



Community Grant Outcome Report

Name: Fluoridation for Healthy Communities

Grantee: Couleecap, Inc.

Contact Name; phone; e-mail: Kim Cable; 608-634-7377; kim.cable@couleecap.org

Academic Partner: James Terman, MD, Clinical Assistant Professor, Department of Family Medicine, UW SMPH; Gundersen Lutheran Onalaska Clinic

Program: Development

Grant Duration: 04/01/2007 to 03/31/2008 (12 months)

Expenditures: \$47,842 of \$50,000 (96% expended)

Use of Funds: Community education and advocacy

► **Description:** Couleecap brought together local community officials and concerned citizens in La Crosse, Monroe, Vernon, and Crawford Counties to provide education to the general public and community leaders on the dental and other benefits of optimum fluoride intake. The intention was to develop approaches for their specific communities to gather broad support for adjusting fluoride levels in their municipal water supplies.

► **Results:** Couleecap hired a Health Advocate who researched fluoridation levels of each of the 35 municipal water supplies in the four-county area and also developed fluoride education materials. Based on the findings, 12 communities expressed willingness to investigate community water fluoridation. The project chose five for specific community water fluoridation initiatives during the one-year planning process.

The Health Advocate assisted in developing/reconvening oral health advocacy groups in the Village of Holmen in La Crosse County (Citizens for Better Dental Health in Holmen) and in Prairie du Chien in Crawford County (Citizens for Better Dental Health in Prairie du Chien). Efforts of these oral health advocacy groups led to community water fluoridation referenda on the November 2008 ballot in both of these communities. Holmen's referendum

passed on November 4, but Prairie du Chien's was defeated. The communities of Cashton, Norwalk, and Ontario (Monroe County) established a multi-community steering committee to work on the issue of oral health. Development of an oral health advocacy group for these three communities is moving forward.

► **Met Objectives:** Project completed

► **Baseline Progress on State Health Plan Objectives:** Not measured

► **Academic Partner Role:** Integrally involved in directing the tasks of the Health Advocate and guiding the water fluoridation campaigns.

► **Matched Dollars (cash or in-kind):** \$577

► **Dissemination:**

- Distributed fluoride education materials to communities
- Presentation to WISCAP (Wisconsin Community Action Program)
- Articles in local newspapers and newsletters

► **Sustained:** Awarded a second WPP development grant in 2007 to continue work in the five targeted communities.