

Tooth Bet Old!

Little Golden Books

Little Golden Books



B R S E H

E W

This
Little Golden Book
belongs to
Alex



Little Golden Books

Little Golden Books

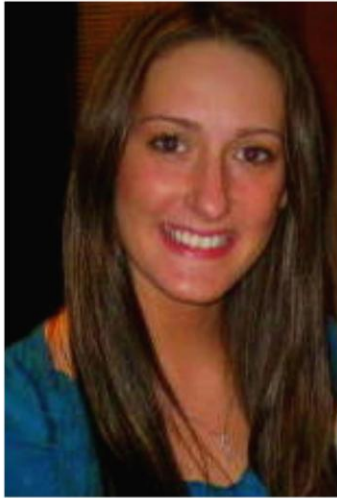




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Meet the Team



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Executive Summary

PRospective Communications' main goal was to create a community awareness campaign promoting the benefits and sources of fluoride. We set out to better understand the fluoride industry, market and competition. In order to provide education, training and support for health professionals and families in our community, PRospective Communications had to segment a target audience. In an effort to gain a better understanding of the public's current knowledge about fluoride, we conducted research using a formal, non-probability method through distribution of a 12 question survey.

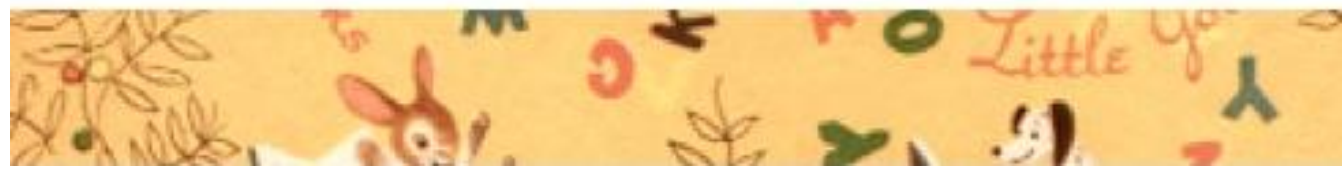
Our primary target audience is African-American and Hispanic women who are mothers or expecting mothers and live in inner city neighborhoods in Milwaukee. They are 18 to 30 years of age and have a combined annual household income of \$35,000 or less. Our target audience is family oriented and looks up to their mothers and neighborhood leaders. They also get their opinions and daily advice from television shows. They are involved in the activities and events within their local churches and neighborhood community centers. Lastly, our target audience depends on public transportation. They are more likely to work odd hours, second or third shifts, and receive minimal health care.

PRospective Communications developed three objectives in order to accomplish the goals set forth by Children's Health Alliance of Wisconsin. These include encouraging individuals to drink tap water as their primary water source as well as promoting the benefits and sources of fluoride. In order to accomplish these objectives, innovative strategies and tactics will be employed. These include engaging community members as health advocates, utilizing a mobile water station at summer festivals and showcasing Milwaukee's water fountains. Although these proposals will require an investment of both time and money, PRospective Communications believes that through their implementation the children of Wisconsin will have healthier and stronger oral health.



Section One

Hi! My name is Alex. This is my story about how my family started making better choices for our teeth and bodies.





Industry, Market, Competition Analysis


The oral health industry is currently facing many challenges. Some of these challenges include: **Lack of dental care, lack of fluoride and lack of education.**

☒ **Dental Care**

Millions of adults and children do not receive adequate dental care. According to www.ilikemyteeth.org, an estimated 16.5 million children go without dental care each year (The PEW Center on the States, 2011). There are many reasons why children and adults don't go to the dentist. While some might assume that the most common reason is fear; that is not true. A dentist in Canada, Dr. Hans Skariah, writes a blog called, "The Tooth Booth Dental Blog." In one particular post, he discusses why people don't go to the dentist. The most common reason is that they don't think it is necessary (35 percent) while second was cost (18 percent). Fear was the reason for only seven percent of the respondents (Skariah, 2007). These percentages reiterate the fact that a lack of education and money are the main reasons why people do not receive adequate dental care.

○ **The Affordable Care Act**

The PEW Center on the States did a study regarding the state of children's dental health. According to PEW, in 2009, of the tens of millions of children who had dental coverage through either private insurance or a public program, such as Medicaid or the Children's Health Insurance Program (CHIP), only 12.9 million (44 percent) of the more than 29 million Medicaid-enrolled children received any dental services (The PEW Center on the States, 2011). This lack of dental care among children in low-income households creates severe consequences for children. To help combat this problem, The Affordable Care Act was enacted in 2010, and included provisions to improve the availability of dental care for at-risk children. For this act to work, though, state policies need to be changed. In order



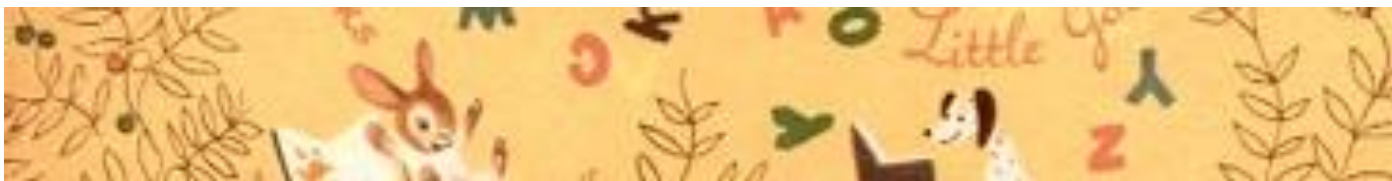
to change policies and make sure every child in need receives dental care, “Pew Children’s Dental Campaign identified eight evidence-based, cost-effective policies all states can adopt to improve children’s dental health” (The PEW Center on the States, 2011). They graded all 50 states and the District of Columbia on whether and how well they have employed eight sound policy approaches to ensure dental health and access to care for disadvantaged children. In the study, Wisconsin received a ‘C’ rating which means it met only three or four of the policy goals.

☒ **Fluoride**

Fluoride occurs naturally in water and helps strengthen the enamel of teeth. Because it is not always found in high levels, it is added to the public water supply. This is called community water fluoridation. According to www.ilikemyteeth.org, “Fluoridating water reduces cavity rates in children and adults by as much as 40 percent and often costs less than \$1 per person per year” (Life is Better With Teeth, 2011). If people drank tap water, they would not need to spend money on bottled water. Also, dental costs would decrease.

○ **What Makes Fluoride Unique**

One unique aspect of fluoride is that it is often taken for granted. Most people take for granted that it is in the toothpaste they and their dentist use. They may not know it is in the community water they drink or they feel like they don’t need to drink community water because they are getting fluoride from other sources. The problem with this, though, is that there have been recent studies that have determined brushing with fluoride toothpaste is not enough. The Centers for Disease Control and Prevention and the U.S. Department of Health and Human Services continue to recommend community water fluoridation (Life is Better With Teeth, 2011). Because people take fluoride for granted, the pro-fluoride campaign is not promoted nearly as much as the anti-fluoride campaign.



○ **Competitors**

The Wisconsin Oral Health Coalition has not experienced a lot of first hand competition from anti-fluoride advocates. Most of the competition and controversy surrounding fluoride comes from out of state. Opponents claim that it doesn't belong in drinking water, it's like forcing people to take medicine, cities could save money by not putting fluoride in the water and that it causes fluorosis. These claims go on and on. Websites like www.ilikemyteeth.org try to dispel these claims by producing the facts. Anti-fluoride advocates have created a fast-moving grassroots movement. One of the key issues is that the grassroots movements against fluoride are moving faster than the pro-fluoride campaigns. A few key websites that oppose fluoride and community water fluoridation include:

- www.fluoridealert.org
- www.nofluoride.com
- www.purewatergazette.com
- www.fluoridation.com

☒ **Legal Issues**

There have been many court cases where fluoridation has been the center of debate. Activists sue city municipalities claiming their rights have been violated because they did not consent to medical treatment due to the mandatory community water fluoridation. Activists have sued for a number of different illnesses that they believe were caused by fluoridation of community water. In most of these cases, the courts have ruled in favor of cities, finding no or only a very small correlation between health problems and community water fluoridation. There has never been any federal appellate court or state court of last resort (i.e. state supreme court) who has found community water fluoridation to be unlawful.

○ **Recent Court Cases**

Recently, fluoride has been the topic of many city municipality meetings. Most recently, the Olivehurst Public Utility District (California) voted to continue adding



fluoride to the community water on Feb.16 (Meer, 2012). Of the five board members who voted, two were in favor of not adding fluoride to water. They cited evidence from local dentists as the reason they opposed fluoride in community water. These cases do not always turn out in favor of fluoride, though. In Amesbury, Massachusetts, residents voted to end fluoridation of the city's water (Laidler, 2011).

- **Centers for Disease Control**

In January of 2011, the U.S. Department of Health and Human Services (HHS) provided new guidelines for fluoride in drinking water. Scientists across the U.S. reviewed information related to fluoride intake. The information led HHS to propose changing the recommended level for community water systems to 0.7 milligrams per liter (Community Water Fluoridation, 2011). Past recommendations had been to maintain levels from 0.7 to 1.2 milligrams per liter. According to the CDC, "The optimal level of fluoride in drinking water provides enough fluoride to prevent tooth decay in children and adults while limiting the possibility for children to develop dental fluorosis in teeth that are forming under the gums."



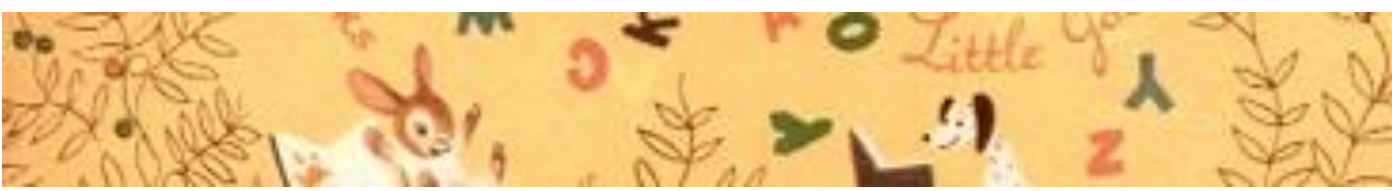
Organizational History

☒ **Children's Health Alliance of Wisconsin**

Children's Health Alliance of Wisconsin (CHAW) is focused on being Wisconsin's voice for children's health. CHAW was established in 1994 by the following founding partners:

Wisconsin government, Children's Hospital of Wisconsin and UW Health. Their mission is to ensure Wisconsin children are healthy, safe and able to thrive. In the past, CHAW has executed a number of successful campaigns. Lead poisoning and asthma were among those campaigns. CHAW breaks down their efforts into four focal areas:

- **Collaboration**
 - Build and lead coalitions. Bring together diverse groups of people and organizations to make a difference.
- **Advocacy**
 - Advocate for quality services and access for all children. Forms partnerships and works to reduce health disparities, raise awareness, influence policy and promote action on important issues.
- **Mobilization**
 - Mobilize leaders and lawmakers around our key initiatives. We implement effective programs and policies and build capacity with our partners to drive change.
- **Support**
 - We provide education, training and support for health professionals and families in our community. We ensure anyone working with families is equipped to help Wisconsin children.



☒ Wisconsin Oral Health Coalition

Since 1997, CHAW has facilitated the Wisconsin Oral Health Coalition. Its mission is to create meaningful change to improve oral health and access to care in Wisconsin. CHAW and Wisconsin Oral Health Coalition have set forth a number of core values which are as follows:

- Oral health is an integral part of overall health and well-being.
- No one should be in pain from a preventable, transmissible, treatable oral disease.
- We can make a difference affecting systems through creative and meaningful changes to improve oral health.
- All individuals in Wisconsin have the right to respectful, equitable oral health care.



Media Scan

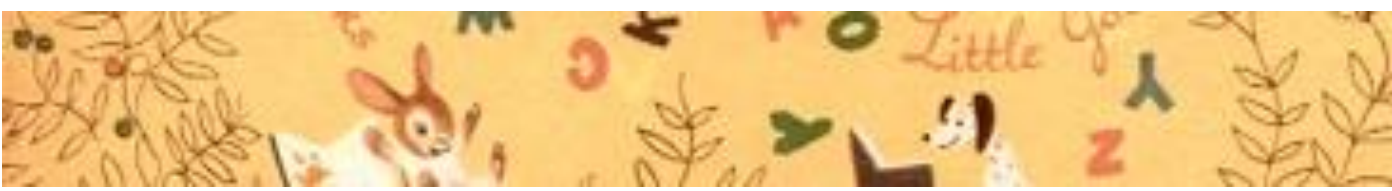
☒ **What is the media saying about the issue?**

Currently, there is a significant amount of negative media coverage regarding fluoride. There are many dentists, along with other organizations, promoting the benefits of fluoride and how it helps fight decay while, on the other hand, anti-fluoride groups such as the Fluoride Action Network promote that it's a hazard in the water. After analyzing the anti-fluoride coverage in the media, the majority of the articles stated that fluoride is not an essential nutrient, fluoridation is a violation of an individual's right to informed consent of medication, swallowing fluoride provides little or no benefit to the teeth and fluoridation discriminates against those with low incomes.

Many people are making statements such as fluoride is poison, it is bad to drink and there should be fluoride filters in order to dispose of the toxins that are in fluoride. However, there is no scientific evidence that supports the claims that fluoride is bad. Primarily, individuals in the media are spreading misinformation about fluoride without investigating the scientific research which proves the benefits it can have for person's overall health. Despite the anti-fluoride movements, there are many pro-fluoride organizations which have come together to ensure that children are receiving the basic dental care they need to grow and lead healthy lives through water fluoridation and education. Some examples are Fluoride Science, The Network for Public Health Law, American Public Health Association, American Academy of Pediatrics among many others.

☒ **What is Milwaukee Water Works saying about the issue?**

Since January 2011, the federal government has considered reducing the amount of fluoride added to drinking water to prevent dental cavities. The U.S. Department of Health and Human Services (HHS) proposed the recommended level of fluoride to be at the lowest end of the current optimal range. HHS proposed that a level of 0.7 milligrams of fluoride per liter of water replace the current recommended range of 0.7 to 1.2 milligrams. If this change is adopted by the U.S. Environmental Protection Agency (EPA) and the



Wisconsin Department of Health Services that would mean that the Milwaukee Water Works would add less fluoride to the water than it does now. Fluoride naturally occurs in Lake Michigan at 0.15 milligrams per liter and Milwaukee's tap water currently contains 1.1 mg per liter of fluoride. The reason that the EPA and HHS want to make these changes is because, unlike the 1940s, treated drinking water is not the only source of fluoride. The EPA and HHS say there are other sources like toothpaste, mouth rinse, prescription fluoride supplements and fluoride applied by dental professionals.

☒ What does the Wisconsin Oral Health Coalition think about the issue?

In 1953, the Milwaukee Common Council authorized the addition of fluoride to Milwaukee's drinking water to prevent tooth decay. The American Dental Association endorsed drinking water fluoridation in 1950 and the American Medical Association endorsed this in 1951. The Centers for Disease Control and Prevention calls fluoridation one of the ten most valuable public health measures of the twentieth century. Fluoridation has the greatest benefit to those who need it most: the poor and poorly educated and those with limited access to regular dental care. In the years ahead, removal of fluoride from drinking water will almost certainly cost taxpayers millions of dollars in increased Medicaid expenditures. The Wisconsin Oral Health Coalition's stance on the issue is that other sources of fluoride are simply not enough as recent studies have determined that they do not fully protect teeth. The Centers for Disease Control and Prevention and the U.S. Department of Health and Human Services recommend community water fluoridation. Without fluoridated water children's teeth are not getting the care they deserve. This is especially true for children who come from low-income households because, without access to fluoridated water, they continue to suffer from oral health problems.



Primary Research Results

☒ Research Method

In an effort to gain a better understanding of the public's current knowledge about fluoride, PRospective Communications used a formal, non-probability method through distribution of a 12 question survey (**See Appendix A**). Convenience sampling was carried out; however, judgment sampling was used as an extension of that method. Businesses and clinics were strategically targeted as locations where the campaign's target audience would likely frequent. Both quantitative and qualitative data was gathered. A total of **91 surveys** were collected from the following locations:

- The **Marquette Neighborhood Health Center** is a nurse managed health clinic. It provides community access to health care services for many low-income individuals and families located near Marquette University's campus.
- The **Family Care Center** is operated by Wheaton Franciscan Healthcare and provides patient care and advocacy for individuals and families who would otherwise be unable to afford services to meet their basic health care needs.
- **Pregnancy Support Connection** is a resource center for at-risk young women who are facing an unplanned pregnancy. It has grown to serve more than 900 young women annually in Milwaukee and Waukesha counties.
- **Sunshine Wig and Beauty** is a local Milwaukee business located on 27th and Wells Street. It carries a variety of beauty products and accessories for retail sale.

☒ Demographic and Psychographic Profile of Respondents

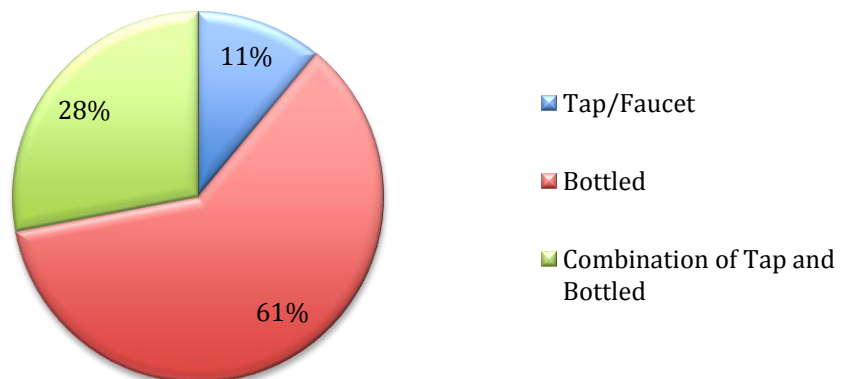
- 74 percent of respondents were African-American, Latino, Asian American or other*
- 71 percent of respondents had a total family income of \$35,000 per year or less
- 56 percent were African-American, Latino, Asian American or other* *and* had a total family income of \$35,000 per year or less
- 49 percent of respondents were mothers or expecting mothers

- 49 percent of respondents were 30 years of age or younger
 - 29 percent of respondents were mothers or expecting mothers *and* were 30 years of age or younger
 - 20 percent of respondents were African-American, Latino, Asian American or other*, had a total family income of \$35,000 per year or less, were mothers or expecting mothers *and* were 30 years of age or younger
- *excludes white
- This cohort has been identified as our **primary target audience**.

☒ Key Results from Primary Target Audience

- The respondents identified as our primary target audience had a **self-identified knowledge level of four points** on a seven point Likert scale.
- 61 percent of our primary target audience indicated 'Bottled' when asked, "What do you consider to be the primary source of water you drink?"

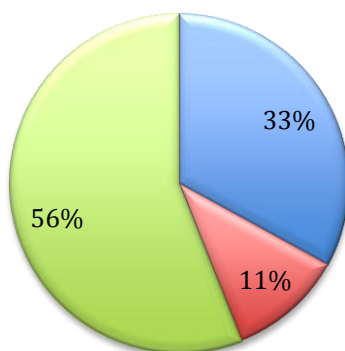
Primary Source of Water



- 56 percent of our primary target audience was 'Unsure' when asked, "Do you believe there any benefits of fluoride?"

Do you believe there are any benefits of fluoride?

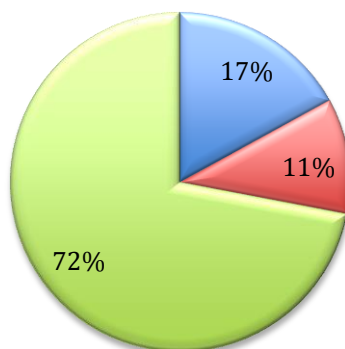
■ Yes ■ No ■ Unsure



- 72 percent of our primary target audience was 'Unsure' when asked, "Do you believe there are any negative effects of fluoride?"

Do you believe there are any negative effects of fluoride?

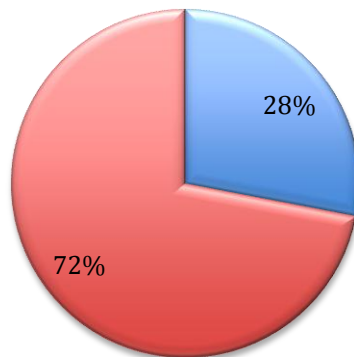
■ Yes ■ No ■ Unsure



- 72 percent of our primary target audience was unaware of any other sources of fluoride in their daily life.

Are you aware of any other sources of fluoride in your daily life?

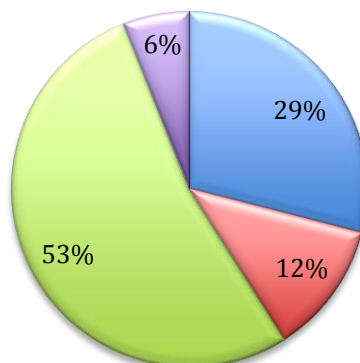
■ Yes ■ No



- 53 percent of our primary target audience indicated that they visited a dental professional twice last year.

How many times did you visit a dental professional in the last year?

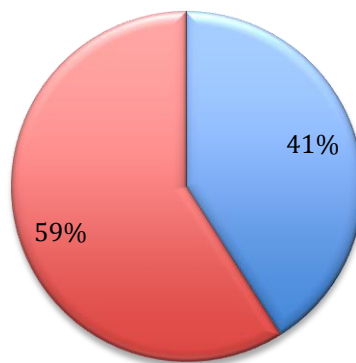
■ Not at all ■ Once ■ Twice ■ 3 or more times



- 59 percent of our primary target audience was unaware that fluoride was contained in the city of Milwaukee's water supply.

Prior to the survey, were you aware that fluoride is contained in the city of Milwaukee's water supply?

■ Yes ■ No



☒ Inferences from Results

- Although our target audience indicated that their average knowledge level was four points out of seven, more detailed and specific questions proved otherwise. For instance, one half to three quarters of respondents were unsure of any benefits or negative effects of fluoride. Furthermore, almost three quarters of respondents were unaware of any other sources of fluoride in their daily life. These results indicate the need to communicate both sources of fluoride and why fluoride is important to their health.
- Another interesting finding revealed that 61 percent of our isolated target audience consumed bottled water as their primary source of water. This finding supports secondary research that indicates certain demographics, like those in our target audience, can often be skeptical of public water sources due to a lack of education



regarding public works. Our campaign will aim to provide individuals with knowledge of the benefits of fluoride and assurance that city water is best for their health.

- Furthermore, a majority of our target market visits a dental professional at least once per year. This represents an opportunity for individuals to receive education regarding sources of fluoride in their daily lives. However, clearly enough education is not being provided due to the general lack of knowledge indicated through our survey. Our campaign will target our audience directly rather than going through providers, like a dental professional, which can have inconsistencies in the amount of time and education provided to each patient.
- These findings stand out as being most significant and we intend to act upon them by creating a **community awareness campaign which will promote both the benefits and various sources of fluoride** in our primary target market's daily lives.



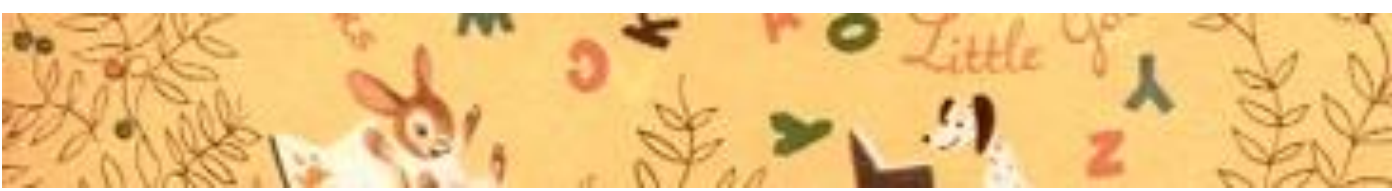
SWOT Analysis

☒ Strengths

- There are numerous strengths attributable to the Children’s Health Alliance of Wisconsin (CHAW), specifically, their Oral Health Coalition. First, CHAW is loosely affiliated with Children’s Hospital of Wisconsin. This affiliation brings credibility and trustworthiness to their overall brand. It allows it to be viewed as a credible organization among our primary target audience and provides it with some of the top pediatric experts in the nation.
- Another strength is its existing and strong partnerships with schools, public health departments and medical facilities throughout the state of Wisconsin. These relationships allow them to directly target those who are most vulnerable and in need of education. Furthermore, because one of its founding partners is the state government, they are reputed as credible and solely focused on ensuring the health and safety of Wisconsin’s children.
- CHAW also has had numerous other successful campaigns which have helped leverage funding efforts. By proving its efforts are working and effective, it has successfully been able to grow in the programs they run and the valuable outreach they provide.

☒ Weaknesses

- One weakness that needs be considered is the nature of its outreach in rural communities. CHAW’s affiliation with Children’s Hospital of Wisconsin does not hold as much weight in rural communities due to its distance from the hospital and lack of familiarity with it. Because of this, new methods will need to be determined in order to effectively build rapport with those audiences.
- As a nonprofit organization, funding is, and always will be, of central concern. Often, initiatives are launched based on the current funding and grants that are

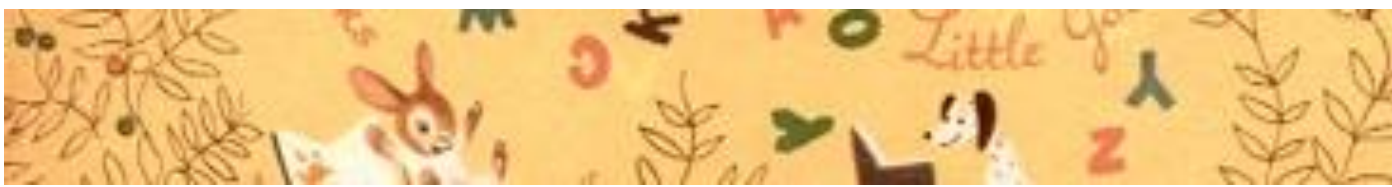


available. Funding uncertainty may hold CHAW back from launching farther reaching and more effective campaigns solely due to monetary constraints.

- Although CHAW is known and reputed by health service providers, there is minimal brand recognition among the general population. This weakness will be most significant in a campaign that targets audiences directly rather than going through a third-party provider.
- Finally, CHAW is a small organization tasked with executing many wide-reaching initiatives. Its 13 member staff is responsible for communicating to 130 individuals around the state. Therefore, it's clear that its success depends on its constituents following through as well. This is a delicate process that requires quality control and patience in the time information has to travel.

☒ Opportunities

- Because of CHAW's numerous strengths, there is great potential for it to educate and make a difference in the lives of children throughout Wisconsin. It has many existing relationships which have the opportunity to only be furthered strengthened by the work it does on a daily basis.
- One positive attribute of the community awareness campaign the Oral Health Coalition will be launching is that it is a proactive, rather than reactive, campaign. This provides the opportunity to be an opinion leader to the target audience rather than trying to change a misinformed opinion that already exists.
- Furthermore, there are numerous opportunities to tap into resources which haven't been utilized at all or extensively in the past. For example, integrating experts from Children's Hospital of Wisconsin into community outreach events could provide a resource to individuals who would otherwise receive information from another source.



☒ Threats

- The primary threat to the Oral Health Coalition and a community awareness campaign promoting the benefits and sources of fluoride is the voices from the other side. Numerous grass roots movements speaking out against fluoride are being heard by individuals as anti- fluoride activists have utilized social media to strengthen their voice. Because fluoride's use has been taken for granted for so long, activists need to find ways to make sure their voice is heard just as loud.
- Recently, the CDC lowered its recommendations for the optimal level of fluoride contained in municipal water supplies. Although there was sound reason for this, individuals may falsely interpret that the CDC is skeptical of potentially harmful effects of fluoride's use.
- Finally, there have been high profile medical professionals, such as Dr. Oz, who have recently spoken out against the fluoride. These individuals can reach the masses much easier than community campaigns making it harder to become an opinion leader in individuals' lives.



Target Audience

☒ Primary Target Audience

○ Demographic Profile

- Our primary target audience is African-American and Hispanic women who are mothers or expecting mothers and live in inner-city neighborhoods in Milwaukee. They are 18 to 30 years of age and have a combined annual household income of \$35,000 or less.

○ Psychographic Profile

- Our target audience is family oriented and looks to their own mothers and neighborhood leaders, such as the pastor of the local church, as their opinion leaders. They also get their opinions and daily advice from television shows. These include influential talk show hosts like Oprah to drama series they may watch. They are involved in the activities and events within their local churches and neighborhood community centers (i.e. Boy's and Girl's Club) because of their own children's participation.
- Our target audience depends on public transportation in order to save on gas as well as the fact that they have no other reliable source of transportation. They are more likely to work odd hours, second and third shifts, or are unemployed. As a result of working odd shifts for their part-time jobs, they receive minimal health care or no health care at all. Time management between work and caring for family life is stressed and minimal. Given so, fast food and ready-made meals are a choice of convenience and economy for these women.
- Our target audience is also presented with obstacles in gaining knowledge and resources that may be more easily accessible to other women who are of higher socioeconomic status. Specifically, health care, career and education, and employment resources are not easily accessible especially given their already hectic schedules.



☒ Secondary Target Audience

○ Demographic Profile

- Our secondary target audience is Caucasian women who are mothers and expectant mothers. These women live in rural areas throughout Wisconsin. They range in age from 25-35 and are of low-to-middle socioeconomic status.

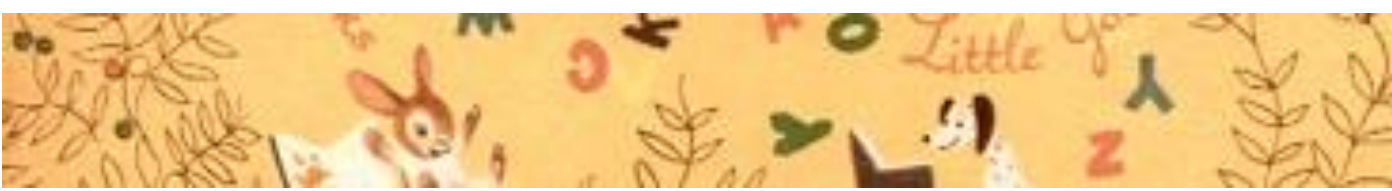
○ Psychographic Profile

- Our secondary target audience looks to their neighbors and friends as opinion leaders in their daily life. Commuting 30 minutes or more to the nearest grocery store or medical clinic is a way of life. Family dinners are a priority as conservative family and religious values dictate day-to-day life.
- Families are often involved in local 4-H clubs, church groups and recreational sports leagues. These activities can become large social gatherings for families and neighbors.

☒ A Day in the Life of Keisha

It is 6:30 a.m. on Monday morning. Keisha turns off her buzzing alarm clock and slowly gets out of bed. She drowsily walks to the bathroom to brush her teeth and wash her face. She heads to the kitchen to prepare breakfast for the family. Her mother is already in the kitchen making the coffee for the morning. Keisha feels thankful to have her mother living in the household to help fill in the gaps. As she carries on small talk with her mother, she quickly scrambles eggs and bacon enough for her two sons, her mother and herself.

At 7 a.m., Keisha goes to wake up her two sons who go to the Byron Kilbourn Elementary School, eight blocks from home. Her two young boys, Jamal, 10, and Andrew, 8, share one bedroom in the three-bedroom house. She struggles to wake her children, but eventually gets them into the bathroom assisting in the brushing of teeth and washing of faces. Realizing it is 7:20 a.m., Keisha rushes back to the bedroom to grab two clean sets of clothes for her sons. She yells from the bedroom for the boys to go to the kitchen so their grandma can help serve them breakfast. She comes back to the kitchen and urges her sons to quickly finish



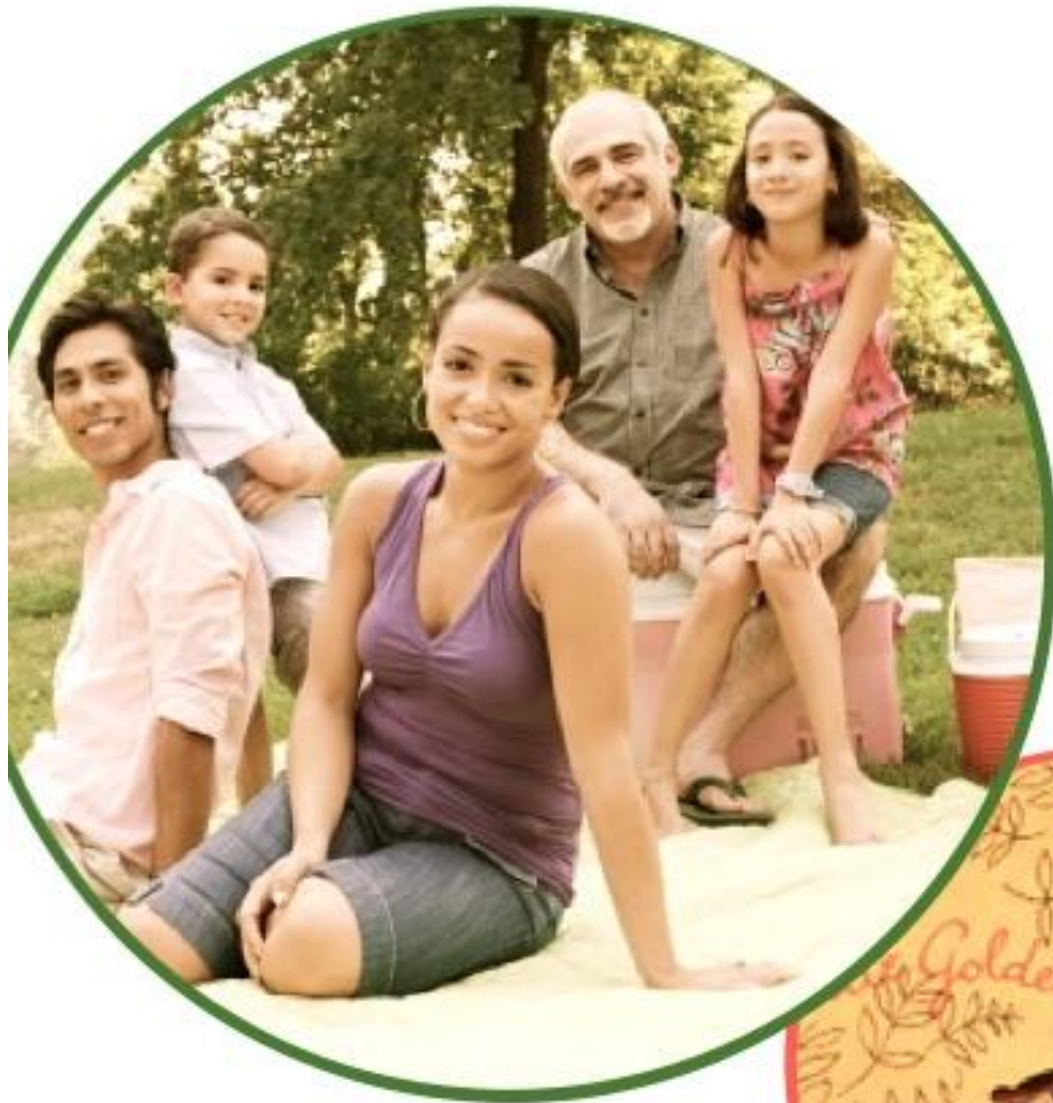
their plates and get changed before the 7:35 a.m. school bus comes to the corner of their neighborhood block. Jamal and Andrew dash out of the house as they grab their book bags lying on the floor by the front door.

Keisha's mother leaves the house for her daily commute down to the church to help with an upcoming neighborhood gathering. Taking a sigh of relief, Keisha gathers the dishes left on the table and washes them quietly to herself alone in the kitchen. After, she straightens a few things around the house. She has most of the morning hours to clean the house and watch some of her favorite television shows..

At 12:30 p.m., Keisha gets changed in her uniform for work. Her shift hours are from 2-10 p.m. today. She greets her mother as she arrives back from her day's activities. Keisha gives her mother some money to take Jamal and Andrew to McDonald's for tonight's dinner. She reminds her own mother that Andrew doesn't like pickles or mustard on his hamburger and Jamal only gets the number one, and not to suggest ordering otherwise. At 1 p.m., Keisha leaves to catch the 10-bus route to work. She walks to the North Avenue bus stop that is a couple blocks from her house. She sits down to wait and casually reads the various advertisements situated at the bus stop. Keisha is pleased today because the 10-bus actually came on time and she may be in early for work to clock-in for extra time.

At 10:50 p.m., Keisha arrives back home. She quietly enters her house and heads to her bedroom. She gets changed out of her uniform into shorts and an oversized t-shirt. Before heading to the bathroom she goes to check on her two sons and make sure they are asleep by now. Satisfied that her two sons are asleep, she makes her way to the bathroom to brush her teeth and wash her face. As Keisha lies down in her bed she makes sure to set her alarm for 6:30 a.m. to start the next day. Keisha quietly reflects on how hard she is trying to get her family ahead but seems to always be two steps behind. She takes one last sigh of relief before she falls into a sleep that ends her long day.

Section Two





Objectives, Strategies, Tactics

‘Fluoride’s free. . .For kids it’s key.’

Objective One

To increase, by 20 percent, the percentage of individuals who drink tap water as their primary water source by June 2013.

☒ Strategy

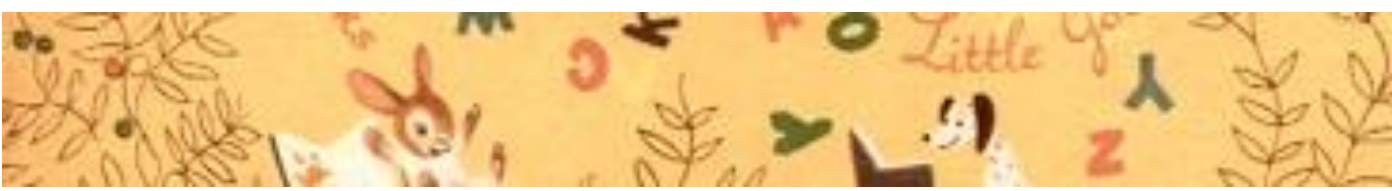
- Inform individuals about the benefits of consuming Milwaukee County's water supply.

☒ Tactic (See Appendix B)

- Place a sticker which states, "Now serving. . .free fluoride" on every public water fountain in Milwaukee.
 - This would be an easy, affordable and grassroots way to inform people that Milwaukee’s water is a great source of fluoride. A waterproof decal could be placed right on the top of fountains. We can also provide the website www.chawisconsin.org if individuals are interested in finding more information. We want individuals to be proud that they are drinking Milwaukee's water and understand that it is benefiting their health for the better as well. When someone is thirsty in public they first look for a water fountain. Moms with children are always present around Milwaukee's parks, malls, beaches, etc. This will not only reach our target audience, but also extend to other individuals in Milwaukee County as well.

☒ Tactic (See Appendix C)

- Billboards will be placed in strategic locations throughout Milwaukee and will include a picture of Yovani Gallardo with his son (Yovani Jr.). Yovani Gallardo is a Hispanic pitcher for the Milwaukee Brewers. They both will have exaggerated smiles and have their white teeth showcased. The text on the billboard will read, "Drink Milwaukee's water. Yovanni Gallardo does." The



Brewers logo will be placed on the upper right hand side of the billboard and the Wisconsin Oral Health Coalition logo will be placed on the lower right hand side. The billboard will influence the target audience to drink tap water. The use of a local, admired, Hispanic baseball player is meant to influence the target audience by setting an example. The billboard is meant to convey that Yovani and his son drink tap water and they have beautiful smiles to prove it. Our goal is for the target audience to see the billboards and acknowledge that if they drink tap water, their children can have a healthier smile as well.

☒ Tactic (See Appendix D)

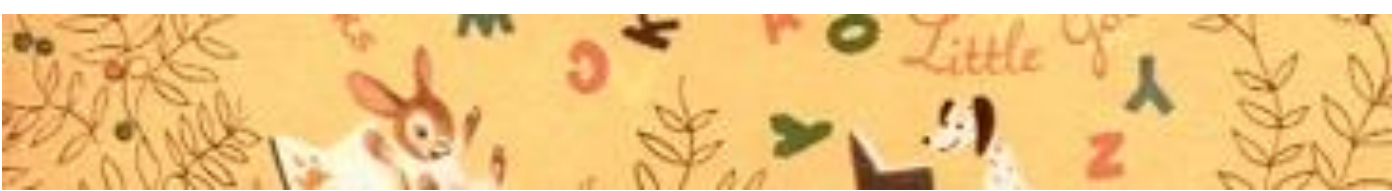
- Develop a fluoride ambassador program in which individuals with a mobile water station can travel to various summer festivals (Summerfest, State Fair, Germanfest, etc.) promoting Milwaukee's water as a source of fluoride. The ambassadors will hand out cups of water to festival goers.
 - This tactic will help to increase the awareness of Milwaukee's tap water as a source of fluoride that is easily accessible to everyone. It will help to generate interest in the subject of fluoride and lead participants to seek out more information. This tactic will appeal to our selected audiences in Milwaukee County since they will be participants at the various festivals or outside of the park areas. This program will allow our target audience to physically engage in the action of drinking Milwaukee's water and, in turn, foster a positive attitude toward it.

☒ Strategy

- Leverage the economic benefits of drinking tap water over bottled water.

☒ Tactic (See Appendix E)

- Give away water bottles at events while promoting to fill them with free tap water versus buying bottled water.



- This tactic would be executed at a number of events in Milwaukee during the summer months (Summerfest, German Fest, Wisconsin State Fair, Bradford Beach, etc.). The purpose of this would be to give out water bottles encouraging people to fill them up with Milwaukee’s water instead of buying bottled water. On the bottle there would be information about fluoride and its benefits. Ultimately, the emphasis will be focused on drinking Milwaukee’s water as a benefit to their health while saving them money. This tactic will appeal to our target audience because moms are always trying to keep their kids hydrated in the hot summer months. They will be open to receiving a free water bottle that they can fill up with free water versus having to buy their children bottled water.

☒ Tactic (See Appendix F)

- Create bus stop ads to promote drinking tap water. This includes physical bus stop posters as well as ads on the outside and inside the buses. The ad will parallel our billboard campaign featuring Milwaukee Brewers pitcher Yovani Gallardo and his son, Yovani Jr. They both will have exaggerated smiles and have their white teeth showcased. The text on the billboard will read, “Drink Milwaukee’s water. Yovanni Gallardo does.” The Brewers logo will be placed on the upper right hand side of the billboard and the Wisconsin Oral Health Coalition logo will be placed on the lower right hand side.
 - The rationale behind this tactic is to sway the use of drinking tap water over buying bottled water. By placing the ads at the bus stops we will be directly communicating with our target market. The ads will be placed at high traffic bus stops to maximize the views of the advertisements. The advertisements will create curiosity and lead the viewers to seek out more information.

☒ Strategy

- Engage community leaders as advocates of drinking water.



☒ **Tactic (See Appendices G and H)**

- Create a health advocate program in which individuals in the community can volunteer to be trained as community "experts" in health and wellness, including information about fluoride. These individuals can be continually supplied with materials to share with friends, neighbors, churches or whomever or wherever they feel inclined to in their daily life.
 - Given that our target audience looks to their friends and neighbors as opinion leaders in their everyday lives, this program will empower community members to have a positive influence on their friends' everyday lives. By attending an information session held at a local church or community center, individuals will be armed with information and resources that will help make their community stronger and children healthier.

☒ **Strategy**

- Use children as messengers.

☒ **Tactic (See Appendix E)**

- Water bottles will be distributed at Milwaukee Public Schools for children to fill up and keep in their classroom.
 - This will help to create change in the drinking habits of children by targeting them at school. Many schools don't allow children to have water bottles in classrooms, but school administrators could be educated as to why it's in the best interest of the children to change the rules. Children love receiving free things. By giving them a water bottle and encouraging them to fill it up with tap water from the water fountain, we hope to increase the amount of tap water they are drinking.



Objective Two

To increase, by 35 percent, the percentage of individuals who believe there are benefits of fluoride by June 2013.

☒ Strategy

- Educate individuals about the benefits of fluoride.

☒ Tactic (See Appendix I)

- Distribute travel size toothpaste with fluoride facts to local, targeted businesses.
 - Local businesses are a source of familiarity and trust for individuals, no matter what community they may live. By engaging the local businesses in which our target audience frequents, we can collaborate and build a partnership to commit to better health in the community. Travel size toothpaste marked with facts about fluoride is a gesture businesses can provide to show care and investment in their customers. It also empowers individuals to seek out more information about lifestyle changes they can make including knowing and utilizing different sources of fluoride.

☒ Tactic (See Appendix J)

- A radio spot will be developed in order to educate people about the benefits of fluoride. The spot will start with running water. Then, there will be a voiceover that says, “Happy teeth mean healthy kids. Milwaukee’s water is a source of fluoride, that’s right, just turn on your faucet and remember fluoride’s free...for kids it’s key.”
 - The ad will reach our target audience as radio is a communication medium that is prevalent in their daily lives. Because radio is a form of mass media, the message will also reach other residents in Milwaukee. This is also important because everyone should be educated about the benefits of fluoride.

☒ Strategy

- Build community access to dental health professionals.



☒ **Tactic (See Appendices G and H)**

- Partner with an inner city church to host a dental or community professional at its monthly potluck lunch. A professional would attend the potluck on a bi-monthly basis and speak to the importance of fluoride and oral health care in families.
 - Our target audience is faced with limited educational as well as transportation resources. Partnering with an inner city church will bring needed resources to them in an environment where they are comfortable. In addition, individuals can interact with their neighbors and friends. Furthermore, there is an established base of attendees at the potluck as it's a casual and social event that church members anticipate each month.

Objective Three


To increase, by 25 percent, the percentage of individuals who are aware of other sources of fluoride in their daily life by June 2013.

☒ **Strategy**

- Use children as messengers.

☒ **Tactic (See Appendices K, L and M)**

- Work with local schools to have an oral health awareness week. The students will learn something new about their teeth each day, receive a fluoride treatment, play games, as well as receive stickers and brochures they can bring home for parents to see. In addition, local dental clinics could donate samples of fluoride toothpaste, toothbrushes and floss for students to take home.
 - This is a fun way for not only kids, but for parents as well, to learn about the benefits of fluoride. The week-long event will be geared towards kids by having creative games that will test their knowledge of fluoride and how they can receive it from sources other than water. By engaging students and parents, together it will help raise awareness of all types of fluoride sources. Inviting dentists to schools will bring credibility to the issue and will make



parents take the issue of fluoride more seriously. Parents want the best for their kids including healthy, strong teeth and by creating an oral health awareness week it will remind them how important it is.

☒ Strategy

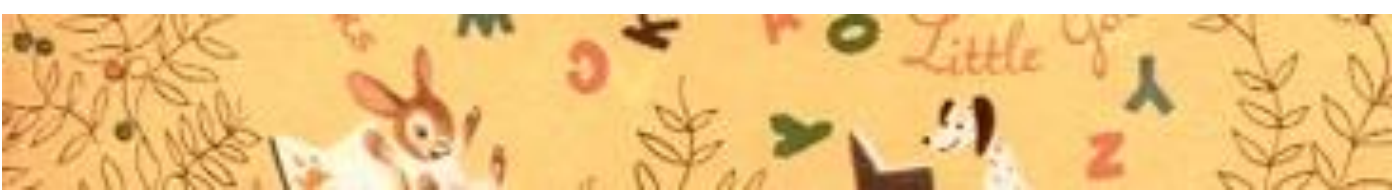
- Educate about alternative sources of fluoride in individuals' daily lives.

☒ Tactic (See Appendix N)

- Pitch a feature story to local news stations about a mother who began to receive daily fluoride from a variety of sources illustrating how much of an impact it had on her teeth, her children's teeth and overall health.
 - A feature story will allow moms to feel and see a connection to the mother being interviewed and will likely think of their own children. If the mother being interviewed explains how she started using other sources of fluoride in her daily life and shows the progression of how it made her teeth stronger and healthier after a few weeks, it will help raise awareness about the issue. Mothers want to provide the best possible care for their children and this is a direct illustration of how they can do that.

☒ Tactic (See Appendix O)

- Dye public fountains across the city of Milwaukee to generate press coverage and create awareness about fluoride sources.
 - A buzz and press coverage will be generated by dyeing public fountains aqua around the city of Milwaukee. The idea evolved from the Milwaukee Art Museum which dyed its fountains pink to raise awareness for the Susan G. Komen 'Race for Cure.' The bright pink color attracted a lot of attention and started to become an annual event to mark the occasion. Most people who are Milwaukee residents correlate the pink water with the Susan G. Komen race. Similar to the museum's idea, we would like to have all public fountains in Milwaukee dyed aqua a week before oral health awareness week in order to get individuals curious about what's going on. Ultimately, we would like to



have people correlate the aqua water with fluoride. This tactic will appeal to our target audience as Milwaukee moms are out during the day and will likely encounter at least one of the public fountains which will spark curiosity. Next to each public fountain we will place a poster promoting oral health awareness week which will inform Milwaukee moms why the fountains are dyed aqua and why fluoride is so important for kids.

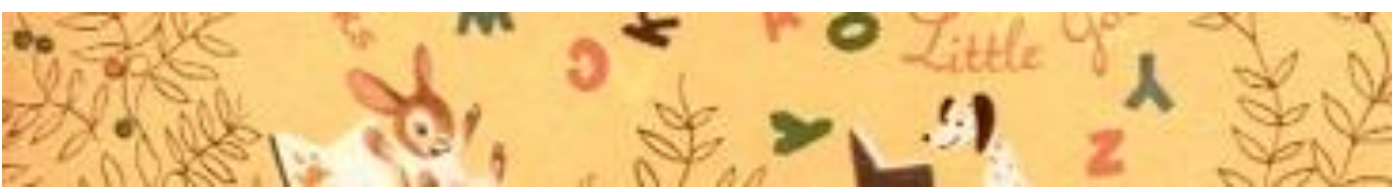
Section Three



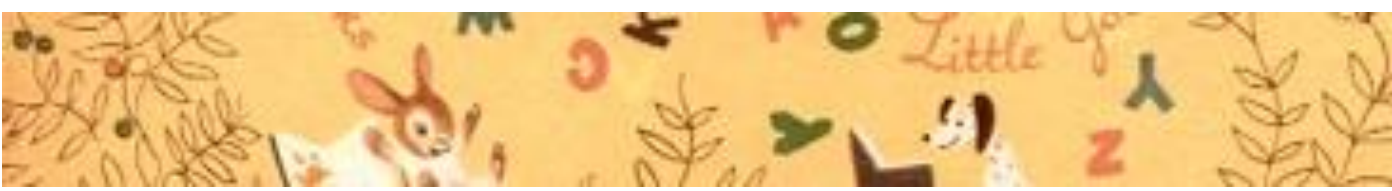
Timetable

May 2012	
Week of May 14, 2012:	To do:
Monday, May 14, 2012	Send sticker design request to graphic designer

June 2012	
Week of June 4, 2012:	To do:
Monday, June 4, 2012	Send sticker design to graphic design company to be printed
	Send design to cup company that will be distributed during festivals
	Contact Yovani Gallardo to set up photo shoot with him and his son on Wednesday, June 20, 2012
	Contact ambassadors to speak at: <ul style="list-style-type: none"> Polish Fest - June 15-17, 2012 Summerfest - June 27-July 1, 2012 and July 3-8, 2012 Bastille Days - June 12-15, 2012 Festa Italiana - July 19-20, 2012 German Fest - July 26-29, 2012 Brady Street Festival - July 28, 2012 African World Festival - August 4-5, 2012 Irish Fest - August 16-19, 2012 Mexican Fiesta - August 24-26, 2012
	Book speaker for July Potluck Program presentation
	Contact Clear Channel radio about producing a radio spot
	Assemble content to be distributed at the Potluck Program presentations and Health Advocate Program
Tuesday, June 5, 2012	Contact City of Milwaukee to get permission to place stickers on public water fountains
	Order water mobile station for festivals during the summer, have it delivered on Monday, June 11, 2012
	Begin working on script for radio spot

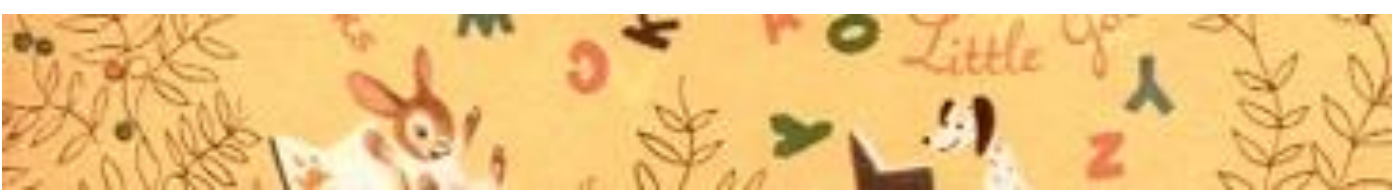


Wednesday, June 6, 2012	Contact City of Milwaukee to get permission to dye fountains across Milwaukee aqua during the week of June 25, 2012
	Send content to graphic designer for brochures, flyers etc. to be distributed at the Potluck Program presentations and Health Advocate Program for the upcoming year
Thursday, June 7, 2012	Contact Plumbers Union to schedule date and time to dye fountains (Art Museum, Courthouse, etc.) during the week of June 25, 2012
Week of June 11, 2012:	To do:
Monday, June 11, 2012	Contact volunteers from Children's Hospital, public school teachers, etc. Let them know that they will be distributing stickers all across Milwaukee on Saturday, June 16, 2012
	Mobile water station gets delivered
	Pick up cups from the company producing them for festivals
	Send sticker design to the printing company
Tuesday, June 12, 2012	Get picture approved for the bus stop ad and posters outside bus stop featuring Yovani Gallardo and his son, Yovani Jr.
	Mobile water station at Bastille Days with ambassadors
Wednesday, June 13, 2012	Mobile water station at Bastille Days with ambassadors
Thursday, June 14, 2012	Mobile water station at Bastille Days with ambassadors
Friday, June 15, 2012	Pick up stickers from the printing company
	Mobile water station at Polish Fest with ambassadors
	Script for radio spot must be completed
	Send radio script to announcer for review before production
Saturday, June 16, 2012	Distribute stickers all across Milwaukee public water fountains
	Mobile water station at Polish Fest with ambassadors
Sunday, June 17, 2012	Mobile water station at Polish Fest with ambassadors
Week of June 18, 2012	To do:
Monday, June 18, 2012	Begin to obtain volunteers for Health Advocate Program
Tuesday, June 19, 2012	Production day for radio spot-record voice-overs
Wednesday, June 20, 2012	Photo shoot with Yovani Gallardo and his son for bus ads, posters, and billboards

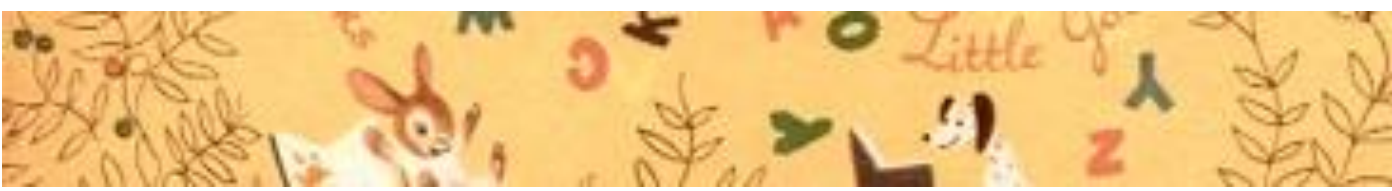


Week of June 25, 2012	To do:
Monday, June 25, 2012	Have Plumbers Union dye public fountains aqua in Milwaukee (Courthouse, Art Museum, etc.)
	Get picture approved for the bus stop ad and posters outside bus stop featuring Yovani Gallardo and his son Yovani Jr.
Wednesday, June 27, 2012	Mobile water station at Summerfest with ambassadors
Thursday, June 28, 2012	Send ad and poster design for bus stops and billboards to graphic design company to be printed
	Mobile water station at Summerfest with ambassadors
Friday, June 29, 2012	Mobile water station at Summerfest with ambassadors
	Deadline for editing of radio spot
	Finish obtaining volunteers for Health Advocate Program
Saturday, June 30, 2012	Mobile water station at Summerfest with ambassadors
Sunday, July 1, 2012	Mobile water station at Summerfest with ambassadors

July 2012	
Week of July 2, 2012:	To do:
Monday, July 2, 2012	Mobile water station at Summerfest with ambassadors
	Radio spot begins running
	Deadline to receive material for Potluck Program and Health Advocate Program
Tuesday, July 3, 2012	Mobile water station at Summerfest with ambassadors
Wednesday, July 4, 2012	Mobile water station at Summerfest with ambassadors
Thursday, July 5, 2012	Mobile water station at Summerfest with ambassadors
Friday, July 6, 2012	Pick up ad and poster design for bus stops and billboards from the printing company
Saturday, July 7, 2012	Mobile water station at Summerfest with ambassadors
Sunday, July 8, 2012	Mobile water station at Summerfest with ambassadors



Week of July 9, 2012	To do:
Monday July 9, 2012	Orientation for Health Advocate Program volunteers
Wednesday, July 11, 2012	Distribute bus ads and posters to bus routes around the Milwaukee area
	Start running billboard of Yovani Gallardo (4 weeks long)
Sunday, July 15, 2012	Potluck Program presentation
Week of July 16, 2012	To do:
Monday, July 16, 2012	Book speaker for September Potluck Program presentation
	Health Advocate Program volunteers begin to meet with friends, family, church groups, etc.
Thursday, July 19, 2012	Water mobile station at Festa Italiana with ambassadors
Friday, July 20, 2012	Water mobile station at Festa Italiana with ambassadors
Week of July 23, 2012	To do:
Thursday, July 26, 2012	Water mobile station at German Fest with ambassadors
Friday, July 27, 2012	Water mobile station at German Fest with ambassadors
	Radio spot stops running
Saturday, July 28, 2012	Water mobile station at German Fest with ambassadors
	Water mobile station at Brady Street Festival
Sunday, July 29, 2012	Water mobile station at German Fest with ambassadors
Week of July 30, 2012	To do:
Wednesday, August 1, 2012	Book Elementary Schools for Oral Health Awareness Week (Auer, Cooper, Garland, Hawley, Lowell, and Zablocki)
	Contact dental clinics and dentists about speaking and fluoride treatments
Thursday, August 2, 2012	Water mobile station at state fair with ambassadors
Friday, August 3, 2012	Water mobile station at state fair with ambassadors
Saturday, August 4, 2012	Water mobile station at African World Festival with ambassadors
	Water mobile station at state fair with ambassadors
Sunday, August 5, 2012	Water mobile station at African World Festival with ambassadors



Sunday, August 5, 2012	Water mobile station at state fair with ambassadors
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August 2012	
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Week of August 6, 2012	To do:
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Monday, August 6, 2012	Water mobile station at state fair with ambassadors
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	Design flyers, bookmarks, and water bottles for OHAW
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	Contact MPS to obtain approval to distribute water bottles to students
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Tuesday, August 7, 2012	Water mobile station at state fair with ambassadors
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Wednesday, August 8, 2012	Water mobile station at state fair with ambassadors
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Thursday, August 9, 2012	Water mobile station at state fair with ambassadors
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Friday, August 10, 2012	Water mobile station at state fair with ambassadors
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Saturday, August 11, 2012	Water mobile station at state fair with ambassadors
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Sunday, August 12, 2012	Water mobile station at state fair with ambassadors
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Week of August 13, 2012	To do:
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Monday, August 13, 2012	Finalize water bottle design/ Place order for MPS water bottles
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Thursday, August 16, 2012	Mobile water station at Irish Fest with ambassadors
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	Order flyers, bookmarks, water bottles, and tooth brushes for DHAW
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Friday, August 17, 2012	Mobile water station at Irish Fest with ambassadors
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Saturday, August 18, 2012	Mobile water station at Irish Fest with ambassadors
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Sunday, August 18, 2012	Mobile water station at Irish Fest with ambassadors
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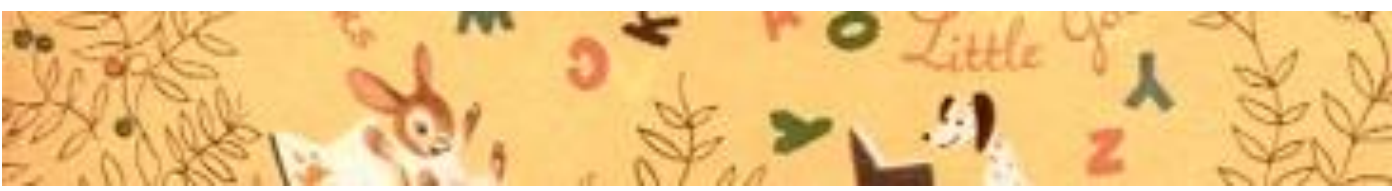
Week of August 20, 2012	To do:
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Friday, August 24, 2012	Water mobile station at Mexican Fiesta with ambassadors
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Saturday, August 25, 2012	Water mobile station at Mexican Fiesta with ambassadors
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Sunday, August 25, 2012	Water mobile station at Mexican Fiesta with ambassadors
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Week of August 27, 2012	To do:
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Friday, August 31, 2012	Deadline to receive completed MPS water bottles
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September 2012	
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Week of September 3, 2012	To do:
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Monday, September 3, 2012	Receive materials for DHAW
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Tuesday, September 4, 2012	Distribute water bottles to predetermined Milwaukee Public Schools
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	Contact local business about placing toothpaste in their stores
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	Order small toothpaste tubes
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Wednesday, September 5, 2012	Distribute water bottles to predetermined Milwaukee Public Schools
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	Send sticker design to printing company to be printed for toothpaste
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Thursday, September 6, 2012	Distribute water bottles to predetermined Milwaukee Public Schools
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Friday, September 7, 2012	Distribute water bottles to predetermined Milwaukee Public Schools
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Sunday, September 9, 2012	Potluck Program presentation
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	Organize supplies for DHAW- Separate items for each elementary school
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Week of September 10, 2012	To do:
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Monday, September 10, 2012	Book speaker for November Potluck Program presentation
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	Milwaukee Public Schools distribute water bottles to students
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Week of September 17, 2012	To do:
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Monday, September 17, 2012	Pick up toothpaste stickers from printing company
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	Deadline for receiving small toothpaste tubes
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Tuesday, September 18, 2012	Place stickers on toothpaste tubes
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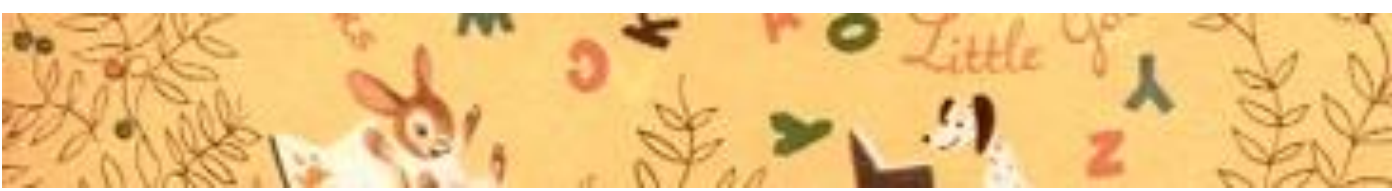
Wednesday, September 19, 2012	Place stickers on toothpaste tubes
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Thursday, September 20, 2012	Place stickers on toothpaste tubes
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Friday, September 21, 2012	Place stickers on toothpaste tubes
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Week of September 24, 2012	To do:
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Monday, September 24, 2012	Distribute toothpaste to businesses who gave approval
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Tuesday, September 25, 2012	Distribute toothpaste to businesses who gave approval
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October 2012	
Week of October 8, 2012	To do:
Monday, October 8, 2012	Deliver supplies to schools for DHAW
Week of October 15, 2012	To do: Oral Health Awareness Week (Each day have a half hour set aside for activity or speaker)
Monday, October 15, 2012	Oral Health Awareness Week- Speaker on Fluoride and its benefits
Tuesday, October 16, 2012	Oral Health Awareness Week- Games (give out bookmarks)
Wednesday, October 17, 2012	Oral Health Awareness Week- Fluoride Treatments
Thursday, October 18, 2012	Oral Health Awareness Week- Speaker on tap water and the sources of fluoride (give out fluoride toothpaste and water bottles)
Friday, October 19, 2012	Oral Health Awareness Week- Games (give out flyers and brochures)

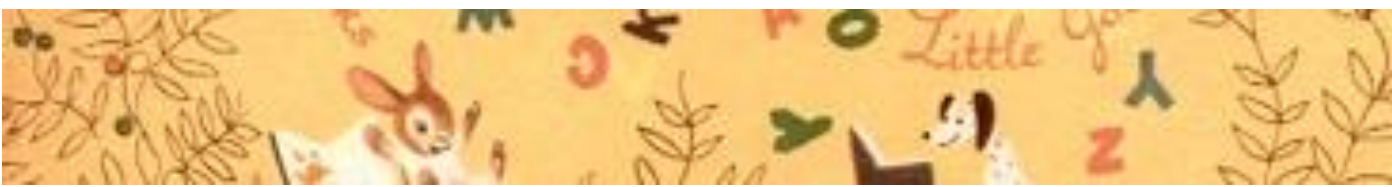
November 2012	
Week of November 5, 2012	To do:
Sunday, November 11, 2012	Potluck Program presentation
Week of November 12, 2012	To do:
Monday, November 12, 2012	Book speaker for January Potluck Program presentation



January 2013	
Week of January 7, 2013	To do:
Monday, January 7, 2013	Begin research about mother/child and fluoride use for feature story
Sunday, January 13, 2013	Potluck Program presentation
Week of January 14, 2013	To do:
Monday, January 14, 2013	Book speaker for March Potluck Program presentation
	Contact mother/child to interview for feature story
Week of January 28, 2013	To do:
Monday, January 28, 2013	Deadline for mother/child interview to be completed
	Begin writing feature story

March 2013	
Week of March 4, 2013	To do:
Monday, March 4, 2013	Deadline for first draft of feature story, begin editing
Sunday, March 10, 2013	Potluck Program presentation
Week of March 11, 2013	To do:
Monday, March 11, 2013	Book speaker for May Potluck Program presentation
	Deadline for second draft of feature story, continue editing
Week of March 18, 2013	To do:
Monday, March 18, 2013	Deadline for final draft of feature story, finish editing
Wednesday, March 20, 2013	Send feature story to Journal Sentinel

April 2013	
Week of April 1, 2013	To do:
Monday, April 1, 2012	Feature article to appear in Milwaukee Journal Sentinel



May 2013	
Week of May 6, 2013	To do:
Sunday, May 12, 2013	Potluck Program presentation

Budget

Print materials

5x7 Flyers.....	\$60.78 / 1000
8.5x11 Flyers.....	\$98.18 / 1000
Bookmarks.....	\$85.58 / 10,000
Waterproof Decal stickers (2"x2" circle).....	\$219 / 500
Travel size toothpaste.....	\$230 / 240
Mobile Water Station.....	\$1,550
Compostable Logo Paper Cups.....	\$370 / 1,000
Logo Printed Water Bottles.....	\$850 / 1000

Bus advertisements

Full wrap (all of bus).....	\$12,000
Super king (side advertisement).....	\$6,000
Half back.....	\$5,000
Interior transit card.....	\$3,300

Billboard

1 panel (impressions 649,980).....	\$6,100
2 panels (impressions 1,299,960).....	\$12,200
5 panels (impressions 3,249,900).....	\$26,000

Transit shelters (47 panels)..... **\$23,500**

Single voice radio advertisement..... **\$95 / 60 sec.**

Production costs..... **\$850 - \$900**

Water fountain color dye..... **\$18.32 / 325, 852 gallons**

Feature story..... **\$0**

Ambassadors' pay for working events..... **\$ negotiable**

Celebrity Endorser

Yovani Gallardo..... **\$ N/A**

Cross-out denotes options which can be considered but were not calculated in the overall grand total.

Grand Total..... **\$22,676.86**



Evaluation

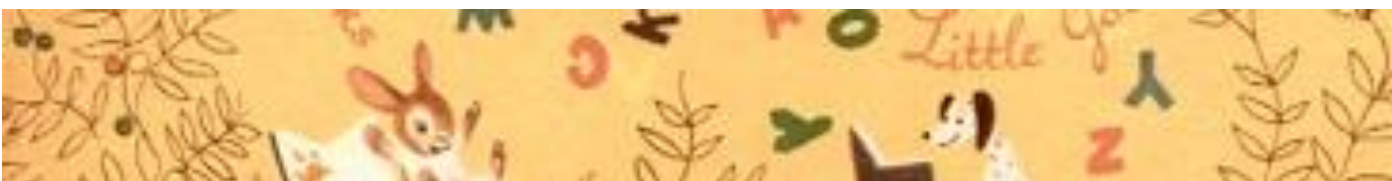
Each objective's success will be measured via a post-campaign survey in June 2013. This survey will be identical to the pre-campaign survey that was distributed to locations throughout Milwaukee County in February 2012 (**See Appendix A**). By administering an identical survey, there is consistency in the knowledge and opinions respondents are being tested on. Furthermore, three survey questions directly relate to our stated objectives and are featured below. This will provide evidence based results as to the success of the strategies and tactics which were formulated to achieve the objectives. The objectives and related survey questions are as follows:

Survey Question and Objective Set One

- **Survey Question:**
 - **Are you aware of any other sources of fluoride in your daily life? Please circle.** Yes No
If yes, please list _____
- **Objective:**
 - **To increase, by 20 percent, the percentage of individuals who drink tap water as their primary water source by June 2013.**

Survey Question and Objective Set Two

- **Survey Question:**
 - **Do you believe there are any benefits of fluoride? Please circle.**
 Yes No Unsure
If yes, please list _____

- 
- **Objective:**
 - **To increase, by 35 percent, the percentage of individuals who believe there are benefits of fluoride by June 2013.**

Survey Question and Objective Set Three

- **Survey Question:**
 - **Are you aware of any other sources of fluoride in your daily life? Please circle. Yes No**
If yes, please list _____
- **Objective:**
 - **To increase, by 25 percent, the percentage of individuals who are aware of other sources of fluoride in their daily life by June 2013.**

Formative Evaluation Options

A more focused approach could also be considered to determine which tactics are reaching the largest number of individuals and how they might be altered during the campaign to make them more effective. For instance, total audience reach for bus stop advertising will be measured based on cost/audience reach correlates. If desired results are not achieved during the campaign, other tactics could be supplemented.

In addition, the pre- and post-campaign survey is also designed to be able to be administered mid-campaign as well. This approach would be useful in determining the rate of progress being made in terms of the knowledge and opinions being tested amongst the target audience. If below or above success results were shown, measures could be taken to ensure the objectives are met by June 2013.



Conclusion

Fluoride is critical to the health and well-being of every child in the state of Wisconsin. This community awareness campaign promoting both the sources and benefits of fluoride to young African American and Hispanic mothers, ages 18-30 whom have a total family income of less than \$35,000 per year can have a significant impact on children's health throughout the state of Wisconsin. The objectives, strategies and tactics outlined within the report are simple yet effective means of reaching our audience yet clearly communicating the message we aim to have heard. . . "Fluoride's free. . . For kids it's key." Our primary research clearly pinpointed our target audience while providing a benchmark for the campaign's success to be measured. It is recommended that additional research be carried out both during and after the campaign to determine which objectives are being achieved and which need more attention and focus. The successful implementation of our campaign, however, will yield the desired results and, more importantly, create happy and healthy children throughout the state of Wisconsin.



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The End



Fluoride Survey

This is a voluntary survey regarding general opinions and knowledge about fluoride. It is important for you to know there are no right or wrong answers, it is completely anonymous and all individual survey results will be kept confidential. The research is being conducted by students at Marquette University on behalf of the Children's Health Alliance of Wisconsin.

Thank you for your time.

1. Please circle your response to the following statement on the scale below:

I consider myself knowledgeable about fluoride.

1	2	3	4	5	6	7
Not at all			Very			
Knowledgeable			Knowledgeable			

2. Prior to this survey, were you aware that fluoride is contained in the city of Milwaukee's water supply? Please circle.

Yes No

3. What do you consider to be the primary source of the water you drink? Please circle.

a) Tap/Faucet b) Bottled water c) Combination of A and B d) Other _____

4. How many times did you visit a dental professional in the last year? Please circle.

a) 0 b) 1 c) 2 d) 3 or more

5. Are you aware of any other sources of fluoride in your daily life? Please circle.

Yes No

If yes, please list _____

6. Do you believe there are any benefits of fluoride? Please circle.

Yes No Unsure

If yes, please list _____

7. Do you believe there are any negative effects of fluoride? Please circle.

Yes No Unsure

If yes, please list _____

8. If any, what specific knowledge or facts do you know about fluoride?



Appendix A

9. Are you a mother or an expecting mother? Please circle.

- a) Yes b) No

10. Please circle the range that represents your current age.

- a) 20 or younger b) 21-30 c) 31-40 d) 41 or older

11. What income range best represents your family's income in 2011? Please circle.

- a) Less than \$25,000 b) \$25,000 to \$35,000 c) \$35,001 to \$45,000 d) Over \$45,000

12. Please circle your ethnicity.

- a) African-American b) Asian American c) Latino d) White e) Other: _____

Sticker for water fountains



Billboard



Water Mobile Station Options



Water Bottle



Bus Stop Advertisement



Informational Handout

Healthy Teeth for Happy Smiles

Oral Health Tips for Parents and Caregivers



Department of Health Services
Division of Public Health

The first steps to ensuring your child's oral health is taking care of your own oral health.

Keep your mouth healthy

- Cavity-causing bacteria can be passed from parent or caregiver to baby.
- Visit your dental provider regularly.
- Brush and floss your teeth regularly.
- Avoid sharing toothbrushes and eating utensils.

A message to expectant mothers

- Baby's teeth are forming around the fourth week of pregnancy.
- Take prenatal vitamins.
- Establish a dental home. Visit your oral healthcare provider regularly.
- Brush and floss your teeth daily.
- Be cavity-free at the time of delivery.
- **Do not smoke.** It causes gum disease which may lead to an early delivery.
- Eat a variety of foods from each of the food groups.

Eruption of teeth



- Usually between 6 and 7 months of age, your infant's baby (primary) teeth will begin to appear. Although this is the first visible sign of teeth, they began forming before your child was born. The first teeth to appear probably will be the front teeth, either on the top or bottom.

- By age 2 to 3 years, your child probably will have all 20 primary (baby) teeth.

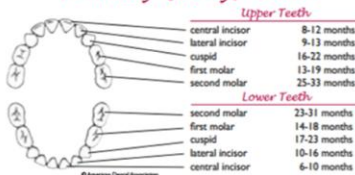
Healthy primary (baby) teeth

Fluoride in drinking water is most important for a lifetime of healthy teeth. The first step towards healthy teeth is to ask your dentist or doctor if your baby's drinking water has enough fluoride. If it does not, you should give your baby fluoride each day from 6 months of age.

Proper use of the bottle is the next step in preventing dental problems.

- Bottles are used to feed babies who are not yet able to drink from a cup.
- Feed only formula, breast milk, or water from a bottle.
- Offer the bottle only at feeding times. Do not let baby carry a bottle around at other times. A bottle is not a toy or pacifier.
- Sleeping times are not feeding times. Do not put baby to bed with a bottle.
- Putting the baby to bed with a bottle may increase the chance of tooth decay and gum infection.

Approximate Age of Eruption Primary (Baby) Teeth



Signs of teething

Teething may or may not be associated with the following:

Biting or chewing on anything, including fingers.

Drooling, excess salivation.

Restlessness, fussiness, loss of appetite.

A tip for what you might do about it:

Offer a clean, smooth object such as a rubber or plastic ring to help cut teeth and relieve possible gum soreness. This is preferable to using food as a pacifier.

Use a bib to help keep clothes clean and dry. The salivary glands are just beginning to function to help your child digest solid foods.

Don't urge your child to eat just because he/she is crying. He/she will eat when he/she is hungry. Your child may need extra love and attention during teething.

our baby is changing and growing in many other ways at the same time teething happens. Parents who see fever, stuffy or runny nose, cough, rash or changes in bowel movements at the same time as teething may think it's all due to teething. These conditions are probably not related to teething, but should be reported to your



Good Nutrition

Age appropriate nutritious foods and beverages are needed for healthy teeth and gums.

- Encourage good eating habits. Choose a variety of foods from each of the food groups. Set regular meals and snack times.
- Good snacks might include: popcorn, cheese, fruit, and dry cereal (low sugar).
- When your child is thirsty, offer water. Avoid sweet drinks such as soda pop, Hi-C, Kool-aid, Tang and fruit punch.
- Brush after eating, especially after eating those foods which stick to the teeth.
- Help your child control a "sweet tooth."

Avoid: candy, cookies, cake, pastries, Jello, doughnuts, granola bars, baby desserts, raisins/dried fruit, peanut butter, syrup, honey, jelly/jam, crackers, soft bread.



Protect teeth with fluoride and sealants

- Fluoride will help strengthen teeth and protect them from decay. If water in your area does not contain enough fluoride, ask your dentist or doctor about giving your child fluoride drops or tablets.
- Topical fluoride applications such as fluoride varnish help to prevent cavities starting at 9 months. Speak to a dental hygienist, dentist, nurse or medical doctor for advice about fluoride applications.
- Sealants will prevent decay on the biting parts of back teeth. A thin, plastic coating will seal out food and germs that cause decay. Ask your dentist or dental hygienist if your child needs sealants.

Informational Handout

Ask your pediatrician about fluoride varnish

HELPS PREVENT CAVITIES

What is fluoride varnish?

Fluoride varnish is a coating that is painted on a child's teeth to prevent or stop cavities. If your child does not see a dentist regularly, you should ask your pediatrician about fluoride varnish.

Why is fluoride varnish recommended for children's teeth?

Cavities can cause pain and infections that can be bad for children's general health and lead to problems with eating, speaking, playing, and learning. Fluoride varnish makes teeth stronger, stops cavities from getting bigger, and prevents new cavities from forming.

Is fluoride varnish safe?

Yes. Fluoride varnish is safe for children of any age; it can be used on babies from the time their first teeth come in.

How is fluoride varnish put on teeth?

Fluoride varnish is painted on teeth with a brush. A trained doctor, nurse, or dentist can do it easily and quickly. There is no pain and the varnish does not taste bad. The varnish may change the color of the teeth just after it is applied. Some kinds of varnish will make the teeth look yellowish, other kinds may make the teeth look less shiny. These changes are normal, and will go away when you brush your child's teeth the next day.

How long does fluoride varnish last?

The varnish sticks to the teeth until it is brushed away the next day, but the fluoride keeps working for several months to protect teeth. Varnish works best if it is painted on teeth 2 to 4 times a year, as recommended by your child's health care provider.



HELPFUL TIPS FOR PARENTS AFTER FLUORIDE VARNISH APPLICATION

- Wait until the next day to brush your child's teeth.
- Give your child only soft foods for the rest of the day after treatment.
- Avoid giving your child hot, hard, or sticky foods for 24 hours after the fluoride varnish application. Hard or chewy foods might chip the varnish off.

Children should see a dentist by their first birthday and visit a dentist at least once a year.



INFORMATION FOR PARENTS

Source: <http://www.nyc.gov/html/doh/downloads/pdf/hca/hca-ask-fluoride-varnish.pdf>

Toothpaste



Radio Spot



Client: Children's Health Alliance of Wisconsin
Spot: 30 seconds

SFX: Running faucet water
(10 sec.)

Voiceover: "Happy teeth mean healthy kids. Milwaukee's water is a source of fluoride. That's right, just turn on your faucet and remember.
Fluoride's free....for kids it's key!"

Tag: This message has been brought to you by Children's Health Alliance of Wisconsin. Working for change from head to toe.

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Lesson Plan



Oral Health Awareness Week
Fluoride's free. . . For kids it's key
October 15-19, 2012

Participating Elementary Schools in Milwaukee Area:

- Auer, Cooper, Garland, Hawley, Lowell and Zablocki

October 15, 2012

- Speaker- Fluoride and its benefits
- Give out water bottles and encourage them to fill them up every day

October 16, 2012

- Informational session and educational games (given by teachers)
- Give out bookmarks to students

October 17, 2012

- Fluoride treatments for all students

October 18, 2012

- Speaker- Tap water and the sources of fluoride
- Give out fluoride toothpaste

October 19, 2012

- Informational session and educational games (given by teachers)
- Give out flyers with information about fluoride and have teachers assign their students to take them home and have them signed by their parents to receive a treat from the teacher.

Slip for parents to sign

Oral Health Awareness Week

Fluoride's free... For kids it's key!

Fluoride is a mineral that helps teeth become stronger and helps prevent decay. One excellent way to get fluoride is to drink water that contains the right amount of fluoride. If you are not sure whether your drinking water contains the right amount of fluoride for good dental health, ask your dentist or hygienist. Children who drink water with the right amount of fluoride have fewer cavities.

Using fluoride is one of the safest, most effective, and least expensive ways to prevent tooth decay. Its use is supported by the American Dental Association, the American Medical Association, the American Public Health Association, and many other major health organizations.



For more information on Fluoride visit:

www.chawisconsin.org/wohc.htm

Bookmark

Fluoride's free ... For kids it's key!



Fluoridating water reduces cavity rates in children and adults by 40 percent.



Fluoridation is one public health program that saves you money.



Fluoridated water protects from infection and decay.



Fluoride is found in water, toothpaste, and mouthwash.



WISCONSIN
ORAL HEALTH
COALITION

Children's Health
Alliance of Wisconsin

Feature Story

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For Immediate Release

**Just What the Doctor Ordered
Daily Fluoride Benefits Oral Health**

Milwaukee—March 20, 2013— For many individuals, it is hard to make it from paycheck to paycheck. For the average family, it can be even harder. With bills to pay and groceries to buy, it is also hard for many parents to afford adequate dental care. Maria Vasquez is one of those parents. Her children receive some dental care through school, but she knew that would not be enough for them to maintain healthy teeth. Maria decided to make one simple change in her life that would pay dividends: increase the daily fluoride intake of her children.

“When I started doing research about what would benefit the oral health and overall health of my children, I learned a lot about fluoride. It helps remineralize tooth surfaces and prevent tooth decay,” Vasquez said.

Tooth decay is the single most common chronic disease of childhood, occurring five times more frequently than asthma and seven times more often than hay fever. The sad part of this statistic is that most of the time, tooth decay is preventable. Besides the usual brushing, flossing and visiting a dentist, daily fluoride intake is also very important in minimizing tooth decay.

One way to provide teeth with frequent contact with low levels of fluoride throughout each day is to drink community water. Nearly all naturally occurring water sources contain fluoride. According to the Centers for Disease Control and Prevention, studies show that water fluoridation reduces tooth decay by about 25 percent over a person’s lifetime.

“One of the biggest changes for my family has been drinking community water. Most mothers I know think the community water will poison their children. They have no idea that it can reduce tooth decay,” Vasquez said.

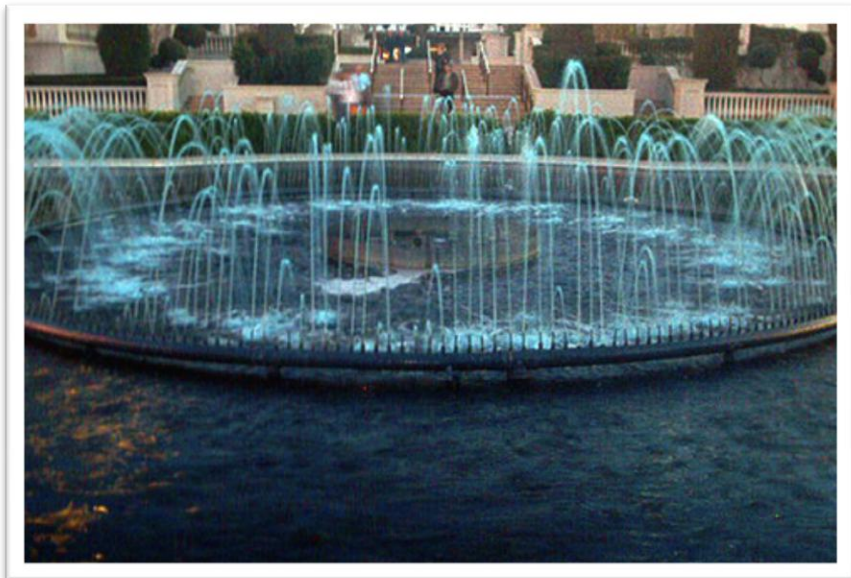
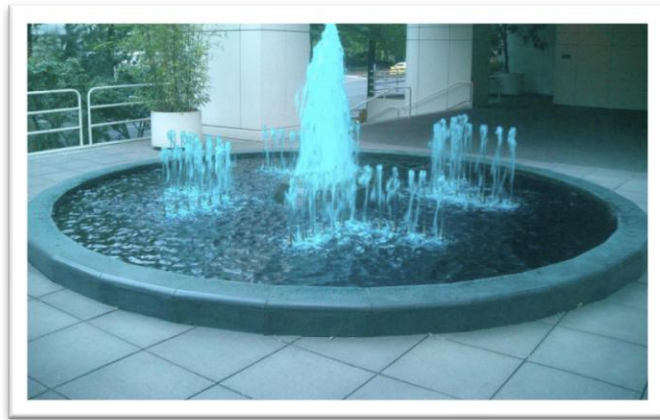
Community water fluoridation is not only safe and effective, but it is also cost-saving and the least expensive way to deliver the benefits of fluoride to all residents of a community.

“I can’t express how much fluoride and drinking community water has changed my family’s life. My children have brighter smiles now,” Vasquez said.

More information about the Wisconsin Oral Health Coalition, fluoride and community water fluoridation is available on Children’s Health Alliance Website at www.chawisconsin.org/wohc.htm.

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Milwaukee Fountains



Little Golden Books

Little Golden Books



Golden Books



Little Golden Books



M
W
G
X



Golden Books



Little Golden Book



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PRospective
communications