

## CDH Partnership

Becoming a CDH partner is easy!

1. Contact us to request a copy of our Partner's Agreement
2. Sign it and send it back to us with a copy of your organization's logo

**CDH partner benefits include:**

- Monthly CDH partner e-mail updates providing CWF news and resources
- Quarterly CDH partner webinars
- Rapid Response Team e-mails to stay on the pulse of CWF news across the country
- FREE custom local campaign pages to promote activities in your state
- Networking opportunities with other advocates to share strategies for the protection of CWF



## Contact Us!

E-mail: [fluoride@aap.org](mailto:fluoride@aap.org)

Web site: [www.ILikeMyTeeth.org](http://www.ILikeMyTeeth.org)

## What the Experts Say

**American Academy of Pediatrics:**

“Water fluoridation is a cost-effective means of preventing dental caries, with the lifetime cost per person equaling less than the cost of 1 dental restoration. In short, fluoridated water is the cheapest and most effective way to deliver anticaries benefits to communities.”

**Centers for Disease Control and Prevention:**

The CDC named the “fluoridation of drinking water” as one of “10 great public health achievements” of the 20th century.

**American Dental Association:**

“Studies conducted throughout the past 65 years have consistently shown that fluoridation of community water supplies is safe and effective in preventing dental decay in both children and adults. Simply by drinking water, children and adults can benefit from fluoridation's cavity protection whether they are at home, work, or school.”

**More Information:**

[www.ilikemyteeth.org/fluoridation/  
respected-organizations/](http://www.ilikemyteeth.org/fluoridation/respected-organizations/)

*The Campaign for Dental Health is administered by:*

American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



Campaign for Dental Health



We believe, quite  
simply, that  
**life is better with  
teeth!**

[www.ILikeMyTeeth.org](http://www.ILikeMyTeeth.org)

## About the CDH

The Campaign for Dental Health (CDH) was created to ensure every American has access to the most affordable and most effective way to protect teeth — community water fluoridation (CWF).



The CDH is a network of local children's and oral health advocates, health professionals and scientists who are working together to preserve our nation's gains in oral health.

Children with healthy mouths do better in school and are more likely to become happy and successful adults. We want our communities to make rational decisions about their health based on science, not fear. The work of the CDH includes sharing facts about oral health and preventive strategies like fluoride.

## Why Fluoride?

**Research proves that fluoridation reduces tooth decay by about 25 percent.** As the rate of fluoridation steadily increased in the U.S., the average number of decayed, filled or missing teeth among 12-year-olds fell 68 percent between 1966 and 1994.

**Fluoride occurs naturally in some water – just not always at high enough levels to strengthen the enamel of teeth.** That's why it is added to the central, public water supply by so many communities in the U.S. Strong teeth equals fewer trips to the dentist.



**Fluoridation remains critically important.** Tooth decay is widespread, affecting more than 90 percent of Americans by the time they reach their adult years.

## How You Can Help

The CDH needs your help and partnership to protect Americans from the unnecessary pain and costs associated with tooth decay. Some ways that you can help include:

- Sign up as an organizational partner. Your organization's name and logo will be displayed on the CDH Web site.
- Provide financial support to sustain the Campaign, which includes:
  - \* Maintenance/hosting of the CDH Web site ([iLikeMyTeeth.org](http://iLikeMyTeeth.org))
  - \* Staff who can help local and state advocates
  - \* Annual networking meeting of advocates
- Provide a letter of support for the CDH
- Adopt a policy supporting CWF
- Submit a statement by one of your leaders (that can be quoted on the CDH Web site) voicing support for CWF—and posting this statement on your organization's Web site
- Host a session on CWF at your organization's next conference
- Publish a letter/article about CWF in your organization's print or online materials
- Encourage your members/affiliates to lend their support to campaigns in their communities to expand or defend CWF