

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE  
PUBLIC HEALTH SERVICE  
NATIONAL INSTITUTES OF HEALTH

Refer to: PS, CPB-17  
June 1970

RECENT FLUORIDATION PUBLICATIONS

Copies of the following recent fluoridation publications are enclosed:

Statement by Dr. Roger O. Egeberg, Assistant  
Secretary for Health and Scientific Affairs

Pamphlets

Fluoridation. . . No Better Health Investment

Fluoridation - No Doubt About It

An initial supply of each pamphlet is being sent to State Dental Directors and Regional Dental Consultants under separate cover. All items can be reproduced locally without further permission. Both pamphlets can be purchased from the Superintendent of Documents, U. S. Government Printing Office.

Division of Dental Health  
Community Programs Branch  
9000 Rockville Pike  
Bethesda, Maryland 20014

3 Enclosures

**FLUORIDATION...**  
**NO BETTER HEALTH INVESTMENT**



U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE  
Public Health Service • National Institutes of Health  
Bureau of Health Professions Education and Manpower Training  
Division of Dental Health • Bethesda, Maryland 20014

U.S. GOVERNMENT PRINTING OFFICE : 1970 O-384-143

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Government Printing Office, Washington, D.C. 20402  
Price 10 cents each, \$5.50 per hundred

ing care over a number of years—and patients from fluoridated Newburgh spent less time in the dental chair.



Across the Nation, fluoridation is proving an effective way to stretch the tax dollar.

- In the California communities of San Francisco and Vallejo—both fluoridated—dental costs of Head Start children were  $\frac{2}{3}$  lower than costs for the same basic care in the nonfluoridated cities of Berkeley and San Joaquin. Similar reduced costs are reported from Head Start programs in fluoridated communities in Ohio.
- In Philadelphia, fluoridated since 1955, it is estimated that fluoridation represents a potential financial savings in dental care of \$2 million for one year alone.
- Toledo, Ohio, announces that savings of at least \$29 per child per year in the second and third grades can be attributed to fluoridation.

**F**our billion dollars—that was America's whopping dental bill last year.

Unless something is done now, the bill is going to get bigger every year. Even if you don't have children or your natural teeth, you'll still be affected by rising dental costs in the form of higher taxes to finance health programs.

Industry loses more than 100 million man-hours of production time because of dental ills.

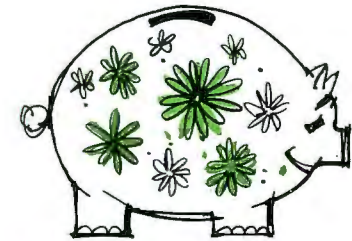
Compounding the problem is a crucial shortage of dentists. It is estimated that our present dental manpower can take care of only half the existing needs. We may be approaching the day when dental appointments will have to be made many months in advance. Few, if any, will escape the waiting line.

An investment in water fluoridation is a profitable way to meet the problem. Fluoridation reduces the hazards of both tooth decay and tooth loss—and it saves money. Everyone benefits—the individual, the family, the community.

A dental care study compared Newburgh, New York (a fluoridated community) with its nonfluoridated neighbor, Kingston. Dental costs per child in Newburgh were half of those in Kingston. The reduction was seen not only in the cost of initial corrective care, starting at age five, but in the cost of continu-

Fluoridation costs only pennies per person per year. If every community fluoridated its water supply, the annual saving in unneeded dental treatments would be about \$700 million—a return of approximately \$50 for every dollar invested in fluoridation.

Accepted and endorsed as a major public health measure by virtually every scientific and health organization with competence in the field, community water fluoridation offers children better teeth and brighter smiles for life.



Fluoridation is a wise investment for everyone, no matter how you look at it.

For additional information, contact:

**Your State or local health department  
or  
Division of Dental Health  
National Institutes of Health  
9000 Rockville Pike  
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## FLUORIDATION



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***NO  
DOUBT  
ABOUT  
IT***

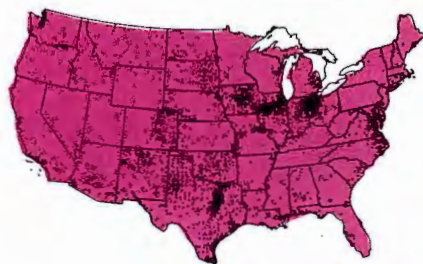
**ADJUSTING THE  
FLUORIDE CONTENT  
OF COMMUNITY  
DRINKING WATER  
TO ABOUT ONE PART  
IN A MILLION CAN REDUCE THE  
INCIDENCE OF TOOTH DECAY  
UP TO 65 PERCENT. THERE  
ARE NO ADVERSE EFFECTS  
FROM DRINKING  
THIS WATER.**

### **THESE ARE STRONG WORDS.**

But then, they should be. Seldom has a preventive health measure proved so successful.

**Did you know** that practically all water contains fluoride naturally—often many times the amount necessary to build strong teeth? Generations have grown up in good health using this water for both drinking and cooking.

Communities with 0.7 PPM or more natural fluoride.



**Decades of scientific field and laboratory research**, some in areas where the natural fluoride content was as much as 14 times the amount used in water fluoridation, established beyond a reasonable doubt that fluoridated water was safe for young and old alike, and helped to make teeth decay-resistant.

**Thousands of communities** in the United States now have derived substantial dental health benefits from adjusting the fluoride content of their water supplies to the optimal level. The safety, efficacy and practicality of this public health measure have been confirmed by a quarter century of actual experience.

**In some 30 countries** around the world, fluoridation programs have demonstrated the same outstanding results. Government study commissions in far flung places—Australia, New Zealand, South Africa, Norway, England—continue to confirm its safety and effectiveness. From the Norwegian Commission comes the statement: "The assertions as to the alleged health hazards of fluoridation which have been put forward by its opponents are not valid and are contradicted by a large body of scientifically well-founded material."

**There also is assurance** of the safety of water fluoridation for the elderly. . . . Fluorides, in much greater quantity, are being used by doctors to treat diseases of the aging.

**Dental and medical researchers** have not found a single substantiated case of adverse effect on health from drinking water optimally fluoridated—either naturally or adjusted. In fact, the National Research Council of the National Academy of Sciences has classified fluoride as a mineral nutrient essential to optimal health.

**Community water fluoridation is safe and beneficial—no doubt about it.**