

THE FLUORIDATION SOCIETY LIMITED

under the auspices of the British Dental Association

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The long term aim is Fluoridation of all water supplies. The most important barrier to Fluoridation is the imprecise legal position. The main efforts of the Society should be to establish legislation. Fluoridation should constantly be brought to the attention of the Public whose awareness can be increased by getting TOOTHPASTE MANUFACTURERS to continue to give prominence to the word 'FLUORIDE' on their packages and in their advertisements. THE SOCIETY MUST EXERT CONTINUOUS PRESSURE ON GOVERNMENT NATIONALLY AND LOCALLY, and demand Fluoridation. It must become known to and respected by Politicians by briefing them, SETTING UP Parliamentary questions, distributing material to all MP's, liaising with all Party Workers, and co-ordinating PRESSURE FROM DENTISTS. It must mobilise support of OPINION FORMERS by getting influential persons to join the Society. persuade the TUC and the CBI, academics and educators to support Fluoridation; brief dentists to speak to Rotary Clubs, Round Tables, Inner Wheels, Women's Institutes, and Mothers' Unions. Liaise With Civil Servants, establish support groups, rebutt opposition, commission opinion surveys, publicise and hold conferences, and establish a Public Relations programme. Publicising Fluoridation in the Press and media should be planned. Their interest can be maintained through regular briefings, working lunches, and good stories. Specialist feature writers should be encouraged to promote fluoridation. Doctors are very influential in allaying doubts about fluoride, therefore information should be sent to them or included with articles in their Journals. The Society should establish its presence in Belfast, Birmingham, Bristol, Cardiff, Edinburgh, Leeds, Manchester, and Newcastle to promote Fluoridation, monitor and combat anti-fluoridation activity, and distribute packages of information to DECISION MAKERS. Representatives should be invited (EXPENSES PAID) to participate in discussions to promote Fluoridation. Information should be provided for teachers, school children, and students. Debates in Parliament on Fluoridation should be closely monitored. The estimated cost of implementing the foregoing, including salaries is £58,000.

THE SOCIETY MUST EXERT CONTINUOUS PRESSURE ON GOVERNMENT NATIONALLY AND LOCALLY
AND DEMAND FLUORIDATION

The above statement from the British Fluoridation Society, under its former name,
was issued between June 1983¹ and October 1985²

¹ M'coll v. Strathclyde Regional Council, 29 June 1983 ² Water (Fluoridation) Act 1985, 30 October 1985