Written Advocacy Communication Templates



MICHIGAN Oral Health Coalition



About This Resource

Effective communication plays an important role in helping communities understand the benefits, considerations, and public health impacts of community water fluoridation. This resource provides customizable templates that organizations and individuals can adapt to support education, advocacy, and stakeholder engagement efforts.

The materials included in this document are designed to help users communicate consistently, clearly, and professionally with decision-makers, community organizations, media outlets, and the public.

Materials Included

1

Letter Templates

Customizable sample letters for communicating with elected officials, local health departments, community organizations, and other stakeholders about community water fluoridation.

2

Op-Ed Templates

Sample opinion-editorial articles written from multiple perspectives, including community advocates and health professionals, that can be adapted for local newspapers, newsletters, websites, and community publications.

3

Position Statement Templates

Model position statements that organizations, coalitions, professional associations, and public health entities can customize and adopt to formally communicate their support for community water fluoridation.



Letter Templates

Letter Templates

Letter to an Elected Official (e.g., County Commissioner, City Council Member)

[Your Name]
[Your Address]
[City, State, ZIP Code]
[Your Email]
[Your Phone Number]
[Date]

The Honorable [Official's Name]
[Office or District Name]
[Address]
[City, State, ZIP Code]

Subject: Supporting Continued Access to Fluoridated Water

Dear [Official's Name],

I am writing to thank you for your leadership in advancing community health and to express my strong support for maintaining and expanding community water fluoridation (CWF) in [city/county/state]. As a [resident/parent/health professional/community advocate], I have seen the powerful impact preventive measures like fluoridation have on the health and well-being of local families.

For decades, research from the American Academy of Pediatrics (AAP), the American Dental Association (ADA), and the World Health Organization (WHO) has shown that fluoridation is one of the most cost-effective, equitable, and safe public health strategies to prevent tooth decay. Communities with fluoridated water report fewer cavities, lower dental treatment costs, and better outcomes for children, older adults, and low-income residents.

As misinformation continues to circulate, I encourage you and your colleagues to rely on the overwhelming scientific consensus affirming fluoridation's safety and value. Continued investment in fluoridation helps protect public trust, support community well-being, and reduce preventable healthcare costs for your constituents.

Thank you for your commitment to evidence-based decision-making and for your ongoing service to our community. Please keep me informed of any upcoming discussions or votes related to fluoridation. I would be happy to share support or resources to inform your work.

Sincerely,
[Your Name]

Letter Templates

Letter to a County or Local Health Department

[Your Name]
[Your Address]
[City, State, ZIP Code]
[Your Email]
[Your Phone Number]
[Date]

[Director's Name]
[County/City] Health Department
[Address]
[City, State, ZIP Code]

Subject: Partnering to Sustain Community Water Fluoridation

Dear [Director's Name],

I am writing to express appreciation for your department's commitment to preventive care and to offer my support for the continuation and expansion of community water fluoridation (CWF) in [city/county/state]. As a [public health professional/community advocate/local resident], I deeply value the essential role health departments play in safeguarding oral and overall health.

Decades of research, endorsed by the AAP, ADA, and WHO, confirm that CWF is a safe and effective strategy for preventing dental decay and promoting better health for all. It reduces the burden of disease, lowers treatment costs, and benefits every resident, particularly children, seniors, and those with limited access to dental services.

As communities face competing priorities and misinformation, public health leadership is critical in communicating accurate information and ensuring continuity of fluoridation systems. I would welcome opportunities to collaborate on educational initiatives or community engagement efforts that highlight fluoridation's benefits and reinforce public confidence.

Thank you for your continued dedication to community health. Your department's leadership makes a measurable difference in improving lives and reducing disparities.

Sincerely,
[Your Name]

Letter Templates

Letter to a Community Coalition or Advocacy Group

[Your Name]
[Your Organization or Affiliation, if applicable]
[City, State, ZIP Code]
[Email Address]
[Phone Number]
[Date]

[Coalition or Organization Name]
[Address]
[City, State, ZIP Code]

Subject: Collaboration in Promoting Fluoridation and Community Oral Health

Dear [Coalition Leader/Group Name],

I am reaching out to share my support for your efforts to strengthen oral health and to express interest in collaborating on community education and advocacy around water fluoridation. As a [community member/health advocate], I recognize the unique role local coalitions play in connecting science, policy, and community voices.

Community water fluoridation (CWF) remains one of the most effective and equitable tools for preventing cavities and improving oral health across the lifespan. Backed by decades of evidence from the AAP, ADA, and WHO, fluoridation reduces costly dental treatments and helps ensure every child and family, regardless of income or insurance, benefits from this preventive protection.

Together, we can help build understanding and trust through clear, consistent communication. Whether through joint outreach events, public forums, or educational materials, collaboration between local partners can ensure decisions are informed by evidence and shared community values.

Thank you for your continued advocacy and for your work to make oral health a community priority. Please let me know how I can support your efforts or contribute to upcoming initiatives.

With appreciation,
[Your Name]

Op-Eds

Op-Eds

General Example

Opinion: Protecting Our Smiles, and Our Future, Starts with the Water We Drink

By [Your Name]

When we talk about keeping our communities healthy, most people think of vaccines, clean air, or safe food. But there's another public health success story flowing right from our taps and it's one that's quietly preventing disease, saving families money and helping children thrive every single day.

That story is about community **water fluoridation**.

For more than 80 years, fluoridation has stood as one of the simplest, safest and most cost-effective ways to prevent tooth decay, strengthen enamel and reduce cavities. Entire communities benefit from adjustments to fluoride levels in public water supplies, regardless of income, insurance, or access to dental care.

The results speak for themselves. Communities with fluoride in their water see significantly lower rates of cavities in both children and adults. The Centers for Disease Control and Prevention named water fluoridation one of the ten greatest public health achievements of the 20th century, right alongside seatbelts and childhood immunizations. The evidence is clear: this small investment yields enormous returns. Every dollar spent on fluoridation can save up to $30 in dental treatment costs.

Even with overwhelming evidence supporting fluoridation, misinformation continues to circulate, often driven by misunderstanding. People deserve clear, trustworthy information about what's in their water and why it matters. The truth is simple: at recommended levels, fluoride is safe. It's supported by decades of rigorous research from organizations like the American Academy of Pediatrics, the American Dental Association, and the World Health Organization.

Beyond individual health, fluoridation is also about making oral health care more accessible. Not every family can afford regular dental visits or has easy access to oral health care. Community water fluoridation levels the playing field by providing consistent, passive protection that reaches everyone from babies to grandparents, in every neighborhood.

In [City/County/State], we have an opportunity to continue keeping our families and our neighbors safe. Maintaining and expanding fluoridation is one of the most practical steps we can take to protect our community's health. It reduces pain, improves school attendance, supports workforce productivity and saves taxpayers money in the long run.

As local leaders consider infrastructure investments and public health priorities, I urge them to keep science and community well-being at the forefront. Protecting fluoridation programs is not just about oral health. It's about fairness, prevention, and a commitment to evidence-based policy.

About the Author:
[Your Name] is a [public health professional / community advocate / resident of X County] who works on initiatives to promote oral health and preventive care.

Op-Eds

Community Advocate Voice (For Local Coalitions, Parents, or Grassroots Groups)

Title: Safe, Simple and Fair: Why Fluoride in Water Matters for Every Family

By [Your Name], [Community Coalition or Affiliation]

When I fill my kids' water bottles for school each morning, I'm grateful that what's coming out of the tap does more than keep them hydrated, it helps keep them healthy.

Community water fluoridation may not make headlines, but it's one of the most powerful and fair public health protections we have. It helps everyone regardless of income, insurance, or where they live benefit from the simple act of drinking water.

For decades, science has shown that fluoride in water prevents tooth decay. Children in fluoridated communities have fewer cavities, miss fewer school days, and have lower dental costs. Adults benefit too with healthier teeth, fewer infections, and less need for expensive dental care later in life.

Here's the best part: it's completely safe. The American Academy of Pediatrics, the American Dental Association, and the World Health Organization all agree that fluoride at recommended levels is both safe and effective. It's been studied for more than 75 years, and the results are consistent: fluoridation works.

Unfortunately, misinformation about fluoride spreads easily online and can sound convincing. But the facts are clear. Fluoride is a natural mineral that's simply adjusted in our water systems to the optimal level for preventing tooth decay. The process is just like fortifying milk with vitamin D or salt with iodine.

Fluoridation is also one of the few health interventions that reaches everyone, from toddlers to seniors, without the need for appointments, insurance or co-pays. It's a public good that reflects our community values in [insert Community], and our care for one another's health.

So the next time you turn on the tap, take pride in what that water represents. It's not just clean, it's caring. It's one of the few things that truly benefits everyone, every day.

Let's keep it that way.

About the Author:
[Your Name] is a [parent / advocate / member of the [Community Coalition Name]] working to advance oral health and access to care in [City/County].

Op-Eds

Health Professional Voice (For Clinicians, Health Departments, or Policy Outlets)

Title: Evidence, Access, and Prevention: Why Water Fluoridation Still Matters

By [Your Name], [Credentials or Affiliation]

As a [dentist / public health professional / healthcare provider], I often see how something as simple as preventive care can make the difference between a healthy smile and a painful one. One of the most effective and most overlooked forms of prevention isn't found in a dental office or a prescription pad. It's found in our tap water.

Community water fluoridation remains an essential piece of modern public health. More than seven decades of research confirm that it's safe and effective in reducing tooth decay across all ages. The Centers for Disease Control and Prevention calls it one of the greatest public health achievements of the 20th century, and for good reason.

Fluoridation reduces cavities by about 25 percent in both children and adults. It saves millions of dollars in treatment costs every year. Most importantly, it provides equitable protection for those who face barriers to routine dental care, including rural residents, older adults and low-income families.

At a time when public health budgets are stretched thin, keeping fluoride in our water is both a scientific and moral imperative. The evidence is clear: at recommended levels, fluoride is safe. The benefits are huge, the costs are minimal, and the reach is universal.

Yet across the country, some communities are considering removing fluoride from their water. That would be a devastating step back for community health and preventive care. It would shift costs from prevention to treatment, from shared public health investment to individual burden.

We cannot afford to lose one of our most effective, equitable, and evidence-based public health tools. As health professionals, we must continue to advocate for policies grounded in science and compassion that protect our most basic right: access to safe, healthy water.

Because when our water is protected, our health is too.

About the Author:
[Your Name], [Degrees/Credentials], is a [position] at [organization/institution] and has worked in [field, e.g., community dentistry, public health, child development] for over [X] years.

Position Statements

Position Statements

Position Statement of the [State/County] Public Health Association

Title: Supporting Evidence-Based Community Water Fluoridation for Stronger Community Oral Health

Preamble:
Whereas good oral health is foundational to overall health, quality of life, and economic well-being; and
Whereas tooth decay remains one of the most common chronic diseases, disproportionately affecting children, older adults, and economically disadvantaged populations; and
Whereas community water fluoridation (CWF) is a scientifically proven, safe, and cost-effective public health intervention supported by leading institutions such as the AAP, ADA, and WHO;

Position:
The [State/County] Public Health Association **strongly supports** the use of community water fluoridation as a core preventive health strategy. We believe that CWF:

1. Reduces dental decay across all age groups, including vulnerable populations.
2. Improves oral health for everyone by providing preventive oral care regardless of income, access to dental services, or geography.
3. Lowers long-term health care and dental treatment costs.
4. Is safe at recommended fluoride levels and consistent with evidence-based guidelines.

Call to Action:
We urge local and state policymakers, utility managers, health agencies, and community stakeholders to:

- Maintain and expand fluoridation programs where feasible;
- Resist efforts to discontinue CWF absent compelling, peer-reviewed evidence;
- Support public education campaigns to raise awareness of fluoride's benefits;
- Promote transparency and community engagement in water system decisions.

Adopted: [Date]
Review Cycle: Every five years or as new evidence emerges

Position Statements

Position Statement of the [Dental Association / Dental Public Health Society]

Title: Advancing Oral Health Through Safe and Equitable Water Fluoridation

Introduction:
Oral health is integral to overall well-being, but tooth decay continues to impose a significant burden on individuals and communities. As professionals committed to evidence-based dental practice and population health, we recognize the value of preventive interventions.

Core Beliefs:

- Community water fluoridation is a foundational public health measure with decades of demonstrable benefit.
- Fluoride delivered through community water distribution is a universal, low-cost method to reduce dental decay.
- Ensuring equitable access to fluoride in water supports underserved and marginalized populations who may lack consistent access to dental care.

Official Stance:
The [Dental Association / Society] affirms that:

- CWF at recommended concentrations is safe, effective, and endorsed by national and international health organizations.
- Discontinuation of fluoridation without rigorous scientific justification undermines public health goals.
- Dental professionals should advocate for fluoridation, engage in community education, and support policies that preserve this public measure.

Recommendations for Stakeholders:

- Encourage collaboration between health departments, water utilities, and elected officials to sustain fluoridation programs.
- Assist in developing educational materials to inform the public about fluoridation's safety and benefits.
- Monitor local water fluoride levels and support quality assurance practices.

Approved by Board: [Date]
Review Date: [Date]

Position Statements

Position Statement of a Community Health Coalition / Nonprofit Organization

Title: Ensuring Healthy Smiles — A Community Commitment to Water Fluoridation

Context:
Access to preventive dental care is not equal. Many families face barriers like cost, transportation, or provider shortages. Community water fluoridation provides a baseline level of oral health protection for everyone.

Principles:

- All members of a community deserve access to preventive health measures, regardless of socioeconomic status.
- Evidence-based public health strategies should be the foundation for local health policy.
- Clear, transparent communication and community trust are essential for effective public health implementation.

Statement:
The [Coalition / Organization] supports the preservation and expansion of community water fluoridation as a practical, effective, and equitable means of improving oral health outcomes. We commit to:

- Educating community members about the benefits and safety of fluoridation.
- Advocating for policies that sustain fluoridation in local water systems.
- Partnering with health departments, schools, and community groups to amplify awareness.
- Listening to community concerns and promoting respectful dialogue grounded in evidence.

Call for Action:
We call on local officials, water authorities, and health departments to uphold community water fluoridation, prioritize public health in decision-making, and ensure that any policy changes are guided by rigorous scientific input and broad stakeholder engagement.

Endorsed by Coalition Members: [Date]