



DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Centers for Disease Control
Atlanta GA 30333

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DEAR COLLEAGUE

The initiative to promote fluoridation to improve dental health is nationwide and exists on a wide variety of political and professional levels.

Without some sort of communications network, such conditions can often lead to fragmented efforts, resulting in feelings of frustration or isolation and in loss of time spent in "reinventing the wheel."

This "Dear Colleague" letter is the first in a continuing series designed by the Dental Disease Prevention Activity of the CDC to establish such a communications network. The purpose of these letters will be to increase awareness of the fluoridation activities in the various States and to provide an inexpensive, efficient way for readers to obtain ideas and information for new materials and activities.

Since, there is currently no systematic way of gathering such information, the success of this undertaking depends heavily on reader participation. We are counting on you to keep us informed of the fluoridation activities in your area, so that we may keep others informed. By doing this, we will all contribute to our common goal of improving the quality of life for our citizens through improved dental health.

Information should be submitted to Technical Information Services, Center for Prevention Services, Center for Disease Control, Atlanta, Georgia 30333. If you prefer to call instead of write, contact Caffilene Allen at area code 404-329-1819 (FTS: 236-1819).

Included in this letter is a section on guidelines for writers, which gives more specific information about what is needed for an article.

We are looking forward to working with you in this endeavor. We encourage you to contribute your comments and suggestions about how this communications network can be utilized so that its potential is fully realized.

Sincerely,

A handwritten signature in black ink, reading "William B. Bock". The signature is written in a cursive, flowing style.

William B. Bock, DDS
Chief
Dental Disease Prevention Activity
Center for Prevention Services

"HELP YOURSELF TO A SMILE" ADVISES NEW YORK STATE

"Help Yourself To A Smile" is the theme of a kit developed by the Office of Health Promotion for the Bureau of Dental Health of the New York State Department of Health.

Essential components of the kit include a pamphlet and a color coordinated pamphlet holder, a large poster, and a television public service announcement.

Oriented toward the general public, the brochure features a color picture of a smiling child leaning over a water fountain. Underneath the picture is the caption, "Help Yourself To A Smile!"

Printed in green and black ink, the brochure lists four facts in boldfaced type and then briefly discusses each of those facts. The facts presented are: fluoride is naturally present in most water systems; New York State was a pioneer in water fluoridation; two-thirds of all New Yorkers are served by public water systems that are fluoridated; and almost every major health organization has endorsed the benefits of water fluoridation.

Another section of the brochure discusses how fluoridation can be an easy and inexpensive way to prevent tooth decay.

Originally developed in 1979, the brochure and poster, which contains a blow-up of the picture on the brochure cover, are still being used.

For more information, contact:

Dr. Taimi Carnahan
Bureau of Dental Health
New York State Health Department
Albany, New York 12237

518/474-1961

DRINKING TO GOOD DENTAL HEALTH

Drinking to friends' health is a traditional American ritual; when fluoridated water is the substance consumed in that process, the term "to your health" takes on added meaning, especially in terms of reaping dental benefits.

In keeping with that idea, the Bureau of Dental Health of the Texas Department of Health has developed a brochure entitled "To Your Health," which features on its cover a drawing of a young boy enjoying a glass of water.

Done in a simple beige and brown format, the brochure emphasizes six points: fluoridation is natural; fluoridation saves teeth; fluoridation saves money; fluoridation is safe; fluoridation is easy; and fluoridation is needed.

The brochure, available in English and Spanish, is divided into six sections, each of which contains a discussion on one of the above subjects.

Linda Crossett, administrator of the fluoridation grants program, emphasized that the Bureau of Dental Health is very willing to work with other States interested in developing a similar brochure.

For more information, contact:

Linda Crossett
Bureau of Dental Health
Texas Department of Health
1100 West 49th Street
Austin, Texas 78756

518/458-7323

HEALTH EDUCATION MANUAL AIDS MATERIALS DEVELOPMENT

Those involved in developing health materials to be used in fluoridation education efforts or for other purposes may find the CDC publication, Source Book for Health Education Materials and Community Resources, a valuable guide.

While not specifically oriented toward fluoridation, the comprehensive 92-page manual discusses numerous aspects of developing health education materials for risk reduction programs in general, including: steps to take before selecting health education materials; how health education materials fit into risk reduction/health promotion; locating materials; acquiring materials; evaluating materials; and what to do when materials don't totally meet needs.

Included in the appendices are a list of formats and definitions of materials, health education newsletters and periodicals, and a bibliography of sources of information on readability and aids for designing materials.

Developed through the Center for Health Promotion and Education of the CDC, the source book lists among its objectives: to help the reader recognize the role of health education materials within a risk reduction program, recognize the value of client assessment prior to selecting health education materials, and identify certain audience characteristics as important factors to consider when choosing health education materials.

The cost of the manual is \$5.50 and can be purchased from the following address:

Superintendent of Documents
U.S. Government Printing Office
Washington, D.C. 20402

Stock #017-023-001-44-2

GUIDELINES FOR WRITERS

Materials and information for the Dear Colleague memo may be submitted in one of two ways: a sample copy only may be submitted and additional information supplied later by telephone, or a written article accompanied by a sample may be sent.

Both approaches are equally suitable. For those who prefer to write their own articles, the following information is provided. (However, please remember that these are guidelines only. Original approaches in writing are welcomed, if the writer feels comfortable with doing that. Also, while detailed descriptions of programs or materials are welcomed, a simple description of a brochure and a notice that it is available for review can also be very useful.)

The primary purpose of this memo is to provide practical information for those working in dental disease prevention/fluoridation promotion to allow them to gather ideas which might help them develop or revise their own program materials.

When writing articles, a key question to keep in mind is "If another State wanted to develop a program like this one and asked me for advice, what would I say?"

Questions which should be answered are:

1. Why was the material/activity developed, i.e., what need did it meet that was not being met through other channels?
2. For which audience was the material/activity developed?
3. What were the methods of distribution?
4. Explain how the material/activity was developed. Give as much detail as possible, including information about costs.
5. What, if any, methods of evaluation were used to determine the degree of success?

Any particular step which significantly contributed to, or detracted from, the success of the material or program should be especially noted.

Again, these guidelines are presented for your information only. If you choose to write an article, you may wish to follow them, modify them, or ignore them.

Materials and/or comments should be sent to the address on the first page of this memo.

MATERIALS AVAILABLE

The following publications are available in limited quantities from Dental Disease Prevention Activity of the CDC:

Efficacy and Safety of Fluoridation, a brochure prepared by the American Medical Association. Contains background information on fluoridation and its effect on humans. Also contains a bibliography of 129 articles relating to fluoride.

Fluoridation Facts: Answers to Questions About Fluoridation, a 34-page booklet developed by the American Dental Association, which addresses 36 questions about fluoridation. Contains a bibliography of 145 articles relating to fluoride and a list of national and international organizations that support fluoridation.

Fluoridation Engineering Manual, a 94-page publication originated and prepared by the Environmental Protection Agency, Office of Water and Hazardous Materials, Water Supply Division.

Fluoridation: Nature's Way to Prevent Tooth Decay, a 4-page brochure developed by Dental Disease Prevention Activity of the CDC. Oriented toward the general public.

Fluoridation Trial Decision in Scotland. Background memo from DDPA detailing fluoridation controversy and its outcome in Scotland.

A Two-Part Report on Fluoridation. Part I: The Cancer Scare. Part II: The Misleading Claims. Reprinted from July and August 1978 issue of Consumer Reports, published by Consumers Union of United States Inc., Mount Vernon, New York 10550.

THE MEETING PLACE

Association of State and Territorial Dental Directors (ASTDD), Embassy on the Park--Sheraton, Kansas City, Missouri, June 17-20, 1984. For more information, contact Paul C. Reid, DMD, MPH, Director, Bureau of Dental Health, Missouri Department of Social Services, P.O. Box 570, Jefferson City, Missouri 65102.

National Fluoridation Conference, tentatively scheduled for June 21-22, 1984, at Embassy on the Park--Sheraton, Kansas City, Missouri. For more information, contact Paul Turner, Deputy Chief, Dental Disease Prevention Activity, CPS, Freeway Park, Room 337, Centers for Disease Control, Atlanta, Georgia 30333.

The 19th annual meeting of the U.S. Public Health Service Professional Association will be held June 3-6, 1984, at the Camelback Inn in Phoenix, Arizona. Those interested in presenting a scientific paper at the meeting should submit a title and abstract of the paper no later than December 20, 1983, to U.S. Public Health Service Professional Association, 1750 Pennsylvania Avenue, NW, Suite 313, Washington, D.C. 20006. Notice of acceptance or rejection of abstracts will be mailed by February 10, 1984.

Public Health Service Programs and individual investigators interested in exhibiting at the 19th Annual Meeting should write Commissioned Officers Association of the USPHS, Inc., 1750 Pennsylvania Avenue, NW, Suite 313, Washington, D.C. 20006.

If you know of meetings which would be useful to those working in dental disease prevention through fluoridation promotion, please let us know at least 6 months in advance by writing to the address listed on the first page of this memo.