



# NFIS

## National Fluoridation Information Service

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**NFIS Consortium Partners:**  
Regional Public Health  
Hutt Valley District Health Board  
Massey University Wellington  
Environmental Science & Research  
NZ National Poisons Centre

# National Fluoridation Information Service Annual Plan

July 2012 – June 2013



**Project Name:**

National Fluoridation Information Service

**Consortium Partners:**

Regional Public Health (RPH), (Lead);  
HVDHB Community Dental Service;  
Environmental Science and Research (ESR);  
Centre for Public Health Research, Massey University (CPHR);  
National Poisons Centre (NPC)

**Project Description:** Regional Public Health will lead the consortium to deliver the National Fluoridation Information Service. NFIS is an information and advisory service which will support DHBs and TLAs by providing robust and independent scientific and technical information, advice and critical commentary around water fluoridation.

# SECTION ONE – BACKGROUND

## 1. Background

The oral health status of New Zealand is variable. *Good Oral Health for All, for Life; The Strategic Vision for Oral Health In New Zealand* (2006) notes that:

*“The most dramatic and consistent inequities in oral health status are those between children in fluoridated and non-fluoridated areas. Key to supporting an environment that supports good oral health is promoting the use of fluoride. The Ministry’s current policy recommends water fluoridation at 0.7 to 1.0 milligrams per litre of drinking water.”*

The Ministry of Health ('the Ministry') recommends community water fluoridation (CWF) where technically feasible as a safe and effective means of improving oral health. In 2011, approximately 56% of New Zealanders were receiving fluoridated drinking water.<sup>1</sup>

Under current legislation, local councils hold the mandate to fluoridate their area’s water supplies, while District Health Boards are responsible for protecting the health of their population. District Health Boards must meet the requirements for water fluoridation as stated in the Service Specification for Public Health. These are to:

1. Provide advice on the benefits of water fluoridation when the issue becomes a significant issue in the community; by
  - supporting health professionals who are promoting the extension or maintenance of fluoridated water supplies
  - ensuring appropriate education material is available to educational institutions, health professionals, territorial authorities, community groups and the public
  - ensuring that messages on CWF and oral health are consistent and current and keep all health providers are informed
  - making timely submission on CWF when appropriate

and

2. Assist and work with Māori and other ethnic groups and communities as appropriate to provide advice around the benefits of water fluoridation.

Community debate around the merits of CWF is on-going. Discussions about CWF are characterised by strongly held opinions on both sides. There is a need to distinguish fact from fiction and ensure that emerging research is considered in communications and decisions on CWF. To this end the Ministry has contracted Regional Public Health to establish the National Fluoridation Information Service.

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<sup>1</sup> This calculation is based on the population currently on fluoridated drinking water supplies 2,272, 833 (MoH) divided by the total New Zealand population counted in the 2006 census of 4,027, 947.

The National Fluoridation Information Service (the Service) is a consortium funded by the Ministry and led by Regional Public Health working in partnership with:

- Hutt Valley DHB Community Dental Services,
- Environmental Science and Research,
- Centre for Public Health Research at Massey University and
- National Poisons Centre

Our work includes:

- Following public debate and decisions on CWF
- Monitoring international research on the ongoing usefulness of CWF
- Critically reviewing emerging research
- Working with District Health Boards and Councils to provide accurate and up-to-date information to their communities
- Providing clinical advice to the Ministry of Health
- Providing access to New Zealand oral health data and research
- Sharing information via quarterly e-newsletters and e-briefings and the NFIS website [www.NFIS.org.nz](http://www.NFIS.org.nz)

## **SECTION 2 – OUTLINE OF THE WORK (June 12 – June 13)**

### **2. Key Deliverables**

- Annual and half-yearly reports
- Annual Plan for 2013-2014
- Baseline evaluation information
- Update annual Environmental Scan
- Six monthly reviews of new research, 16 September 2012 and 15 March 2013
- Collation, production and dissemination of relevant information to stakeholders
- Collation of data on fluorosis, tooth development and identification of knowledge gaps
- Approximately six technical advisory statements on relevant issues
- Quarterly Newsletters and e-briefings

### **3. Work Includes:**

- Maintaining the consortium
- Providing clinical and technical advice and support principally via posting all documents on NFIS website
- Updating the environmental scan around water fluoridation.
- Monitoring the media and web coverage around water fluoridation
- Providing advice, information and support to stakeholders in specific priority areas.
- Provision of advice to the Ministry on water fluoridation which the Ministry can use to develop policy
- Provision of information and support to District Health Boards who are coordinating work in their area
- Ongoing production and dissemination of information for stakeholders including District Health Boards, Territorial Local Authorities and the Ministry
- Review of the Ministry's community water fluoridation web and consumer resources
- Maintaining and developing database and networks
- Development of Annual Plan for 2013-14

## 4. Work Excludes:

- Review of new reviews other than those included in the review of reviews, 2000-2010.
- Ongoing review of historical and grey literature as highlighted by opponents to CWF (as per inclusion and exclusion criteria). Except where such literature is the cause of considerable public concern or confusion.

## 5. Assumptions

This plan is developed on the basis of the following assumptions. Should these not be fulfilled this may result in delays or risks.

- Where feedback is requested from the Ministry, that this received within an agreed turn around time for each piece of work
- Hours contracted from consortium partners are sufficient to deliver on planned and responsive requirements of the service
- Responsive requirements falling outside the contracted consortium expertise will be carried out in conjunction with the Ministry

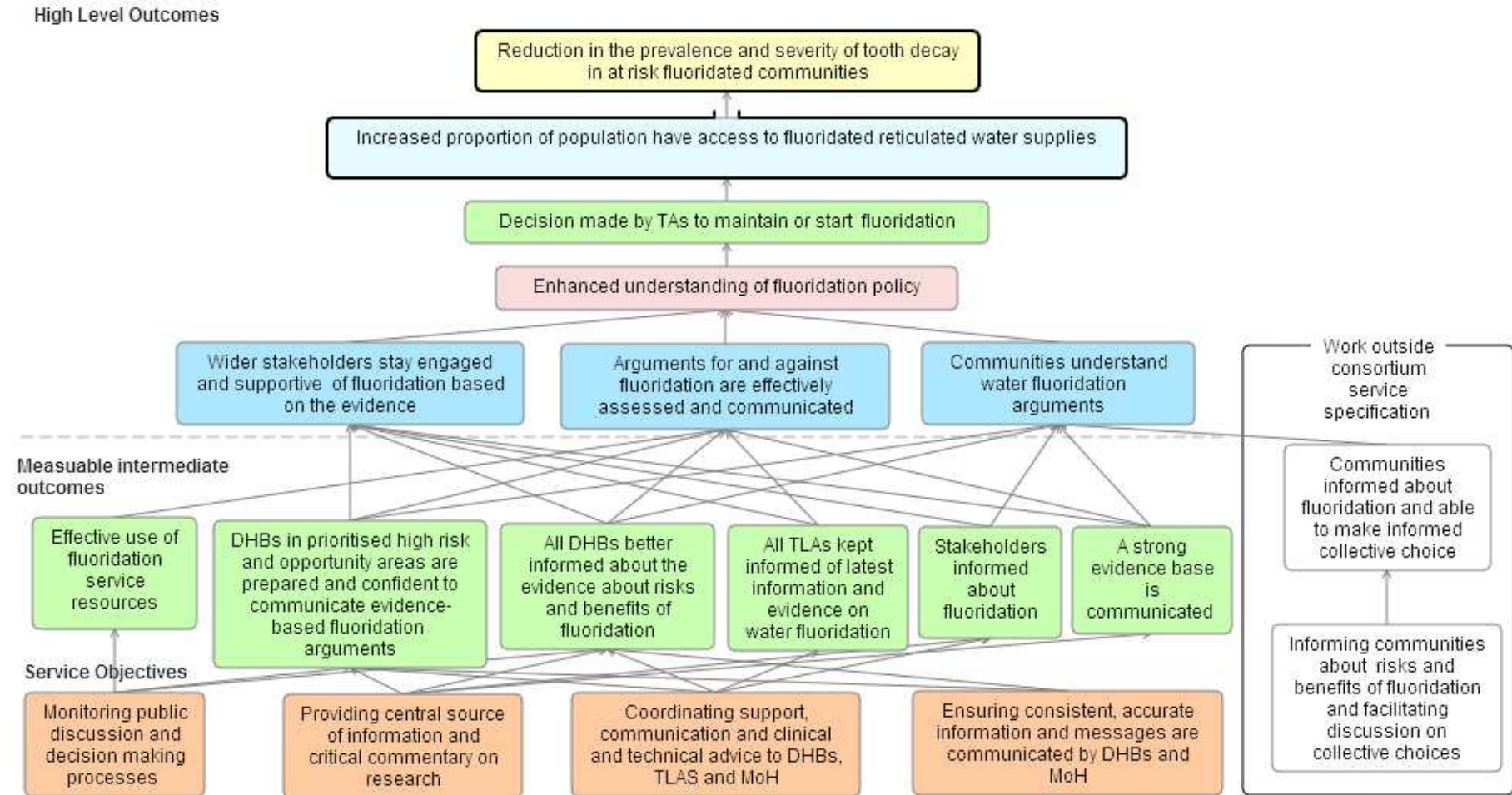
## 6. Constraints

This plan is constrained by the following factors:

- The service needs to operate within the constraints of its time, expertise and budget resources.

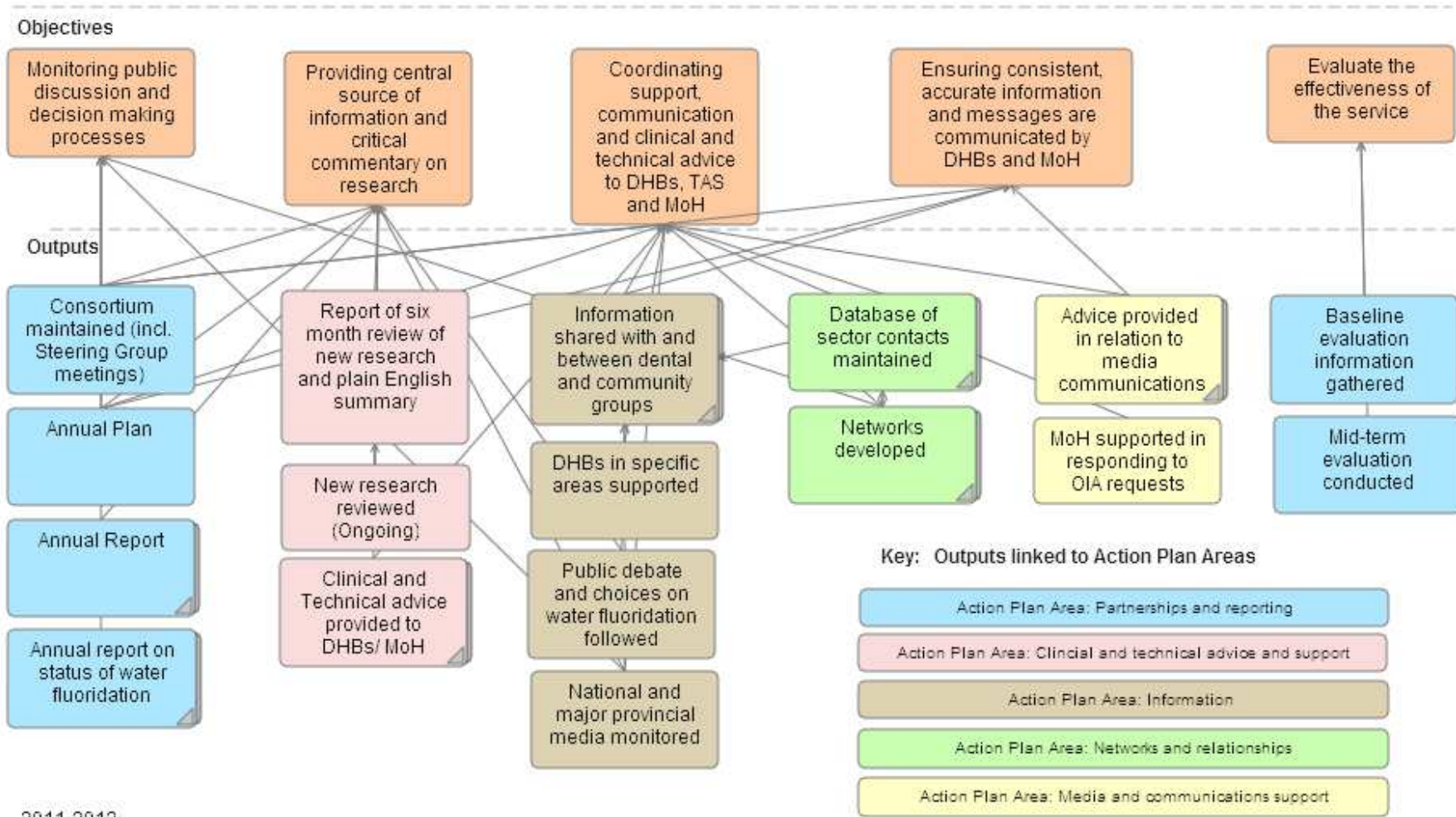
## SECTION 3 – PROJECT PLAN

### 7. Aims and Objectives Logic Model





# Objectives and Outputs Logic Model



2011-2012

doview.com model



## 8. Action Plan

The detailed Action Plan for 2012-13 is organised into five 'Action Areas'

- Partnerships and reporting
- Clinical and technical advice and support
- Information
- Networks and relationships
- Media and communication support

Principal outputs in each action area are shown in the Objectives and Outputs Logic Model above. The Action Plan indicates the objectives to which each output/action contributes. This presentation avoids having to repeat actions multiple times and facilitates the management of work streams.

<b>NFIS Action Plan July 2012 - June 2013</b>			
<b>Action Areas</b>	<b>Output</b>	<b>Due Date</b>	<b>Action</b>
<b>Partnership and Reporting</b>			
Maintain consortium	Consortium steering group meetings	August, November 2011 & February, May 2013	Organise, chair and support meetings
Annual report	Report including: service performance against plan; media coverage; summary of major developments in research and identification of water fluoridation research opportunities in NZ; summary of major risks and opportunities identified for water fluoridation in NZ;	May - June 2013	Coordinate drafting and compilation of report. Proofing and finalising report.

<b>NFIS Action Plan July 2012 - June 2013</b>			
	account of actual expenditure relative to annual plan budget; summary of fluoridation environment and overview of changes; status of water fluoridation and DHB response to public discussion and decision making process	20 July 2013	Final report to Ministry
Half-yearly report	Half-yearly report	Jan – Feb 2013	Compile information and draft report
		10 February 2013	Final report to Ministry
Agree Annual Plan for year July 2012- June 2013	Annual plan agreed with Ministry	20 May 2013	Draft annual plan to Ministry
		1 July 2013	Final approved annual plan
Evaluation	Baseline evaluation information gathered	(see Evaluation Plan <a href="http://www.NFIS.org.nz">www.NFIS.org.nz</a> )	Plan and contract baseline evaluation information
	Mid-term evaluation conducted	(see Evaluation Plan <a href="http://www.NFIS.org.nz">www.NFIS.org.nz</a> )	Carry out mid-term evaluation
<b>Clinical and technical advice and support</b>			
Expert reviews of research	Critical reviews of new research or reports and plain English summaries/advisories completed	(as need identified, volumes reported in half-yearly & annual report)	Ongoing reviews and plain English summaries

NFIS Action Plan July 2012 - June 2013			
Six Monthly Review	Six-monthly robust critical reviews of new research literature on CWF from both national and international sources completed. Report written to a high academic standard including a plain English summary	16 September 2012 & 15 March 2013	Complete peer-reviewed six monthly reviews
Clinical and technical advice representation	Appropriate clinical and technical advice received by local stakeholders <ul style="list-style-type: none"> <li>▪ Where case for consortium involvement is identified, clinical and technical support will provided at the local level e.g. meetings, peer review and etc</li> <li>▪ Targeted information produced and offered to specific District Health Boards as need identified</li> <li>▪ Scoping of priority areas continually refined</li> </ul>	(ongoing, volumes reported in half-yearly & annual report)	Identify where and when advice is needed and organise for appropriate person to advise. Continue refining and scoping priority areas for specific support and clinical and technical advice
Identify gaps in community water fluoridation literature and NZ relevant data	Summary and recommendations for further survey/research provided to the Ministry	via bi-monthly meetings with the Ministry, annual and half-yearly reporting	Consortium expert to collate information and draw together recommendations with appropriate input from other experts

<b>NFIS Action Plan July 2012 - June 2013</b>			
Technical advisory statements (approximately 6) developed as need identified	Advisory statements in plain English produced to explain issues of relevance to water fluoridation, e.g. fluorosis, decision making processes, cost benefit analysis etc	approximately 3 per six month reporting period (as need identified, volumes reported in half-yearly/ annual report)	Consortium expert to lead the development of the advisory and plain English statement with input from other experts.
Support District Health Boards to provide information to Territorial Local Authorities on CWF and local data	Development of simple templates for District Health Boards to use to provide local data to Territorial Local Authorities	(ongoing, volumes reported in half-yearly & annual report)	Identify types of data which would be useful to Territorial Local Authorities, and what local data is collected in different areas.
		(as need identified, volumes reported in half-yearly & annual report)	Develop a template and share with District Health Boards
Provide District Health Boards/Territorial Local Authorities information on quality decision making processes	Collate and share relevant existing resources on quality decision making processes and experience in NZ.	(ongoing, volumes reported in half-yearly & annual report)	Collate and share resources, via the <a href="http://www.NFIS.org.nz">www.NFIS.org.nz</a> website
<b>Networks and Relationships</b>			

<b>NFIS Action Plan July 2012 - June 2013</b>			
Maintain and update database of contacts including District Health Boards, Territorial Local Authorities dental and community organisations	Maintain and develop database of organisations including Territorial Local Authorities, District Health Boards and other community/dental organisations  Identify individuals/roles within target organisations	(ongoing)	Gather contacts and update database.  Information provided via the <a href="http://www.NFIS.org.nz">www.NFIS.org.nz</a> website
Relationship development planning for 11-12	Facilitate the development of local relationships during 11-12 including between Territorial Local Authorities, District Health Boards, Public Health Units and others via visits to stakeholders around the country.	August 2012 – February 2013	In 2012-2013 this will focus on areas which have planned referendums on CWF in 2013 (Whakatane, Waipukurau, Hastings and Hamilton)
	Map conference/ event schedules for 12-13 and organise attendance where requested	(ongoing, volumes reported in half-yearly & annual report)	in 2012-2013 this is expected to include: <ul style="list-style-type: none"> <li>• Drinking Water Assessors National Conference</li> <li>• Medical Officers of Health annual training day</li> <li>• Oral Health</li> </ul>

**NFIS Action Plan July 2012 - June 2013**

			<p>Promoters National Forum</p> <ul style="list-style-type: none"> <li>• Water conference (details TBC)</li> <li>• CHOD training day (details TBC)</li> </ul>
<b>Information</b>			
Information monitoring	Summary of media coverage	(ongoing, summary provided in half-yearly & annual report)	Monitoring national and major provincial media for articles and discussions pertaining to CWF and related topics
	Update 2011-2012 Environmental Scan around community water fluoridation nationally Including relevant summary of community water fluoridation debate.	May 2013	Update scan
Information production & sharing	Implement communications plan (with assistance from consortium partners) focussing on environmental sciences	(ongoing)	Plan produced and updated as indicated via risk register
	<p>Production of information to support stakeholders around community water fluoridation</p> <ul style="list-style-type: none"> <li>▪ Quarterly e-Newsletter for stakeholders</li> </ul>	(ongoing)  Feb, July, Oct, Dec	Information produced and approved where necessary by appropriate consortium expert and

<b>NFIS Action Plan July 2012 - June 2013</b>			
	<ul style="list-style-type: none"> <li>▪ Website maintained</li> <li>▪ E-briefings for specific audiences as appropriate/ required</li> </ul>	2012 & Feb 2013	collated into plain English suitable for target audience
	<p>Information provided to District Health Boards and the Ministry to support submissions, presentations and other communications , shared through</p> <ul style="list-style-type: none"> <li>▪ e-briefings</li> <li>▪ website</li> <li>▪ email</li> <li>▪ telephone</li> </ul>	(ongoing, volumes reported in half-yearly & annual report	Information collated and shared with appropriate stakeholders. In 2012-2013 this will focus on areas which have planned referendums on CWF in 2013 (Whakatane, Waipukurau and Hastings)
	<p>Key messages developed based on the most recent scientific evidence and information provided to stakeholders, shared through</p> <ul style="list-style-type: none"> <li>▪ FAQs</li> <li>▪ E-newsletter</li> <li>▪ Face-to-face</li> </ul>	(ongoing)	Develop evidence based key messages
<b>Media and communications support</b>			
Press releases	District Health Boards/ the Ministry assisted with information for drafting press releases and/or review as requested	(ongoing, volumes reported in half-yearly & annual report)	Provide information and support around drafting press releases
	Collate District Health Boards's position statements on CWF	September 2011	Review websites/ contact District Health Boards,



<b>NFIS Action Plan July 2012 - June 2013</b>			
			and collate position statements
	Liaise with Communications officers at Ministry channel media through Chief Dental officer, regarding press releases/ response to the media	(as need identified, volumes reported in half-yearly & annual report)	Develop relationship and agree working practices
	Support Chief Dental Officer at the Ministry in responding to the media	(as need identified, volumes reported in half-yearly & annual report)	Provide information and support where appropriate and required
Message development	Maintain risk register, identify and develop media-appropriate evidence-based key messages on CWF	(ongoing, volumes reported in half-yearly & annual report)	Develop 'weight of evidence' based messages
Provide support to the Ministry in responding to OIA requests and Ministerial correspondence	Required assistance provided	(ongoing, volumes reported in half-yearly & annual report)	Provide appropriate assistance as agreed with the Ministry

## SECTION 4 - PARAMETERS

### 9. Project Scope

As set out in the Background section, the Service is a technical information and advisory service. The primary role of the service is to support District Health Boards and associated Public Health Units in providing information on CWF within and for their districts.

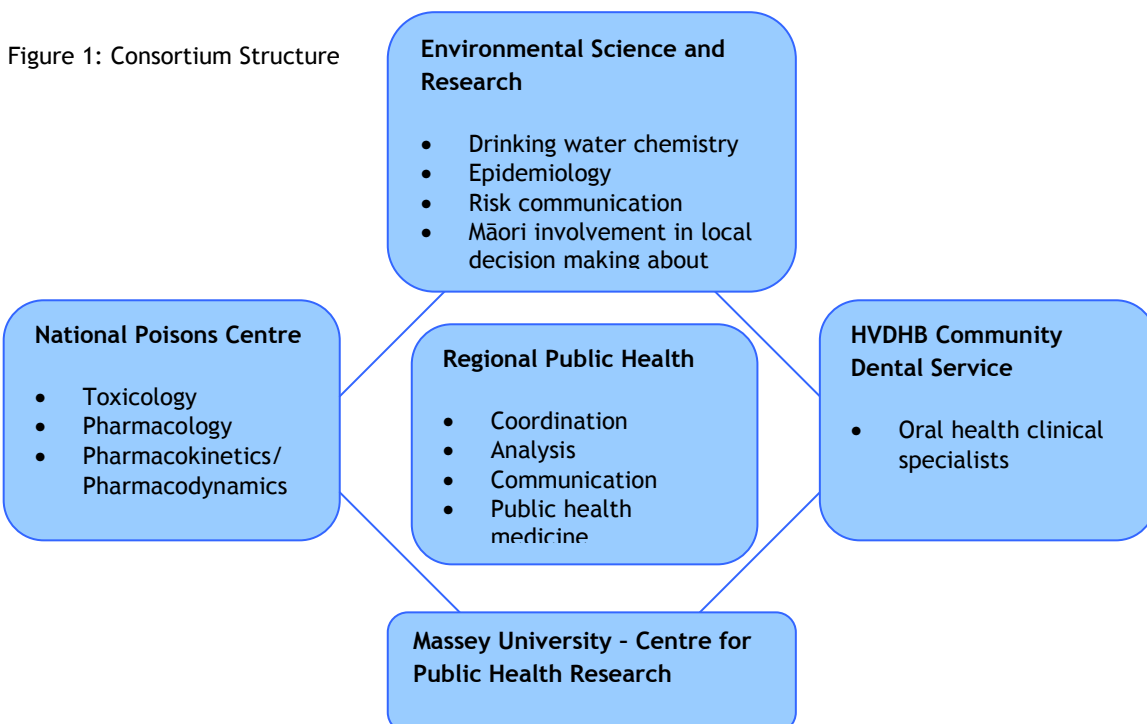
The Service does not have the capacity to replace the front-line role of local public health specialists. The Service will however provide clinical and technical support at the local level (e.g. meetings attendance, peer review, workshop facilitation and etc) if required. The Service is established on the basis that it may work closely with specific District Health Boards up to three times per year.

In the course of reviewing technical information and providing critical commentary the Service may identify areas where policy review may be required. In such cases we will advise the Ministry of our findings but the Service will not undertake policy development work for the Ministry.

### 10. Project Structure

The Service will be delivered by the consortium led by Regional Public Health to ensure utilisation of expertise around epidemiology, pharmacology/ pharmacokinetics/ pharmacodynamics, water chemistry, toxicology, oral health, risk communications, public health and Māori involvement in local government decision making about drinking water systems.

The consortium steering group will oversee and monitor the effective delivery of the service, and will set and agree each year's Annual Plan.



## 11. Budget

<b>2012-2013 Budget</b>	<b>\$</b>
Permanent staff	233,305
Consortium partners	104,500
Non-consortium contract costs	10,000
Direct costs	15,695
Evaluation	20,000
<b>Total contract costs</b>	<b>383,500</b>

## 12. Stakeholders

Stakeholder	CWF Role
ESR	Consortium Partner
CPHR	Consortium Partner
NPC	Consortium Partner
Regional Public Health	HVDHB Contract Lead Partner
HVDHB Community Dental Service	Internal HVDHB Consortium Partner
Ministry of Health	Funder
Hutt Valley DHB	Contract holder
Local Authorities	CWF decision makers
District Health Boards	CWF community oral health advisors
Oral Health Knowledge Library	Dissemination of information around oral health
Public Health Units	CWF population oral health advisors
Public Health Dentists	Prevention and treatment of dental disease
Principal Dental officers	Dental expert, advice, leadership
New Zealand Dental Association	Professional Stakeholder involved in CWF discussions
Te Ao Marama, The New Zealand Maori Dental Association	Professional Stakeholder involved in CWF discussions
Public Health Association of New Zealand	Professional Stakeholder involved in CWF

Interested Parties	CWF Role
Faculty of Dentistry, University of Otago	Dental training and research
Auckland University of Technology	Oral Health training and research
Auckland Clinical Training Centre	Dental Health continuing education
Local communities including Maori and Pacific	Communities deciding on and receiving water fluoridation
Opponents of water fluoridation	Advocating against water fluoridation
Plunket	Child Health Advisors, including oral health of children
Paediatric Society of New Zealand	Child Health Advisors, including oral health of children
Age Concern	Advocates for aged people including oral health

New Zealand Medical Association	Professional Stakeholder involved in water fluoridation discussions
Royal New Zealand College of General Practitioners	Child Health Advisors, including oral health of
Australian and New Zealand Association of Oral & Maxillofacial Surgeons	Professional Stakeholder involved in water fluoridation discussions
New Zealand Institute of Dental Technologists	Professional Stakeholder involved in water fluoridation discussions and the prevention and treatment of dental disease
The New Zealand Dental Therapists Association	Professional Stakeholder involved in water fluoridation discussions and the prevention and treatment of dental disease
The New Zealand Dental Therapists Association	Professional Stakeholder involved in water fluoridation discussions and the prevention and treatment of dental disease

## 13. Communication

Robust communication systems will underpin the delivery of the annual plan. These will be used to coordinate and support information responses and monitoring discussion and decisions around water fluoridation nationally. This work will be lead by the Communications Coordinator.

Communication	Key Audience	Frequency
Email, Telephone, Steering Group meetings	Consortium partners	Ongoing
Annual Plan, Evaluation Plan, Annual Reports, monthly meetings, email and telephone as required	Ministry of Health	Dates as agreed plus ongoing
E-newsletters, website, email, telephone where appropriate, oral health forum (where appropriate)	District Health Boards, Territorial Local Authorities, community and dental organisations	Quarterly e-newsletters; ongoing web updates
E-briefings and <a href="http://www.NFIS.org.nz">www.NFIS.org.nz</a>  sharing research, practice and resources	District Health Boards and interested stakeholders	Ad hoc
Additional specialised information as appropriate via telephone, email or in person. Where useful this will be expanded to include a wider audience e.g. via e-briefings and <a href="http://www.NFIS.org.nz">www.NFIS.org.nz</a>	Territorial Local Authorities and District Health Boards in areas of active debate and decision making on community water fluoridation	Ongoing
Face to face at conferences or events where requested	Specific stakeholder groups	Ad hoc

### Consortium Steering Group

The National Coordinator will be responsible for convening and scheduling regular meetings of the wider Consortium Steering Group.

## Ministry of Health

Communications with Ministry of Health will be lead by the Project Sponsor, timed in accordance with the Service Contract. Specifically this will include:

- Six monthly review of new research submitted by 16 September 2012 and 15 March 2013
- Annual Report on Service outputs 20<sup>th</sup> July 2013
- Annual Environmental Scan by May 2013
- Half-yearly report on service by 10<sup>th</sup> February 2013
- Draft Annual Plan for 2012-13 by 20<sup>th</sup> May 2013
- Approved Annual plan by 1<sup>st</sup> July 2013

See separate evaluation plan.

## 14. Evaluation

## 15. Reporting Requirements

Report	Date due	To whom
Annual report	20 <sup>th</sup> July 2012	Ministry of Health
Half-yearly report	10 <sup>th</sup> February 2012	Ministry of Health
Draft Annual Plan for 2012-2013	20 <sup>th</sup> May 2012	Ministry of Health
Approved Annual Plan for 2012-2013	1 <sup>st</sup> July 2012	Ministry of Health