from all of these resources to answer the following questions:

- Is the water system optimally fluoridated or not?
- What communities are served by the water system?
- How many people does the water system serve?
- Are other water systems in the municipality or county optimally fluoridated?

Finding the answers to these questions might require a bit of additional research:

- How many injection points (where the fluoride is added) are there?
- What type of water treatment system is used?
- Who makes the decisions regarding the water system?
- Is the water system operator a supporter of CWF?
- Has the water system ever added fluoride to benefit oral health?

The community water system might be a good resource as well so it will be helpful to check out their website or make a direct request (phone call, email or letter) to obtain the information. Make direct contact with the water system operator if their opinion is unknown. If this information cannot be collected, please contact the Florida Department of Health Public Health Dental Program for assistance.

Now that initial information is collected regarding the water system, proceed with an educational campaign to fluoridate the local water system.

Get Help-Reach Out!

It is important to contact the Florida Department of Health's Public Health Dental Program to share the local interest in exploring an educational campaign to optimally fluoridate the local water system. The Public Health Dental Program may provide historical information on the water system and suggestions on potential local resources, provide connections to individuals in the local public health department and perhaps even share additional supportive community members.

Public Health Dental Program Contact Information

Contacts: Edward F. Zapert, DMD – Statewide Executive Dental Director

Abigail Holicky, MPH – Program Administrator

Sean Isaac, MPH - Fluoridation Project Coordinator

Vacant - Operations Analyst II

Phone: 850-245-4333

Email: fluoridation@flhealth.gov

Website: <http://www.floridahealth.gov/programs-and-services/community-health/dental-health/fluoridation/> or <http://www.flhealth.gov/fluoridation>

The head of the Florida Department of Health is the Surgeon General who has released an official policy statement that expresses support for CWF. The letter of support is available here to use in support of the local educational campaign:

<http://www.floridahealth.gov/programs-and-services/community-health/dental-health/fluoridation/documents/surgeon-general-fluoridation-letter.pdf>.

The Public Health Dental will also share a contact at Oral Health Florida (OHF), a statewide network of oral health advocates, which has been engaged in CWF educational campaigns throughout Florida. The Public Health Dental Program and OHF likely know the CWF history (activities and outcomes) for the county, municipality and water system. These all can have an impact on future efforts to start CWF.

OHF is a great resource because it can support the local CWF educational campaign by:

- links to key CWF supporters
- provides expert testimony
- assists with messaging
- makes strategic recommendations

Learn more about OHF at <http://oralhealthflorida.org/>.

Funding Assistance

The cost of initiating fluoridation is often one of the first things that concerns decision-makers. Cost is influenced by a number of factors including infrastructure capacity, the number of injection points, and the type of water system. The State of Florida has grant funds and technical assistance available to help Florida communities with start-up costs and initial efforts to authorize fluoridation. Contact the Public Health Dental Program for more information including assistance with helping a community to submit a grant application or request grant funding to add a fluoridation program to the local community water system.

Remember, there are costs to a community by not fluoridating. A recent study estimates that in 2013, CWF resulted in a savings of \$32.19 per person. Any person who has ever needed fillings, root canals, crowns, dentures, etc., knows well the very real costs of dental work. There is a cost beyond cash. Bad or weak teeth can have an effect on children's ability to learn, speak, or chew, later impacting their long-term health and success. Dental problems also can lead to more serious health problems.

For more information on cost savings, visit <http://ilikemyteeth.org/fluoridation/cost-of-fluoride/>.

How CWF Decisions Are Made

Now that information regarding history and facts about the community water system have been collected and the decision has been made to continue to explore an educational campaign, it is time to learn a bit more about the process and those who will be making the decision.

There are several ways that CWF can be approved in Florida:

- Local authorization (a vote of city, county or water authority officials)
- County-wide mandate for all water systems (vote by county officials)
- Local referendum (voted by residents)

Deciding which approach to take depends on history, the local landscape resources and opportunity. There is no right or wrong way to choose the option that has the best chance of success. For successful implementation of CWF, multiple approaches may need to be taken.

The personal and collective opinions of the decision-makers matter. Knowing who they are and who they listen to are important. Be sure to check and see if the water system has any Advisory Board that makes recommendations to the decision-makers. If so, this needs to be understood and information regarding and previous options need to be collected as well. There is no better way to find out individual viewpoints and opinions than by contacting them directly. Look to the CWF experts and allies who have personal relationships with these individuals. Learn to understand not only their opinions on CWF but why they have them. This will build the foundation for educating decision-makers. Recognize that each decision-maker may have a different reason for his/her opinion on CWF.

It also is important to learn who the opposition is, their relationships with decision-makers and what they are saying about CWF. Most likely, information regarding the correct scientific evidence will need to be shared to address each unfounded claim.

The American Academy of Pediatrics' Campaign for Dental Health has a great website that will help navigate the science to find the credible answers on CWF (<http://ilikemyteeth.org/>). They have many great tools under the "Learn & Share" section.

Other helpful resources include the American Fluoridation Society (<http://americanfluoridationsociety.org/>), the American Dental Association (<http://www.ada.org/en/public-programs/advocating-for-the-public/fluoride-and-fluoridation>), and the Florida Dental Association (<https://www.floridafluoridation.org/>).

Know the Community

Taking on a CWF educational campaign requires knowing some specific information about the community. This information will be helpful to building the coalition and developing the local educational campaign message.

First identify some basic information on the community:

- Population
- Age and sex
- Race and Hispanic origin

Locate this information on the US Census Bureau website:

<https://www.census.gov/quickfacts/table/PST045215/00>

Use the information gathered to develop an economic profile on the community including:

- Income
- Unemployment
- Residents living in poverty
- Children living in poverty
- Race/ethnicity of people living in poverty

This information can be found at City Data (for communities over 6000) <http://www.city-data.com/advanced/search.php#body?fips=0&csize=a&sc=0&sd=0&states=12&near=&ps=20&p=0>.

Next, explore the oral health profile of the community. If available, use local data from School-Based Sealant Program(s) to identify the following data for children:

- Untreated decay
- Treated decay
- Presence of dental sealants (if not present, CWF is needed even more)
- Early dental needs
- Urgent dental needs

Currently, 51 Florida Department of Health County Health Departments provide School-Based Sealant Program services. See if the [County Health Department](#) provides these services in your community.

Resources for these data include:

www.flhealth.gov/dental/reports

<http://www.flhealthcharts.com/charts/default.aspx>

<http://oralhealthflorida.org/action-teams/sealant-action-team/school-sealant-program-data/>

Additional oral health data which may be helpful in collecting include:

- Is the community in a health professional shortage area for dental care? (see page 52 http://www.floridahealth.gov/programs-and-services/community-health/dental-health/reports/_documents/floridas-burden-oral-disease-surveillance-report.pdf)
- Is the community in a region with higher oral health issues for vulnerable young children? (see page 12, http://www.floridahealth.gov/programs-and-services/community-health/dental-health/reports/_documents/oral-health-status-head-start-2014-2015.pdf and http://www.floridahealth.gov/programs-and-services/community-health/dental-health/reports/_documents/oral-health-third-grade-2013-2014.pdf)

Look to see if the profile is markedly different from similar communities that have CWF.

Lastly, identify the following voter registration details to see voting patterns in the community:

- Age
- Gender
- Race/ethnicity
- Party affiliation
- Voting history

Voter registration and voting history information is public record under Florida law. As a public service, the Division of Elections provides a monthly disk on registered voters. The disk contains information extracted from the Florida Voter Registration System and data reported by the 67 county Supervisors of Elections. The data includes voter registration and voting information on all voters registered up to the last day of the month prior to the date the disk generated. Oral Health Florida receives the monthly disks and can provide assistance with pulling this data for your community.

All of these data and information are needed to understand the landscape of the local community. For example, in factious "Beautiful City", Florida the voter registration disk would provide the below data:

- In the last non-presidential election 22% of registered voters cast votes
- Of the 22%, 55% of the voters were over the age of 65
- Of the 55%, 62% were Black, non-Hispanic
- Of that 62%, 75% were women

So, if Beautiful has 10,000 registered voters, then 2,200 people voted in the election in 2015 and of those, 562 of them were older black women. They represent the largest voting segment and thus older Black females should have a stronger presence in the coalition. They will be key to success. Elected officials know this information about their voters and it is also important to know for the educational campaign.

Now let's say that Beautiful decides to have a voter referendum to add CWF. Older Black females also would be very important voters for this educational campaign. Outreach and messaging must target them. This constituency alone would represent half of the votes needed to prevail. Don't forget that all it takes is a majority of votes to win!

The Local Landscape

Timing is everything. Be aware of the priorities of the community. For example, if a community is engaged in local disaster recovery efforts, it is probably not a good time to initiate an educational campaign for CWF. Understand what issues are first and foremost on the minds of decision-makers and citizens. If members of the community are engaged in other important issues, there might not be the community bandwidth to undertake a CWF educational campaign. No matter how much work is done, bringing CWF up at the wrong time can negatively impact the chance of success.

The history of CWF has already been researched. How does this history impact how the community views CWF? Let's say Beautiful had a City Council vote two years ago, and defeated CWF. Have subsequent elections changed the membership of the City Council? Do members of the community have lingering feelings about CWF or the educational campaign itself?

For the community, answer the following questions by reaching out to a diverse mix of residents (as not everyone may see the community the same way):

- What is valued by the coalition in the community?
- Describe the community's values? What does the community collectively care about?
- How have the actions of decision-makers upheld those values?
- What sort of messages about CWF connect to these values?

Sometimes these answers are fairly evident. Other times they are not. From the answers craft a "values profile" for the community that represents the most common answers shared.

Crafting and Delivering Messages

The What

Community values are important to a CWF educational campaign. Our colleagues at Health Resources in Action (HRiA) frame the issue quite nicely:

"Oral health and water fluoridation are simply not top of mind for most people-not until they have a problem with their teeth or gums. People will pay more attention to what is most important to them, what keeps them up at night, and what they value most. It is important to

use these shared or community values to frame the discussion on water fluoridation in order to ensure it resonates and connects with people.”

What this tells us is that the messages about CWF must be connected to community values.

Let’s go back to Beautiful. Beautiful has worked hard to make it a community where its residents can live, work (and play). The City Council has supported affordable housing, subsidized child care, and public transportation. CWF, since it positively impacts health, would be another important tool for all residents to achieve a good quality of life in Beautiful.

Using the information gathered so far and following a framework developed by HRiA (<http://fluoridationtoolkit.org/toolkit/how-to-talk-about-cwf/>), develop messages to frame the CWF conversation. Messaging should be refined depending upon the audience.

1. Develop a *main message* using the identified values profile. For example, should the message focus on supporting children and building a strong future? Should the financial and economic benefits to the community due to the money saved in fewer emergency room visits or Medicaid payments for painful cavities be addressed? Create a positive message and stay away from a negative tone, which is often used by the opposition.
2. Create *talking points* based on the main message to be used in conversations with neighbors, colleagues, and decision-makers. Be sure to include:
 - The benefits of water fluoridation for the community (e.g. the need that community water fluoridation will fill, who will benefit the most, money saved)
 - The science behind water fluoridation (but never lead with the science and facts – lead with the community values!)
 - Call to action (an “ask”) such as “please sign this letter in support of community water fluoridation.”
3. *Test the message* by finding people in the community to ask the following key questions:
 - What is this message saying to you?
 - Do you like this message?
 - Yes: ask them why
 - No: ask them why not and how they might change the message
 - Does this message make you want to learn more about CWF?
 - Does this message make you want to support CWF?

The results of the informal testing should be used to finalize the main message and talking points.

The “Who”

Now that a base messaging idea has been developed, consider WHO should deliver them. Sometimes who is communicating the message can be as important as the messages that have been developed. Here are some messengers to consider:

- *Health professionals* who can speak to the community impact of not having CWF (pediatricians and dentists are often most powerful)
- *School professionals* who can attest to the impact on children (nurses, teacher, administrator)
- *Business and community leaders* who can address the needs of having a community that invests in its residents
- *Ordinary citizens* who have a reputation for making positive change in the community
- *Experts* who can share the science and debunk the non-scientific and false claims about community water fluoridation

Different messages and messengers in the educational campaign can be used to gain both public support for CWF and to influence decision-makers.

The “How”

The “how” are the various methods used to convey messages about CWF. Messages can be delivered directly to the decision-maker (letters, emails, phone calls, public hearing testimony, petition, support cards) and through indirect influence (social media, letters to the editor, Op-Ed pieces, news segments). These various methods also can be used to build public support for CWF. Be sure to look critically at all of the delivery methods to ensure all the various audiences identified are being reached.

We also want to note that there are subtle ways of influencing. Let’s return to Beautiful. In this example, advocates decided that the best way to add CWF to their water system was through a voter referendum. During their process to identify community values, they learned that community pride was a leading value. The advocates decided that in addition to the CWF messages reflecting community pride, the colors used in educational campaign materials would be the same as those of the local high school football team (which was a source of pride in the community). Yard signs, educational fliers and plastic drinking cups were all done in the team colors of red and white. This use of color connected CWF to the football team which evoked a sense of community pride, an important value in Beautiful.

A note of caution! Sometimes less is more. Be careful about the amount of messaging delivered. Decision-makers and community members can sometimes tire of hearing too much and become turned off. During the educational campaign, be sure to listen to opinions regarding the volume of messaging. Regularly check in with the community and decision-makers.

Developing a Game Plan

Definition of GAME PLAN

: a strategy for achieving an objective

The objective of a game plan is to add CWF to the community water system. A specific strategy must be decided for decision-making. So far, information collected includes:

- an understanding of the community water system and estimated costs for adding fluoridation
- knowledge about the community demographics
- created a values profile for the community
- developed messages and identified messengers
- an awareness of various tactics to convey the priority messages

The BIG question is which strategy will be employed to add CWF. Let's return to the ways that CWF can be approved in Florida:

- Local authorization (a decision by city, county or water authority officials)
- County-wide mandate for all water systems (decision by county officials)
- Local referendum (decision by residents)

Here are some critical questions that will guide the decision:

- Do we believe we can get enough support from decision-makers to pass CWF?
- Do we have a strong coalition that can move CWF along?

There has been a substantial amount of time learning about the opinions of decision-makers. Is there strong support (a majority), split support, or weak support? Can a strong educational campaign overcome split or weak support? If not, a local referendum or other ideas may be necessary.

City Council, County Commission or Water Authority Board Vote

If the decision is to seek a city council, county commission, or water authority board vote, be sure to understand how meetings are run. What will be the opportunity for public input? Will there be time limits on the length of speaking? Can written materials be provided to the members ahead of time or during the meeting?

Here are some helpful hints:

- Decide on *key speakers*. Refer back to notes on who should be the messengers. Be sure to have diversity and include someone who can speak on behalf of the average citizens who support CWF. If a representative of local public health and/or the water system supports CWF, be sure to try and include them.
- Finalize *key messages*. Think about which decision-makers need additional education and use messaging that will resonate with them. Refer back to the messages that were developed earlier. Be sure to lead with community values and then follow with the science. Don't forget to counter any false claims that

are made-but don't repeat negative phrases used to scare people like (poison, chemical, toxic, or medication). Use positive words. For helpful hints, check out:

<http://ilikemyteeth.org/wp-content/uploads/2014/02/SayThisNotThat.pdf>

- Speaker *presentations* should be succinct and respectful. There is nothing more irritating to decision-makers than to hear the same argument over and over again. Speakers also should leave their emotions at the door.
 - Have the final speaker be an individual who can fill in any gaps of the previous speakers. That person should be prepared to modify their talking points to be sure any questions or false claims are answered. That person should provide a 'thank you' to the decision-makers for considering the issue and for their time.
- Create a packet of *materials* for decision-makers. Be sure to include any petitions that residents have signed or a list of community endorsers. Some recommended materials include:
 - Fact sheets about CWF. Consider including *Fluoride: 101, Myths and Facts*, *Fluoride and the Environment*, and *How Fluoride Works* from the I Like My Teeth website (<http://ilikemyteeth.org/learn-share/>).
 - Any pro-fluoridation editorials from local news organizations.
 - Letters of support from key community members and organizations.
 - A list of community members and local organizations that support CWF.
 - A list of state and national organizations that support CWF. A list of national organizations can be located at <http://ilikemyteeth.org/allies/>. To obtain a list of Florida organizations ask the contact at Oral Health Florida-support is always growing!
 - Personal contact information so decision-makers know how to get in touch at any time.
- Be sure to respond to any decision-makers on unanswered questions.
- Stay in contact. Be sure to know the pulse on what is happening over the course of the decision-making process.

Local Referendum

A local referendum is when local residents decide an issue by ballot. The majority of Florida local governments have a mandated referendum process for local ballot measures. There are two ways an issue can end up being decided by local referendum:

1. The issue is referred by the governing body (city council, county commission, water authority)
2. Enough voter signatures are gathered to successfully petition

Before deciding to initiate a voter referendum, be sure that the governing body of the community water system allows for the referendum process and, if so, what the requirements are. The best source of that information is checking with the city or county government- likely the City County Clerk.

The next step is to be sure that it is unlikely that the community's decision-makers will support CWF. It can often be easier to influence a few people rather than the majority of a community to vote a certain way. Strong community support and an active group of volunteers are needed to mount this type of educational campaign for CWF.

On top of all the steps we have discussed previously, there are several additional things to consider.

- Who is likely to vote in the election? This can differ depending on whether or not it is a presidential election year, whether there are other issues on the ballot that draw a certain type of voter. Once the likely voters are known, can majority support be gained with additional educational and promotion efforts?
- Are there enough financial resources and community bandwidth to run a targeted educational campaign to the most-likely supporters? A website, printed materials, people to go door to door to provide education, community information sessions and outreach at community events will be helpful. Is there any local resource that can engage in fundraising?
- Are polls or surveys needed? To learn about the opinions of a community toward CWF (especially larger communities) and what the educational campaign may be up against, polling can be particularly helpful. But it can be costly. If current support is only at 30 percent, decide against a referendum. If it is at 55 percent, it may be considered to move forward. What polling numbers identify is how much effort and resources would need to be put into an educational campaign for the community to show its support for community water fluoridation.

If a referendum is attempted (as opposed to it being referred by the decision-makers), there are many things to know. The University of Kansas, Work Group for Community Health and Development, has developed a series of steps for successfully executing a petition drive.

First, a petition must be made for placing the measure on the ballot. Success in conducting a petition drive is to follow the rules set out by the governmental authority. To start with, know what the rules are before beginning. For example:

- How many signatures will you need?
- Must all signatures be on certified petition sheets?
- How should people's names be signed (printed, by signature, or both?)
- Should addresses or wards/precincts be included?

- What other information must be included by the signer, or by the submitter?
- Are there limitations you must adhere to, or quotas you must meet (for example, signatures per district)?
- When must the petitions be returned, and to whom?
- What happens then?

If signatures are collected for this type of petition, find out the answers to these questions in advance. The petition drive is important so every step must be taken to ensure the petition is successful and not disqualified because rules have not been followed.

Additionally:

- Make sure the petition is clearly worded
- Make sure all petition signers are eligible to sign the petition
- Make sure each signer signs legibly, with the full information required
- Signatures should be legible and identifiable with a specific person (for example, not just "Mrs. Smith," but "Helen J. Smith")
- Collect more signatures than the minimum required, even up to 50% more. Petition certifiers are likely to check each name and make sure the signer is eligible to sign (e.g., is the signer a registered voter?), look for duplicates, and for illegal signatures
- Be sure to keep a copy of the petition and its signatures (usually the original petition is the one that is submitted)

Some additional thoughts:

- The specific language of the referendum is important. It is well known that people are more likely to vote "no" than "yes". However, it is difficult to have language reflect a "no" vote when seeking to add community water fluoridation. If retaining CWF, advocate for language that answers "no". For example: "Should Beautiful stop fluoridating its community water system?" Be pro-active in making language recommendations if decision-makers have referred CWF to a referendum. For example: "To protect the health of its residents, should Beautiful initiate community water fluoridation for its community water system?" This is much stronger as it states a reason for the action, not just the action.
- The title assigned to the referendum is important. Like noted above a title "Initiating Community Water Fluoridation to Protect Resident Health" is much stronger than simply "Initiate Water Fluoridation."
- Be sure messaging is linked to the community values of the voters that make up the largest voting blocks. Recognize the need to tailor those messages, messengers, and the method of delivery to ways that work best in their "community."

Victory is not the End!

With a victory, comes implementation. Be sure to stay engaged in the process to assure that CWF is actually added to the community water system. It may be surprising to know that there are communities that have approved fluoridation and it never happened! Continue to offer to be a resource. If you need find you need help, let representatives of the Florida Department of Health and Oral Health Florida know that implementation has been delayed and they can assist with next steps. The organizational resources we have listed throughout these Guidelines should provide much of the information needed to run a successful CWF educational campaign. Don't hesitate to contact any of them directly. As mentioned previously, the Florida Department of Health and Oral Health Florida will work alongside local communities every step of the way.

Good luck!

Florida Community Water Fluoridation Checklist

Use this checklist to track CWF educational campaign activities.

Know the Water System

Activity	Completed?
Identified whether or not my community water system is optimally fluoridated	
Identified the water source(s) of the water system	
Identified the communities served by the water system	
Identified the number of people served by the water system	
Identified other water systems in my municipality or county that are optimally fluoridated	
Identified the number of injection points for the water system	
Identified the type of water treatment system used	
Identified who makes the decisions regarding the water system	
Determined whether or not the water system operator supports CWF	
Identified if water system ever added fluoride to benefit oral health	
Other:	
Other:	

Get Help-Reach Out!

Activity	Completed?
Notified Florida Department of Health's Public Health Dental Program of interest in CWF	
Obtained any historical information on water system	
Received potential local resources	
Downloaded Florida Surgeon General's policy statement on CWF for future use	
Contacted representative of Oral Health Florida to discuss potential CWF educational campaign	
Obtained cost estimate for adding CWF	
Became familiar with potential grant funding to help with CWF authorization/start-up costs	
Understand costs of not fluoridating and cost savings by fluoridating	
Other:	
Other:	

How CWF Decisions Are Made

Activity	Completed?
Know approval options for adding CWF to community water system	
Identified decision-makers and their opinions on CWF	
Identified opposition and their arguments against CWF	
Identified the science that counters arguments against CWF	
Other:	
Other:	

Know the Community

Activity	Completed?
Developed economic profile	
Developed oral health profile	
Identified voter registration details	
Identified key constituencies for inclusion in educational campaign	
Other:	
Other:	

The Local Landscape

Activity	Completed?
Identified community priorities that could impact timing of educational campaign	
Determined if community bandwidth is appropriate to undertake educational campaign	
Reviewed CWF history in relation to timing of educational campaign	
Completed "values profile" for the community	
Other:	
Other:	

Crafting and Delivering Messages

Activities	Completed?
Created community value-based main messages and talking points for educational campaign	
Identified key messengers for educational campaign	
Identified the tactics to convey messages about CWF	
Implemented the tactics of the educational campaign identified to build community support of CWF	
Other:	
Other:	

Developing a Game Plan

Activity	Completed?
Determined CWF approval process (decision-maker vote or voter referendum)	
Identified specific of approval process	
Identified key speakers	
Finalized messages	
Finalized presentations of key speakers	
Created packet of materials	
Other:	
Other:	

Voter Referendum

Activity	Completed?
Determined if referendum is allowed	
Identified referendum process requirements	
Identified key voting constituencies at which to target educational campaign	
Identified funding needs and sources to support educational campaign	
Reviewed need for voter polling on CWF opinion	
Developed clear language for the petition with title (if not referred by elected officials) or monitored and provided input on the language and title of the petition	
Submitted the required number of petitions for referendum (if not referred by elected officials)	
Once approved, monitored the implementation of CWF	
Other:	
Other:	

Use the tables below to track any additional activities for the educational campaign.

Title:

Activity	Completed?

Title:

Activity	Completed?

Title:

Activity	Completed?