

I Like My Teeth

Over the past half-century, community water fluoridation has transformed oral health in America. Run-away tooth decay and rows of missing teeth, once commonplace, are more rare than ever. But some areas are still not fluoridated and by 2010, longtime fluoridation opponents had flooded the Internet with misinformation, leaving everyday people confused about where to lend their support. The Pew Center on the States brought in Marketing for Change to bring sanity and science back to the forefront and help ensure every American has access to community water fluoridation.

Decisions on community water fluoridation mostly happen at the local level, so we began by leveraging the energy of local oral health advocates and organizing them into a national network, the Campaign for Dental Health, which was the public-facing entity behind the campaign.

We created ILikeMyTeeth.org to be the hub of the campaign. In all aspects of the campaign and website, we sought to be the voice of reason, objectively presenting the facts and backed by the highest authorities on health.

The important role that the website played in setting the tone of our campaign was no coincidence. Our years of experience told us that highlighting why our argument was better would not work. Instead, we aligned fluoridation with an undisputed truth – everyone benefits from, and enjoys having, teeth. Because fluoridation has been one of the most cost-effective means of ensuring everyone, regardless of socioeconomic status, has healthy teeth, our campaign subtly suggested that lack of support for fluoridation meant lack of support for healthy teeth.

The results:

Overall, organic traffic to ILikeMyTeeth.org jumped 277% during our campaign pushes and resources on the site were shared widely by partners across the country.



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