Overall Messages

This year is water fluoridation’s 70th anniversary. What do health experts say about it? [Bitly](http://bit.ly/1weG1A0) #factsfavorfluoridation

Celebrate 70 yrs of fluoridation! A Mich. city was 1st to prove it reduces cavities [1.usa.gov/13KdVAU](http://1.usa.gov/13KdVAU) #factsfavorfluoridation @NIDCR

#Fluoride toothpaste helps prevent cavities, but fluoridated water adds more protection [Bitly](http://bit.ly/1n7iWM) #factsfavorfluoridation

A toast to healthier teeth: 3/4 of Americans on public water systems get fluoridated water [Bitly](http://bit.ly/1HSPbWo) #factsfavorfluoridation

Those serving as @Surgeon_General have consistently endorsed water #fluoridation [Bitly](http://bit.ly/15TldTC) #factsfavorfluoridation

Learn why @CDCgov named water fluoridation one of “10 great public health achievements” [1.usa.gov/1gI6SLY](http://1.usa.gov/1gI6SLY) #factsfavorfluoridation

In the last election, who was the big winner? Teeth! Learn why [Bitly](http://bit.ly/1uSSeK1) #factsfavorfluoridation #fluoride

Nate Silver’s website @FiveThirtyEight examined the topic of water fluoridation. Here’s what it concluded: [Bitly](http://bit.ly/1vlK5fX) #factsfavorfluoridation

@WonkBlog: Ending water fluoridation in a community was one of 2014’s “worst policy ideas” [Wapo.st/1x1clWj](http://wapo.st/1x1clWj) #factsfavorfluoridation
Fluoridation Is Safe and Effective


British report offers “further reassurance” that fluoridation is safe & effective [http://bit.ly/1pnCk8u](http://bit.ly/1pnCk8u) #factsfavorfluoridation @PHE_UK

Is fluoridated water effective for reducing the risk of cavities? Yes – learn why the #factsfavorfluoridation [http://bit.ly/1n7ilWM](http://bit.ly/1n7ilWM)

Scientific reviews offer “compelling evidence” that water fluoridation is safe & effective [http://1.usa.gov/1feq2qh](http://1.usa.gov/1feq2qh) #factsfavorfluoridation

After reviewing 161 studies, expert panel found that #factsfavorfluoridation [http://bit.ly/OiIYLf](http://bit.ly/OiIYLf) #fluoride


Nevada study: Teens in fluoridated county were much more likely to be cavity-free [http://bit.ly/1wXMK0A](http://bit.ly/1wXMK0A) #factsfavorfluoridation


Research from many countries shows fluoridation reduces cavities. Consider this Israeli study [http://bit.ly/1yc6XhP](http://bit.ly/1yc6XhP) #factsfavorfluoridation

Here’s proof around the globe that water fluoridation is safe & effective for reducing cavity rates [http://bit.ly/1FUxmTb](http://bit.ly/1FUxmTb) #factsfavorfluoridation


Clarifying Myths & Answering Questions

What’s the debate about water #fluoridation & which side has science on its side? [http://bit.ly/1gFwUNu](http://bit.ly/1gFwUNu) #factsfavorfluoridation
Health reporters – this is a helpful resource for writing about water fluoridation
http://bit.ly/Y0vRnD #factsfavorfluoridation @AHCJ_Pia

Fact-checkers @PolitFact call it deceptive for ppl to say fluoride in toothpaste is poison
http://bit.ly/1yUGQMP #factsfavorfluoridation

Myth or fact? “Using fluoride toothpaste means I don’t need to drink fluoridated water”
http://bit.ly/1AyaQSD #factsfavorfluoridation

How does fluoride in drinking water work to help prevent cavities? Watch this brief video
http://bit.ly/1kIOoe #factsfavorfluoridation

Journalism fellow @KSJatMIT exposes why the fluoride-IQ claim is flimsy
http://bit.ly/1HaMvQQ #factsfavorfluoridation

Fluoridated water: know the myths & know the facts http://bit.ly/1rkkvbc #factsfavorfluoridation #fluoride

Has Europe rejected fluoridation? No. Get the complete story and learn why the
#factsfavorfluoridation http://bit.ly/1d0zH6s

#factsfavorfluoridation #fluoride

Get answers to 17 common questions about #fluoride http://bit.ly/1FSYogw
#factsfavorfluoridation

Why #fluoridation? Because dental decay can undermine learning & even our national security
http://bit.ly/1CIPjry #factsfavorfluoridation

What is dental fluorosis? Get answers from the @AmerDentalAssn http://bit.ly/1vQDcDJ
#factsfavorfluoridation #fluoride

**It’s Inexpensive & Saves Money**

Ending water fluoridation imposed new costs on families in FL http://bit.ly/12syd02
#factsfavorfluoridation

Water fluoridation saved $429,000 per yr by reducing tooth decay in CO (p. 53)
http://bit.ly/1vo7WXC #factsfavorfluoridation

.@CDCgov: Fluoridation is “least expensive way” for all ppl in a city to get fluoride’s benefits
http://1.usa.gov/1j28kdd #factsfavorfluoridation
The states of CO, LA, NY and TX have found that water fluoridation saves $$
http://bit.ly/1oCuXUD #factsfavorfluoridation #fluoride

Is water fluoridation expensive or not? Learn more at http://bit.ly/1vYwDPs
#factsfavorfluoridation #fluoride

Texas study: Medicaid costs would drop if more communities fluoridated their water
http://bit.ly/1vUTqun #factsfavorfluoridation

Communities of Color & Health Equity

Black health & medical leaders explain their support for water fluoridation
http://bit.ly/1AV1yg2 #factsfavorfluoridation

#factsfavorfluoridation #Hispanics

Black state legislators endorse water fluoridation. Their resolution shows why the
#factsfavorfluoridation http://bit.ly/1zwdAey

Study: Fluoridation is “the most effective and practical” way to reduce dental disparities
http://1.usa.gov/1g3V4zL #factsfavorfluoridation

Fluoración es la forma “más efectiva y práctica” de reducir disparidades dentales
http://1.usa.gov/1g3V4zL #factsfavorfluoridation

This Spanish-language poster explains how fluoride in drinking water helps prevent cavities
http://bit.ly/120bc4w #factsfavorfluoridation

Fluoración: Dos maneras de prevenir caries a lo largo de la vida http://bit.ly/120bc4w
#factsfavorfluoridation #Hispanics

Ex-HHS Secretary calls fluoridation “a socially equitable health strategy”
http://bit.ly/1vxdDrB #factsfavorfluoridation @SullivanAllianc

Hispanic Dental Assoc: Fluoridation helps to reduce disparities in tooth decay
http://bit.ly/1wqwlTL #factsfavorfluoridation @HDAssoc

¿Necesita hablar sobre el #fluoruro? ¡Ahora hay 5 recursos nuevos disponibles en español!
http://ow.ly/zym6U #factsfavorfluoridation
Dr. Francisco Ramos-Gómez: Children should regularly drink fluoridated water
http://bit.ly/1w6cI0Y #factsfavorfluoridation #fluoride

Dr. Francisco Ramos-Gómez: Los niños deben beber regularmente agua con fluor
http://bit.ly/1w6cI0Y #factsfavorfluoridation

**Video Content & Infographics**

Video: Dr. @AaronECarroll separates the myths & facts about water fluoridation
http://bit.ly/1yTsXQ #factsfavorfluoridation

What is dental #fluorosis & what do parents need to know? This video explains
http://bit.ly/1vO5Yqv #factsfavorfluoridation

This #infographic by @PewTrusts demonstrates why the #factsfavorfluoridation of drinking water http://bit.ly/1tdCGNr

Videos: Hear experts explain what the research shows about #fluoride http://bit.ly/12pz6qn #factsfavorfluoridation

Do most ppl in your state have access to fluoridated water? Check out this #infographic http://bit.ly/1AwSuOb #factsfavorfluoridation

A dentist at Montreal’s @HopitalChildren explains why fluoridated water benefits teeth http://bit.ly/15T1WnM #factsfavorfluoridation

Video: @CDCChronic officials discuss what the science shows about water fluoridation http://bit.ly/1w6oJ8P #factsfavorfluoridation

This #fluoride infographic by British dental experts show why the #factsfavorfluoridation http://bit.ly/13P5X90 @dentalhealthorg

Video: How tap water with the right amount of #fluoride protects your teeth
http://bit.ly/1kmoekr #factsfavorfluoridation

#Infographic shows fluoridation’s positive impact in Wisconsin http://bit.ly/1tv3KM1 #factsfavorfluoridation @WisconsinDental