



# water fluoridation

## core messages

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**Fluoride is a mineral that exists naturally in virtually all water supplies, even the ocean.** Usually, however, the amount of fluoride is too low to prevent tooth decay. This is why many communities in Canada add a small amount to reach the level proven to protect teeth.

2

**The leading health experts endorse community water fluoridation as a safe, effective way to reduce cavities.** These experts include the Canadian Dental Association, the Canadian Pediatric Society, Health Canada, the Centers for Disease Control and Prevention, and the World Health Organization.

3

**Using fluoride toothpaste is important, but it doesn't give maximum protection against cavities.** Drinking fluoridated water provides crucial added protection against tooth decay, and many studies prove it.

4

**Canada is one of the birthplaces of community water fluoridation.** Our dental and medical officials from the 1940s were pioneers who helped conduct the initial research proving that fluoridation significantly reduces cavities. Many other countries have since followed our lead.

5

**Canada has a tradition of fortifying foods and beverages with vitamins and minerals to protect human health.** For example, Vitamin D is added to milk, and folic acid is added to bread and pasta. Adding fluoride to water is one more way we help keep children and adults healthy.

6

**Fluoridation's positive impact is supported by hundreds of studies and nearly 70 years of experience.** Some of these studies have been conducted within the past few years.



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This concise core messaging was written by Matt Jacob of the Children's Dental Health Project, and was reproduced with permission.