

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

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July 1970

BETTER WATER IS IN THE WORKS

The enclosed pamphlet, Better Water Is In The Works, was prepared for use in conjunction with a fluoridation exhibit at the National meeting of the American Water Works Association. Water treatment personnel attending this meeting expressed considerable interest in fluoridation and the desire for more information.

The pamphlet points up the important contribution to dental health made by water treatment personnel in maintaining fluoridation at the optimum level. It should be useful in enlisting and maintaining continuing support of individuals whose cooperation is vital to the effectiveness of fluoridation.

Additional copies of the pamphlet can be made available in limited quantities.

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

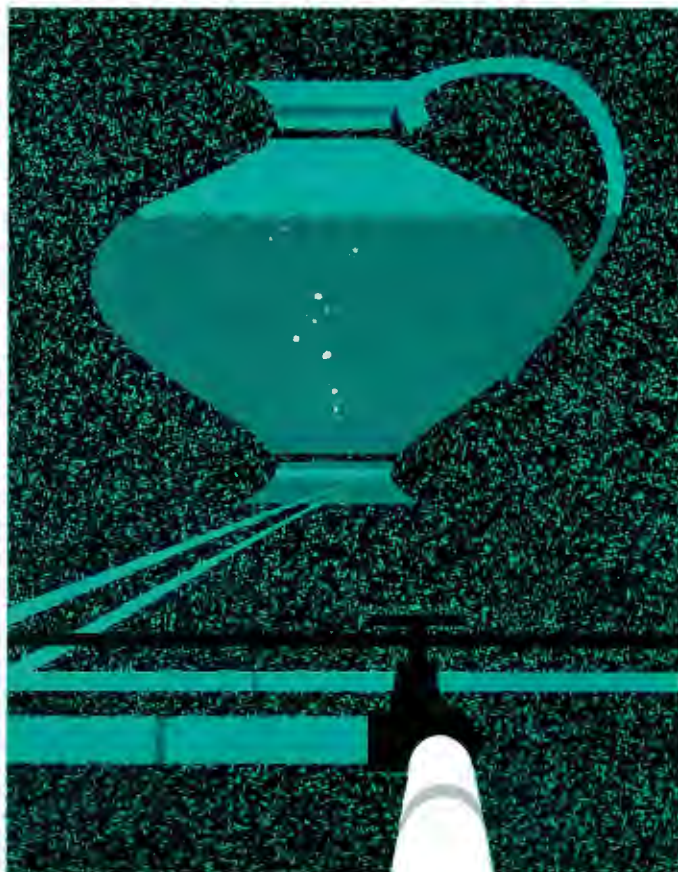
Enclosure

BETTER WATER IS IN THE WORKS

U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
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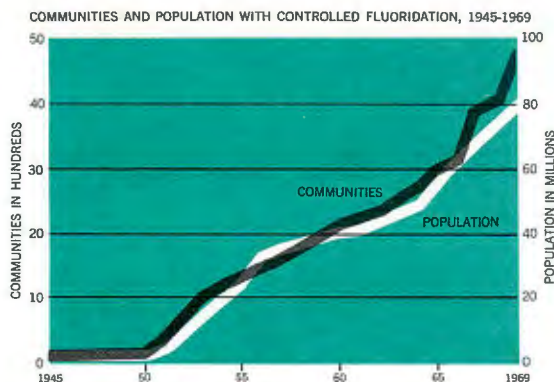
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With its endorsement of fluoridation in 1949, the American Water Works Association became one of the first organizations to accept a major role in safeguarding the Nation's dental health.

A lot of water has gone over the dam and into people's homes since then. Today, nearly 5,000 communities are adjusting the fluoride content of their water. Eighty-eight million Americans drink fluoridated water every day.



Water treatment personnel are playing a key role by providing optimally fluoridated water and promoting better understanding and wider acceptance of this major public health measure. Now, after decades of scientific research and a quarter-century of practical demonstration, fluoridation is recognized as a necessary and proper water treatment process to supply healthful water to consumers.

In the final analysis, success of the fluoridation program rests directly on the man at

the water works. Just as the proof of the pudding is in the eating, so fluoridation's proof is in its effectiveness. And effectiveness depends on how consistently water treatment personnel maintain fluoride concentrations at optimum levels. Anything below the optimum level means reduced dental health protection. The public relies on the man at the water works.



This trust is well placed. Today's modern equipment, chemical handling methods, and analytical procedures make optimal fluoridation simple, safe, and routine.

The payoff can be seen in children growing up with better teeth and brighter smiles—teeth and smiles that can last a lifetime.

Water treatment personnel can take pride in the growing number of fluoridated communities where—for more and more people—better water is in the works.

For additional information, contact:

- Your State or local health department
- Division of Dental Health
National Institutes of Health
9000 Rockville Pike
Bethesda, Maryland 20014
or
- Environmental Health Service
Bureau of Water Hygiene
12720 Twinbrook Parkway
Rockville, Maryland 20852