

Fluoride removal for Leaders - How to get started



ONE: Develop a robust local advocacy team by recruiting 5-10 active community members who are passionate about health and informed decision-making. **Prioritize engaging diverse local stakeholders who can provide credible perspectives, such as healthcare professionals (nurses, doctors, dentists, chiropractors), parents, and students.**

City officials are most responsive to constituents who represent a cross-section of the community and can speak from personal and professional experience about water fluoridation's potential health impacts.



TWO: Identify and cultivate a health freedom champion on your city/county commissioners board. Begin by researching and reaching out to each commissioner individually. Use the toolkit to present clear, personalized information that highlights both the scientific and ethical concerns surrounding water fluoridation. Equip them with compelling, well-sourced arguments tailored to their interests and responsibilities, and build a relationship based on shared values around choice, transparency, and public health.

Once they are identified ask them to create an ordinance, modify code, stop funding or do whatever is necessary to end fluoridation and then put the initiative on the calendar.



THREE: Organize a strategic virtual or in-person meeting with your team to coordinate a comprehensive advocacy campaign against water fluoridation.

Your objective is to secure a minimum of three commissioners' votes to end water fluoridation. Implement a sustained outreach strategy of continuous communication, education, and engagement to maximize impact.



FOUR: Stand for Health Freedom can initiate a targeted "Call to Action" email campaign through our database, reaching all our registered citizens in your County. Participants can utilize our streamlined, automated response system to quickly contact county commissioners, demonstrating robust community engagement. This efficient process, taking approximately two minutes to complete, will generate a significant volume of correspondence to highlight widespread public concern regarding water fluoridation.



FIVE: With emails sent, phone calls made and visits completed, hopefully with one commissioner on the inside carrying the torch in support of ending fluoridation of the water, go speak during public comments. Know specifically what is required to end fluoridation in advance of the first public presentation.

Tips for Effective Public Comment

1. Coordinate your speakers to cover a range of key points without repetition. Assign each person a specific fact or argument to ensure the message is clear, concise, and comprehensive.
2. Invite trusted voices—such as holistic dentists, integrative doctors, or other respected health professionals—to speak on record and lend credibility.
3. Come prepared with documentation. Bring printed materials to submit for the official record, and have copies ready for the board members, city attorney, court reporter, and city manager.
4. Maintain a tone that is respectful, inspiring, and solution-oriented. Your goal is to inform and influence, not to confront—motivate decision-makers to act in service of community choice and well-being.