The American Dental Association (ADA) is launching a national media campaign in defense of water fluoridation after opponents to fluoridation petitioned Congress to renew an inquiry into the safety of adding fluoride to water. Congressional committees have not scheduled any hearings on the issue, but in an article posted on its website, ADA notes “there has been an uptick in media interest in fluoridation.”

ADA kicked off its media campaign with its consumer advisor Dr. Sally Cram assuring the Washington, D.C., affiliate of ABC-TV that fluoride is “absolutely” safe. Cram stressed that fluoride has reduced tooth decay in the U.S. by 20 to 40 percent over the past 60 years.

ADA executive director Dr. James B. Bramson says the association is “also working with a national news magazine on what may be a similar report.”

“Community water fluoridation has been studied extensively,” ADA stresses. “There are hundreds of scientific reports, many in peer-reviewed publications like the Journal of the American Medical Association and the American Journal of Public Health, showing that water fluoridation, aside from being an effective means of preventing dental disease, does not contribute to the adverse health conditions attributed to it by fluoridation opponents.”

In addition to the ADA, nearly 100 national and international organizations recognize the public health benefits of community water fluoridation for preventing dental decay. They include the World Health Organization, the U.S. Public Health Service, the American Medical Association, and the American Academy of Pediatrics.”

The American Dental Association (ADA) has issued a warning on its website after two ADA members told the association that they were contacted by people fraudulently purporting to be affiliated with ADA and trying to collect bogus dues and license renewal fees.

A Texas dentist received a solicitation from a caller who offered to renew the dentist’s license at a discount. ADA says the man knew the dentist’s license number and the month of his renewal.

A Montana dentist was contacted by a man claiming to work for a company contracted by ADA to collect tripartite dues. The bogus caller offered a 10 percent discount if the dentist paid his dues early.

ADA’s website says that dentists who have questions about their membership status or dues payment can contact the association’s department of membership information toll-free.