Iowa Community Water Fluoridation Plan
2017-2021

March 2017
“This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services under grant number T12HP30318, Grants to States to Support Oral Health Workforce Activities, $408,056. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government."
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Introduction

Community water fluoridation (CWF) is the adjustment of fluoride in drinking water to a level that is recommended for the prevention of tooth decay. This public health intervention has been practiced in the United States for over 70 years, and it has been named by the Centers for Disease Control and Prevention (CDC) as one of the top 10 public health interventions of the 20th century. In 2016, it was named a “HI-5” intervention by the CDC. “HI-5” interventions are those that have the ability to improve the health of a community, demonstrate a positive health impact in five years or less, and show cost effectiveness or cost savings over time. Community water fluoridation is a safe and cost effective intervention that prevents approximately 25 percent of tooth decay in children and adults.

This CWF plan outlines strategies that will work toward the goal that all Iowans have access to optimally fluoridated water. It was jointly developed by representatives from the Iowa Department of Public Health, Delta Dental of Iowa Foundation, Iowans for Oral Health Coalition, and the Iowa Public Health Association. Based on the core services of public health (assessment, policy development, and assurance), the workgroup developed a plan that includes six objectives. These organizations will work collaboratively to accomplish these objectives, and the plan will be revisited by the workgroup on an annual basis and modified as needed.

Iowa’s CWF plan aligns with the following state and national goals and objectives.

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<tr>
<th>Healthy People 2020:</th>
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<tr>
<td>Oral Health Objective 13: Increase the proportion of the U.S. population served by community water systems with optimally fluoridated water.</td>
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<th>Healthy Iowans 2017-2021:</th>
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<tr>
<td>Lack of Oral Health/Dental Services Goal #1: All Iowans will have access to optimally fluoridated water.</td>
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<th>Iowa Oral Health Plan 2016-2020:</th>
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<td>Focus Area 4, Objective 3: By 2020, a state community water fluoridation program will exist to support optimal state and local implementation of water fluoridation strategies.</td>
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Goal: All Iowans will have access to optimally fluoridated water.

Objective 1: Establish and maintain a CWF coordinator and Advisory Workgroup to implement the state CWF program and initiatives.

Activities:
- Secure and support a CWF coordinator position within the Iowa Department of Public Health.
- Identify key stakeholders to participate in an ongoing CWF Advisory Workgroup.
- Establish role of the Advisory Workgroup, which could include oversight of CWF state plan and developing recommendations for policy needs.
- Conduct regular meetings of the Advisory Workgroup to discuss Iowa CWF issues.
- Continually monitor national and state trends related to CWF, which may include surveys of public health and city officials, water operators, or other stakeholder groups to determine resource needs.

Objective 2: Improve awareness of the importance of CWF through strengthened partnerships and focused outreach to water supply and health care professionals.

Activities:
- Seek champion(s) to assist with outreach and education about CWF.
- Conduct regular and ad hoc communication with Iowans for Oral Health Coalition members. This may include conference calls, electronic listservs, and action alerts.
- Conduct regular meetings and maintain regular communication with Iowa Department of Natural Resources (IDNR) central office and field office staff.
- Maintain regular communication with and provide technical assistance to water operators to discuss the importance and benefits of CWF.
- Determine eligibility and disseminate annual CDC community water fluoridation awards to exemplary fluoridating water systems.
- Seek opportunities to partner with water supply professional groups, including but not limited to the Iowa Rural Water Association, Iowa Section of the American Water Works Association, and the Iowa Association of Water Agencies.
- Develop toolkit(s), training(s), and materials to educate water operators, public health practitioners, and medical and dental providers about CWF.
- Conduct CWF trainings for water supply professionals on a regular basis.
- Seek opportunities to disseminate CWF information, including conference presentations, meetings with partners, print media, social media, organization websites, etc.
Objective 3: Improve Iowans’ awareness of the importance of drinking fluoridated tap water.

Activities:

- Create and disseminate CWF materials to educate the general public and policymakers about the safety and effectiveness of fluoridated water.
- Develop short videos about CWF and post on IDPH YouTube site.
- Establish the IDPH website as a trusted source of CWF information.
- Collaborate with members of the CWF Advisory Workgroup and the Iowans for Oral Health Coalition about conducting a statewide CWF outreach campaign, including research of other states’ experiences and the impact of the campaign on fluoridation status.

Objective 4: Develop and implement a standardized system for CWF data collection and reporting.

Activities:

- Assess methods and procedures used by other states to collect, update, report, and disseminate CWF data.
- Consult with the IDNR to determine available CWF data and potential methods to increase local water system reporting of Monthly Operation Reports (MORs) to IDPH.
- Explore methods to ensure data sharing between IDNR and IDPH, to possibly include a memorandum of understanding (MOU).
- Analyze MORs each month to determine potential changes in the fluoridation statuses of Iowa water systems and update information on CDC’s My Water’s Fluoride webpage.
- Develop and disseminate annual CWF report(s) to include qualitative and quantitative data that displays the status and success of CWF efforts.
Objective 5: Improve local water system fluoridation infrastructure.

Activities:

- Provide technical assistance to water operators for implementation and maintenance of water fluoridation systems.
- Engage with stakeholders to ensure CWF is included in all water quality and water system improvement discussions.
- Determine available funding through Delta Dental of Iowa Foundation for new or replacement equipment.
- Investigate additional funding sources for fluoride testing and equipment, including but not limited to federal opportunities, the Grants to Counties program for well testing, and the State Revolving Fund.
- Monitor local need and disseminate grant funding information to water operators for new or replacement equipment. This includes fact sheets, one-on-one technical assistance, and meeting presentations.

Objective 6: Investigate policies that could improve Iowa’s CWF program.

Activities:

- Examine CWF policies enacted by other states, including but not limited to mandatory notification of customers prior to fluoride discontinuation and mandatory reporting to IDPH.
- Research processes used by other states to enact policies and the impact of these processes on fluoridation status.
- Explore funding mechanisms used for CWF equipment or water plant upgrades following policy change in other states.
- Monitor policies related to general water quality and water infrastructure to identify opportunities to advance CWF.
# Iowa Community Water Fluoridation (CWF) Plan Logic Model

## Inputs
- Iowa Department of Public Health
- Delta Dental of Iowa Foundation
- Iowa Public Health Association
- Iowans for Oral Health Coalition
- Other partners and stakeholders
- Funding for CWF activities and personnel

## Logic Model

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<thead>
<tr>
<th>Long Term Outcomes</th>
<th>Short-Term Outcomes</th>
<th>Activities</th>
<th>Inputs</th>
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<tr>
<td>Iowans have access to fluoridated water</td>
<td>Iowans drink fluoridated water</td>
<td>Fewer Iowans with tooth decay</td>
<td>CWF coordinator and CWF advisory workgroup maintained</td>
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<td>Improved awareness of CWF’s importance by healthcare professionals, dental professionals, water supply professionals, public health professionals, and others</td>
<td>Improve public’s awareness of the importance of drinking fluoridated water</td>
<td>A standardized system for data collection and monitoring in place</td>
<td>Fluoridation equipment funding available and used</td>
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<td>Policy changes to improve access to fluoridated water</td>
<td>Conduct regular meetings of advisory workgroup</td>
<td>Seek CWF champions, partner with Iowans for Oral Health Coalition, partner with IDNR, maintain communication with and provide technical assistance to water operators, disseminate CDC Quality Awards, partner with water supply professional groups, develop educational toolkits/trainings, conduct CWF trainings, share CWF information at conferences/meetings/media/websites</td>
<td>Create and share educational materials (including videos), update CWF information on IDPH website, explore options for outreach campaign</td>
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<td>Assess data procedures by other states, consult IDNR and explore methods of data sharing, analyze Monthly Operation Reports (MORs) monthly, update My Water’s Fluoride, develop and share CWF reports</td>
<td>Determine funding available for CWF equipment, disseminate grant information, provide technical assistance with grant applications, identify water systems in need of equipment updates, engage stakeholders to include CWF in all water discussions</td>
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<td>Examine policies in other states, research processes used to implement new policies, research impact of policy change on fluoridation status, explore funding mechanisms for new equipment after policy change, monitor water policy changes at state and national level</td>
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