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Media Rhetoric
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Panel Critique – Fluoridation

Case Study: Fluoridation in Greenfield (Mass.)

Timeline:

1958 – Opponents promoted passage of legislation prohibiting fluoridation w/o voter approval

1968 – Legislation (1958) repealed; local health boards permitted to order fluoridation with stipulation that if 10% of voters petition for referendum within 90 days of publication, a referendum must be held in the next election (no earlier than 60 days following petition's filing); fluoridation cannot take place 90 days following publication or until a favorable vote is taken; if rejected, an order cannot be resubmitted for 2 yrs.
Greater Greenfield Jaycees: fluoridation campaign; concentration 1/100 ppm; after a heated controversy, voters rejected a fluoridation referendum

1974 – Board of Health voted 2 to 1 in favor of fluoridation; estimated funding over 5 yrs. would raise tax rate \$0.20; head pro-fluoridationist Joseph R. Charron defeated by petitioner Dr. Peter Antonio; Greenfield Citizens for Fluoride Committee formed

Contested Fluoridation Orders:

1951-57	1958-68	1968-71
87.8% (36)	100% (37)	40.3% (29)