

10 Steps to Ending Water Fluoridation in Your Community

- 1. Establish a Clear Leader:** Grassroots efforts can quickly become disorganized without structure. Appoint a trusted, organized leader to coordinate efforts, delegate tasks, and serve as the point of contact for both your team and public officials. Strong leadership fosters unity and credibility.
- 2. Build a Local Advocacy Team:** Form a core team of 5–10 committed community members who care deeply about health and informed consent. Aim for a diverse mix—parents, students, healthcare professionals (nurses, doctors, dentists, chiropractors)—to reflect the community and offer credible, lived perspectives. Local officials are more responsive to well-rounded representation.
- 3. Launch a Local Call to Action:** As your group mobilizes, Stand for Health Freedom (SHF) can help you create a powerful digital “Call to Action.” This tool allows citizens to send automated, personalized emails to city councilors, county commissioners, or water board members, urging an end to water fluoridation. SHF will assist in drafting a compelling message and making the process easy for residents to engage.
- 4. Identify a Health Freedom Ally in Office:** Research your local elected officials to find one who supports informed consent and health freedom. This “champion” can help carry your message from the inside. Once identified, collaborate closely to develop strategy and messaging. Use resources like ChatGPT and local government websites to gather background information.
- 5. Communicate with Elected Officials:** Call, email, and meet with your representatives. Use SHF’s educational materials to explain your position respectfully and clearly. Copy fellow advocates on your correspondence to build momentum and visibility. Leverage community relationships to gain trust and access. Do your homework and understand where each official stands on fluoridation.
- 6. Speak During Public Comment Sessions:** Once outreach is underway and you’ve built support—including (ideally) an ally on the board—organize a public comment strategy. Coordinate speakers to avoid repetition and ensure all key points are covered. Include respected voices such as healthcare professionals, parents, and students. Bring printed materials for distribution and always remain respectful, professional, and solution-oriented.
- 7. Follow Up and Assess Support:** After the meeting, follow up with officials individually. Try to determine how each intends to vote. Continue to educate, bring new people into the movement, and deepen your relationships with decision-makers. Understanding vote counts ahead of time is crucial.
- 8. Get on the Agenda:** Work with your internal ally to get fluoridation added to an official meeting agenda. Once scheduled, this opens the door to formal discussion, additional public comments, and potentially the drafting of a resolution or ordinance.
- 9. Prepare for Ongoing Debate and Education:** The decision process often requires attending multiple public meetings. Continue educating elected officials and the public, strengthening your team, and staying informed. Be ready to respectfully debate pro-fluoridation arguments with sound science and strong principles of informed consent.
- 10. Strategize for the Final Vote:** As the vote approaches, refine your messaging and ensure your team is unified and informed. Stay in close communication with your members, energize your base, and finalize your “gameday” strategy. Show up strong, clear, and confident.