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27 FEB 2006  
MINISTERIAL OFFICE

Australian Dental Association (Queensland Branch)

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PO Box 511 Albion DC Qld 4010

MINISTERIAL

23 February 2006

Hon Stephen Robertson MP  
Minister for Health  
GPO Box 48  
BRISBANE QLD 4001

cc - 60

MINISTER  
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 RELATION

27.2.06

6 phone AM

Dear Minister

The Australian Dental Association (Queensland Branch) is committed to fluoridation as a safe, cost-effective oral health benefit that for decades has demonstrably advantaged Australians living in every other capital city except Brisbane.

Since the 2005 Forster Report placed fluoridation back on the health agenda for Queensland, the ADAQ has, within its means, been advocating for fluoridation through the media and at private briefings with political representatives.



You would be aware that the anti-fluoride lobby is vocal and well-organised, and ADAQ now has information that confirms this anti-campaign is being stage-managed and manipulated from the United States through the Fluoride Action Network.

To counterbalance that, the ADAQ believes it has an influential, leadership role to play in helping inform the Queensland public about the benefits of fluoridation and we seek your assistance in enabling us to take our pro-fluoridation advocacy into the public arena.

A proactive fluoridation campaign would ensure Queenslanders, and their elected representatives, can make informed decisions about whether or not to fluoridate local water supplies to improve oral health outcomes in this state.

Our members are solidly behind fluoridation and recognise the need for a public education campaign, but we have limited time and resources available to commit to it.

ADAQ is therefore seeking financial support from the Queensland Government to enable it to implement such a campaign through our member network involving private dental practitioners who engage directly with patients on a daily basis.

The campaign would be informative and accurate, highlight the opportunity cost of non-fluoridation and visually demonstrate the oral health disadvantage experienced by generations of Queenslanders growing up without fluoridation.

It would include developing printed resources including brochures, bumper stickers, T-shirts and refreshing the ADA's *Fluoride Now* website. It would also support a pro-fluoridation letter-writing campaign and petition to encourage the less-vocal majority to express its views.

As a means of injecting an emotive positive angle, the campaign would operate under the slogan *Fluoridation: Give Queenslanders something to smile about.*



The proposed budget for such a joint government-ADAQ campaign is \$200,000 over two years and the ADAQ's Executive and Finance Committee is currently developing a program outline, timeline and costing.

Queensland Health  
**MINISTERIAL BRIEFING NOTE FOR APPROVAL**

**TO:** The Honourable Minister

**FROM:** General Manager  
 Central Area Health Services

**SUBJECT:** Financial assistance to the Australian Dental Association

**PURPOSE**

To seek the Minister's approval in relation to a request from the Australian Dental Association Queensland Branch (ADAQ) for financial assistance to support a pro-fluoridation campaign.

**RECOMMENDATION**

It is recommended that the Minister approve the allocation of \$200,000 to the ADAQ.

**FUNDING SOURCE:**

- \$6 million has been allocated to fund the capital costs of water fluoridation over the next 5 years. Given the recent and current uptake of water fluoridation it appears unlikely that the \$6 million will be fully expended.
- Utilisation of this funding pool would align the intent of the funding initiative to expand water fluoridation in Queensland.

**CURRENT ISSUES**

- Queensland Health is currently promoting water fluoridation to councils, Queensland Health staff, the community and private dentists.
- Queensland Health is collaborating with the ADAQ through working parties and inclusion of the ADAQ on expert advisory panels in relation to oral health issues.
- The ADAQ has the ability to achieve greater message penetration amongst private sector providers and clients of private practices.
- Greater involvement of the private sector will significantly increase the resources available to inform the community and to mobilise the relatively silent majority of people who support water fluoridation.
- The ADAQ will also be able to undertake campaigns which include strategies and initiatives which may not be seen as appropriate for a Government department to undertake eg the promotion of letter writing campaigns.

**PROPOSED ACTIONS**

- The requested funding be provided to the ADAQ.
- Close liaison continue between Queensland Health (Oral Health Unit [OHU], Public Affairs) and the ADAQ.
- A collaborative approach will taken between Queensland Health and the ADAQ to ensure that activities undertaken by each party are complimentary and are not counter-productive and there is no unnecessarily duplication.
- Regular updates on ADAQ activities will be provided via the OHU.

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 Part 4 09 MAR 2006

Advisor	GP	OK
Dated	14/3/06	
Notes	Approved <del>not approved</del> Further information required	
Minister		
Dated	14/3/06	

<input checked="" type="checkbox"/> REGISTER	<input checked="" type="checkbox"/> POL ADV
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<input type="checkbox"/> INFORMATION	<input type="checkbox"/> ACTION
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In Dept/loc	
<input type="checkbox"/> REPLY	<input type="checkbox"/> BRIEF
<input type="checkbox"/> INFORMATION	<input type="checkbox"/> ACTION

Author's Name Position:  Tel No: 3131 6981 Date: 06/03/2006	Cleared by: (DM/ED) Name: Position A/GM Unit/District: CAHS Tel No: 3131 6988 Date: 7/3/06	Cleared by: (GM) Name: Position: GM Unit/Zone: CAHS Tel No: 3131 6987 Date: 7/3/06	DG MS 10/3
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# Queensland Health

## General Purpose Voucher



Invoice/Ref Documents:

Invoice Date: 07/11/2006 21/11/06

Vendor Number:

Vendor Name: Australian Dental Association Queensland Branch

Page: 1 of 1

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105512

Remit Message:

1904053900 10x

Line	Amount	Tax Code	GL Account	Cost Centre	Internal Order Number	Description
3	\$220,000.00	P0	570080	702120		Pro-flouridation Campaign contribution
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						

Gross Amount: \$220,000.00

General Comments:

Approve: I certify that the funds are available and the voucher is approved.

I certify that this claim complies with the provisions of the Qd Health Financial Management Practice Manual, which requires that:

- (1) the transaction has been approved by an off-rolling consultant authority (with the required level of Financial Delegation)
- (2) the ledger accounts to be posted are correctly shown
- (3) supporting evidence exists that the paper has substantially performed an approved transaction or that an event under an approved scheme or arrangement has occurred and gives rise to an obligation to pay
- (4) the amount is supported from approved rates and is arithmetically correct
- (5) the obligation to pay has not previously been satisfied
- (6) where payment will be made on or before the due date, the amount shown for payment is rate of available discounts
- (7) the GST Tax Code is correct

*[Signature]*  
 Authorised Expenditure Approval Officer

*[Signature]* 23/11/06  
 Authorised Accounting Officer

Director, Finance Branch

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 25 NOV 2006  
 QHPSS - Finance Unit

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 20 NOV 2006  
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