

Iowa Community Water Fluoridation Communication Plan (2018-2023)

Goal	Target Audience(s)	Objectives	Key Messages	Communication Strategies	Partnerships	Evaluation Methods and Measures	Progress P = in progress C = completed B = barrier is delaying
Increase awareness about the Iowa CWF program	Water Operators	By end of 2021 a new training video will be created for water operators	Fluoride is safe and natural CWF is one of ten greatest public health achievements Optimal levels and how to start a fluoridation program	Develop 20 minute instructional video to use during new operator training and/or continuing education opportunities	Department of Natural Resources ZLR Ignition	Video will be created by 2021 and distributed to all water operators It will be presented at any drinking water conferences attended	
Increase awareness of the Iowa CWF program	Water Operators	By end of 2020 new curriculum on CWF will be created for water operators	Fluoridation is affordable solution compared to others (cost of fillings, cost of time off, etc.) Iowa specific data	Develop new curriculum materials for colleges offering AA degree in drinking water	Department of Natural Resources Des Moines Area Community College Kirkwood College	Curriculum will be created and distributed to each college	
Increase awareness of the Iowa CWF program	Water Operators	By end of 2020 a toolkit for water operators will be created and distributed	Fluoride is safe, natural, and affordable CWF is one of ten greatest public health achievements Optimal levels and how to start a fluoridation program	Develop toolkit with materials and talking points for operators	Department of Natural Resources Iowa Rural Water Association Iowa section of American Water Works Association Iowa Association of Water Agencies	Toolkit will be created and sent to water operators that are fluoridating	

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Increase awareness of the Iowa CWF program	Dentists Dental Hygienists Dental Assistants	By end of 2019 new educational materials and promotional items will be created for dental professionals to use to promote CWF	Fluoride is natural CWF is one of ten greatest public health achievements All patients should be receiving optimal levels	Materials (posters, flyers, prescription pads, etc.) will be created to explain the importance of CWF and how to get the discussion started with patients If budget allows, promotional items will be created to give to offices	Iowa Dental Association (IDA) Iowa Association of General Dentistry (IAGD) Iowa Dental Hygienists' Association (IDHA) I-Smile and I-Smile Silver Coordinators (ISC)	Materials will be created and sent at least once through ISC's, IDA, and IDHA partnerships Materials will be updated as needed if new data or information becomes available	
Increase awareness of the Iowa CWF program	City Council Members/Water Boards Boards of Health Legislators	By end of 2019 educational materials (flyers, brochures, etc.) will be created	Fluoridation is cost effective for their residents Include real-life stories from Iowans Fluoridation is not mass medication	Develop and disseminate flyers and Delta Dental of Iowa Foundation grant funding	Delta Dental of Iowa Foundation (DDIAF) I-Smile Coordinators Iowa Water Utilities Board (IWUB) Iowa League of Cities	Materials will be created and sent annually through I-Smile Coordinators, DDIAF, IWUB, League of Cities, partnerships, etc. Materials will be updated as needed	
Increase awareness of the Iowa CWF program	General Public	By end of 2021 focus groups will be conducted using Iowa residents to determine public awareness and thoughts about CWF	What does the general public think about fluoridation	Conduct focus groups	ZLR Ignition	Focus groups completed by 2021 Data and feedback collected from focus groups will be used to determine the baseline for awareness of CWF	

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Increase awareness of the Iowa CWF program	General Public Water Operators I-Smile and I-Smile Silver Coordinators	Each year a census will be completed on the state of fluoridation in Iowa	The number of systems fluoridating The number of Iowans that have access to optimally fluoridated water	The CDC Water Fluoridation Reporting System will be updated monthly with fluoride data Census and maps will be created each year	Department of Natural Resources	Complete at least 5, one per year, of fluoridation status using the CDC Water Fluoridation Reporting System	
Increase awareness of the Iowa CWF program	I-Smile and I-Smile Silver Coordinators IA-AWWA members	Every year annual CWF Quality Awards will be distributed through I-Smile and I-Smile Silver Coordinators and/or at regional IA-AWWA meetings	Awarding operators for providing optimal fluoridated water Delta Dental of Iowa Foundation has funding to update equipment	Distribute annual awards by the end of August each year Send Delta Dental grant funding application with award Get media involvement	I-Smile and I-Smile Silver Coordinators Delta Dental of Iowa Foundation	Awards are distributed annually and in-person to water operator or city council or water board	
Increase awareness of the Iowa CWF program	General Public Water Operators	Each year promote community water fluoridation	Fluoridation is safe and necessary for good oral health	Attend conferences and partner with community organizations to provide education and materials about water fluoridation	Iowa Rural Water Association Iowa Service Clubs IA-AWWA Iowa Association of Water Agencies Iowa Children's Water Festival	Attend at least once community event per year Present and attend at least three conferences per year	