Behind the Scenes of Salina’s Keep Fluoride Campaign
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Disclosures
- I have no relevant financial relationships with manufacturers of any commercial product(s) and/or provider of commercial services discussed in this CME activity.
- I do not intend to discuss an unapproved/investigative use of a commercial product/device in my presentation

Salina’s Keep Fluoride Campaign
- Central Kansas, population 50,000
- Fluoridated water for 48 years
- Local small anti-fluoride group
- Referendum to repeal Salina’s water fluoridation
  - Vote aligned with General Election November 4, 2014
  - Successful 2:1 win to protect fluoride!
### Kindling to Salina’s Campaign

- In 2013, numerous national cities and Wichita, KS
- Local anti-fluoride group got energized
- Help from some of the anti-fluoride leaders in Wichita, KS
- Initiated petition process
- 10 months of petitioning resulted in success for them
- Lessons learned – know the petition regulations
- Pro-fluoride’s activity in 2013
- Backseat approach
- Minimal public awareness
- Identified some of the RRT members during this process
- Maintained City Council and City Leader’s relationships
- Missed opportunity to advocate

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### Campaign Time

- City Council chose to allow public vote with General Election: November 4th, 2014
- 13 week campaign cycle
- Immediate activation of RRT
- State level organizations
- Creation of local campaign committee

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### Campaign time: Get Organized Weeks 1-8

- Campaign Committee
  - 5 local dentists, 2 local physicians, 3 reps from Oral Health Kansas, 2 reps from Kansas Bureau of Oral Health, 1 rep from Kansas Dental Association and a hired campaign strategist
  - Directed and created the campaign strategy
  - Created the messaging
  - Utilized our individual strengths and connections
  - Effective communication and weekly meetings
- **FUNDRAISE!!** – State and Local donors
- Endorsements – State and Local. Local more meaningful.
- Identify you local supporters
- Find a way to connect with your supporters and community
Build a Recognizable Brand

- Keep Fluoride VOTE NO
- Grab attention
- Common message
- Common appearance
- Encourage sharing and engagement

Our local leaders, health professionals and your neighbors support water fluoridation for our community. We work here, we live here and our families grow here.

Train and Support Your Local Team

- Dental and medical community
  - Provided “on-boarding” materials
  - Education and marketing tools
  - Identify key partners and opinion leaders
  - Weekly communication for their needs
  - Dentists to pass out signs too

- Education resources
  - ADA’s Fluoridation Guide
  - Oral Health Kansas
  - Kansas Bureau of Oral Health
  - Ikemyteeth.org
  - Kansas Dental Association
  - Media training

Fluoridated Water is supported by:

- ADA
- CDC
- EPA
- Ilikemyteeth.org
- Kansas Dental Association
- Media training
Cast Your Net(work) Far!

- Look beyond the health partners
- Local civic groups, teachers, school board, business owners, PTOs, school nurses, Head Start, churches, etc
- Identify supporters and volunteers
- Engage them in the discussion and social media spread
- Get creative in spreading the info (political vs educational)
- Attend their meetings. Presentations for them if possible.
- Think BIG. Who’s the big voice in your town?

Connect Your Supporters

- Facebook
  - Interactive
  - Informative
  - Brand recognition
  - Share across users
  - Boost / advertise
- Website
  - Expanded content
  - Great links for information
- Email Groups
  - Volunteer chain
  - Advocate chain

Utilize Social Media

*Seen by over 13,000 Salina Residents*
Change your Mindset
Campaign vs Advocacy

- Message differences
- Identify your target population
  - VOTERS!
  - Salina has 18,000 registered
  - Advanced Voters
  - Low socioeconomic areas
  - Parents
  - Patients

Campaign Targets

- Marketing strategies and timing
  - Reaching the targets
  - Utilizing brand recognition
  - Campaign materials vs non-campaign materials
  - Advanced Voters
- Campaign tempo
  - Fatigue
    - Message, volunteer, leaders, voters

Campaign Strategy
5 weeks of Fury

- Time line – October 1st
  - Signs hit the ground
  - Total of 1300 yard signs and 14 Large signs
  - Bus ads heavy circulation
  - Direct mailers
  - Daily Facebook posts,
  - Commercials, increasing frequency
  - Radio appearances
  - Letters to the Editor
  - Newspaper ads and front page stickers
  - Newspaper and television interviews
  - Salinajournal.com and Salinapost.com
  - Phone calls to Advanced voters
Direct Mailers
- 3 Part series
- Sent 1 week prior to Advanced voters’ ballots issued
- Focused on one messaging topic per mailer
- Created by State reps and campaign strategist

Timing is Everything
- Royals Baseball
- Halloween

Door Walking
- Utilize your volunteers
- Designate all call days and self walking areas
- Opening lines
- Approaching the “already decided”
- Targeted areas
  - High concentration of voters
  - Highly traversed streets / great visibility
  - Lower socioeconomic
  - Elementary schools
VoteSharp App

Doctor’s Commercial

Doctor’s Commercial
Blitz Week
• Peak commercial play
• 2 radio appearances
• Final mailer delivered
• Halloween
• 4 full page ads
• Day of vote corner stand
Summary of Successes

- Well organized and focused
- Message, plan and action committee
- Involved the right people
  - Talents, exposure, local leaders, state organizations
- Hired a campaign strategist
- Don't get lost in the whirlwind