July 24, 1962

Dr. Albert B. Sabin
Children's Hospital
Cincinnati 29, Ohio

Dear Doctor Sabin:

I am writing to ask your support of fluoridation as the most effective public health measure for the prevention of dental caries. I am told that you lent your support to fluoridation during the unsuccessful Cincinnati campaign. I would now like to ask for a brief statement from you which might be used publicly in support of the measure.

The Association has prepared the enclosed series of newspaper articles consisting of statements in support of fluoridation from national figures such as President Eisenhower, Dr. Terry, etc.

It has become apparent that the public in many areas has been frightened by the opponents of fluoridation and their charges of poison, Communist plot, mass medication and health hazard. Answering these charges in detail on a strictly scientific basis has not been sufficient. We have had to provide assurance of the safety and effectiveness of fluoridation by emphasizing the caliber of men in public life who support it.

The opponents of fluoridation have been, in many cases, the same men and groups who have fought and are fighting vaccination. In fact, the statement has been made in Wisconsin, according to information from Dr. Michael Arra, the dental director, that the oral vaccine cannot be used in fluoridated communities. I am sure you are aware of these tactics of the opponents.
There is no doubt in my mind, Dr. Sabin, that a simple statement from you supporting this measure would go far toward helping to burn away the fog of doubt which still confuses so large a segment of the public.

If you can cooperate with us by providing a statement I would also appreciate it if you would send me a picture.

I am enclosing several items which I hope may be of help to you in reaching a decision. I shall look forward to hearing from you.

Sincerely,

Peter C. Goulding
Director
Bureau of Public Information

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