



STATE OF FLORIDA
DEPARTMENT OF HEALTH AND REHABILITATIVE SERVICES

May 7, 1990

Mr. Herb Tolson
Director of Inner City Governmental Relations
P.O. Box 2842
St. Petersburg, FL 33731

Dear Mr. Tolson,

I hope you will find the enclosed material helpful. We can provide you with more of these packets if you can use them.

We administer a federal grant which assists communities that decide to fluoridate by providing funds for cost of equipment, engineering fee, and two years supply of fluoride. Briefly, the grant process is this. The governing unit first passes a motion, resolution or ordinance authorizing fluoridation. A consultant engineer then designs the system and submits an application for a Department of Environmental Regulation permit. He also submits a cost-estimate to this office. This office negotiates and/or approves the cost estimate and then sends the appropriate official a contract for signature which is sent back to this office. As soon as we receive the contract we request that a check in the agreed upon amount be sent to the community. The community then begins to send us copies of invoices within three months of receipt of the check. You will find copies of all the pertinent requirements and documents in the packet.

We've been fairly successful over the past few years in convincing community officials that fluoridated water should be provided to their community residents.

There are several tactical strategies that seem to promote success; the 1st being - Keep a low profile: the least amount of publicity the better.

2. Approach community officials individually. Better yet, have someone they know and respect convince them (a) of the benefits of fluoridation and (b) of their responsibility as community officials to provide the most cost-effective public health measures available to their constituency.

3. Be aware of how each commissioner would vote on the issue. Do not push the issue unless you're sure the majority will vote "yes". In some instances we have waited until a commissioner has left and been replaced by someone in favor of fluoridation.

4. Avoid a referendum. The statistics are that 3 out of 4 fluoridation referenda fail.

We appreciate your interest and support of fluoridation and offer assistance and support to you. Please keep in touch and good luck! Don't hesitate to call if you have any questions.

Sincerely,

Susan Allen, RDH, BS
Fluoridation Coordinator
Public Health Dental Program
State Health Office
(904) 487-1845

Enclosure

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