Upstream Public Health

L: Mel Rader  R: Raquel
Bournhonesque
Healthy Kids, Healthy Portland

- Everyone Deserves Healthy Teeth Coalition
- Coalition of over 100 organizations
- City Council voted 5-0, Multnomah County Commissioners also vote 5-0 in favor
- Endorsement of 6 newspapers
- City Club of Portland vote over 90% in favor
- Much deeper financial pockets than CWP and mostly in state funding
Clean Water Portland

• Very few endorsements:
  Sierra Club: Columbia chapter
  Columbia Riverkeepers
  Dave’s Killer Bread
  Voodoo Donuts
  & a few crappy indy bands

• Much of their funding came from out of state/right wing organizations
Fluoridation Vote Results

- 26-151 - City of Portland Vote
  - Yes . . 64,728 = 39.40 %
  - No. . . 99,573 = 60.60 %
- 42% of registered voters actually voted
- There are 391,193 registered voters in PDX
- 25% of registered voters decided outcome
- 226,892 voters didn’t care to vote.
Portland Vote by Precinct
3 Key Observations

- It’s much easier to scare the public than to un-scare the public.
- The support for fluoridation is a mile wide, but the passion is an inch deep while the opposition support is an inch wide,……
- Our belief system is a product of our life experiences and leads to our own confirmation biases.
Healthy Kids, Healthy Portland

- Timing
- Messaging
- Visibility
- Future for Fluoridation in Oregon
Timing of the Campaign

- Early polls showed 54% in favor of fluoridation.
- Bringing this forward to a lame-duck City Council.
- Thought that getting 20K signatures wouldn’t be easy to do.
- The transition from EDHTC to HKHP was slow.
- The vote was held in a May special election.
- The NWHF, our biggest campaign contributor, had a “limited investment” in the early planning.
Messaging in the Campaign

• PDX’s fluoridation campaign was different from a normal political campaign.
• Using the OR Smile Survey was a mistake to demonstrate an “Oral Health Crisis” in PDX.
• Once a referendum, OHSU medical, dental, and research experts could not participate in a political campaign.
• HKHP lost the young voters and didn’t adequately target the senior vote.
Public Visibility of Campaign

- CWP lawn signs were up 2 weeks earlier
- CWP canvassed earlier than HKHP
- CWP volunteers in T-shirts were much more visible than HKHP’s volunteers.
- CWP filled the audience space for two ill-advised debates.
- Lack of dental office participation
This May, You Will Decide –
Will Portlanders Drink Clean Water
or Fluoridation Chemicals?

Vote NO on Fluoridation Chemicals

For more information visit:
CleanWaterPortland.org
Take the Vote NO Pledge at
CleanWaterPortland.org/voten0
Healthy Kids, Healthy PDX Mailer

There’s a lot being said about fluoride, but those who have really studied the issue agree:

Doctors, pediatricians and more than 100 health and community organizations say:

VOTE YES on water fluoridation!

And so does every Portland newspaper that has made a choice:

The Oregonian  WW  Portland Tribune

The Mercury  The Scanner  Street Roots
## Future of Fluoridation in Oregon

- Since October, 2010, these cities have retained fluoridation: Keizer, McMinnville, Lewiston, ID, Bethel, AK, Bozeman, MT, Philomath, Scappoose, & The Dalles

- There are 2 OR cities that are interested in fluoridation.

- Formation of an OR Fluoridation Task Force