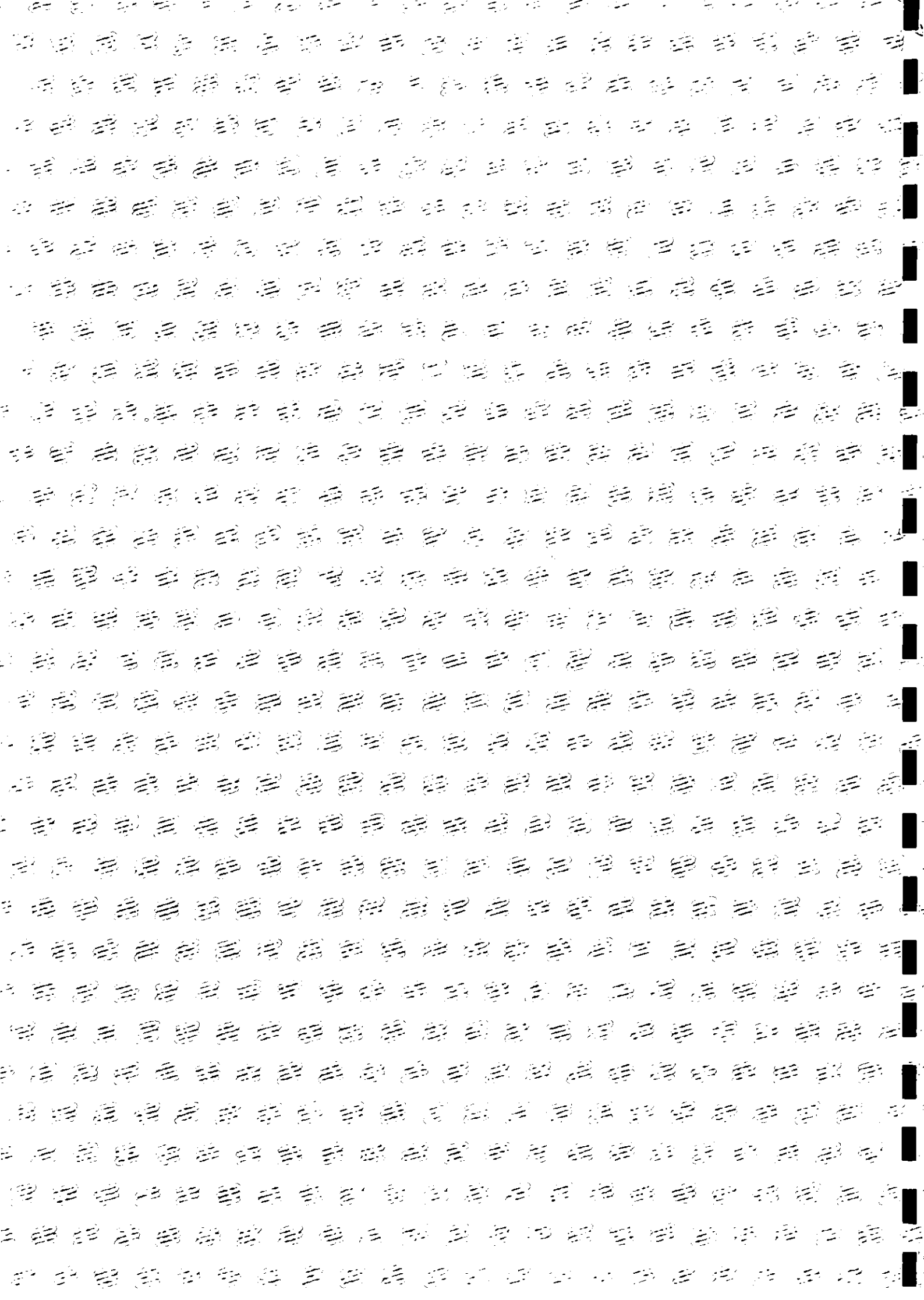




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RESOURCES





Dental Health Foundation
Ireland

Report on the Content Analysis of Media Coverage of Water Fluoridation

**Prepared by: Drury Research
19th December 2000**

OBJECTIVES



- To examine and evaluate the media coverage of water fluoridation which has been monitored* across all media by the Dental Health Foundation.

*This may not represent all coverage.

METHODOLOGY



Dental Health Foundation
Ireland

- The process involved the analysis of all monitored print, radio and television coverage of the water fluoridation issue between December 1999 and November 2000.(See list of articles Appendix 1)
- The total number of media articles/bulletins examined was 240 and included the following;
 - National newspapers, Leinster, Munster and Connaught/Ulster Regionals and other Periodicals
 - National television news
 - National and Regional radio coverage.



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METHODOLOGY

- Each individual article /bulletin was examined and evaluated under three separate areas ;
 - a) The headline
 - b) The first 3 paragraphs
or the first part of the bulletin
 - c) The overall tone
- They were rated on a three point scale ranging from **Negative** (-1) to **Neutral** (0) to **Positive** (+1).



METHODOLOGY

- The coding of all individual scores was carried out by executives from Drury Research
 - each individual rating was double checked by a second executive to ensure consistency in the evaluation process.
- The following charts represent a summary of the evaluation.

TOTAL CONTENT ANALYSIS (ALL ITEMS)



Dental Health Foundation
Ireland

	Headline			First Three Paragraphs			Overall		
	Neg	Neu	Pos	Neg	Neu	Pos	Neg	Neu	Pos
Newspaper National	26	23	2	28	20	3	29	18	4
Leinster	18	16	3	15	19	3	22	11	4
Munster	5	5	1	5	4	2	7	3	1
Conn/Ulster	30	32	6	38	15	15	35	20	13
Other Periodicals	12	17	4	14	12	7	11	16	6
Letters	10	4	1	-	-	-	12	2	1
TV	6	0	0	3	2	1	4	2	0
Radio National	2	1	1	2	1	1	1	1	1
Regional	9	4	2	-	-	-	10	3	2
	-118 (49%)	102 (43%)	20 (8%)	-105 (50%)	73 (35%)	32 (15%)	-132 (55%)	76 (32%)	32 (13%)



Dental Health Foundation
Ireland

TOTAL CONTENT ANALYSIS (ALL ITEMS)

- Media coverage of the water fluoridation issue across print, T.V and radio tended to be negative (50% + scoring -1).
- The high percentage of negative coverage must be understood in light of its increased dramatic/sensational appeal.
- The impact of this negative media coverage should not be underestimated as consumers may be more likely to recall negative versus positive information.



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TOTAL CONTENT ANALYSIS (ALL ITEMS)

- Almost 1/2 (49%) of the total number of media headlines concerning water fluoridation were negative with (43%) being neutral and only (8%) adopting a positive stance.
- The balance of the overall media coverage also tended to be negatively predisposed towards water fluoridation (55%) with only (32%) and (13%) being neutral and positive respectively.



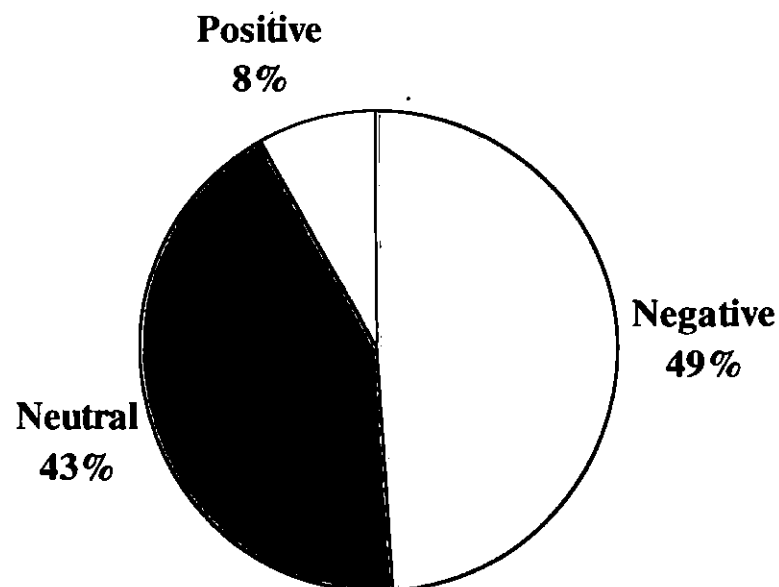
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TOTAL CONTENT ANALYSIS (ALL ITEMS)

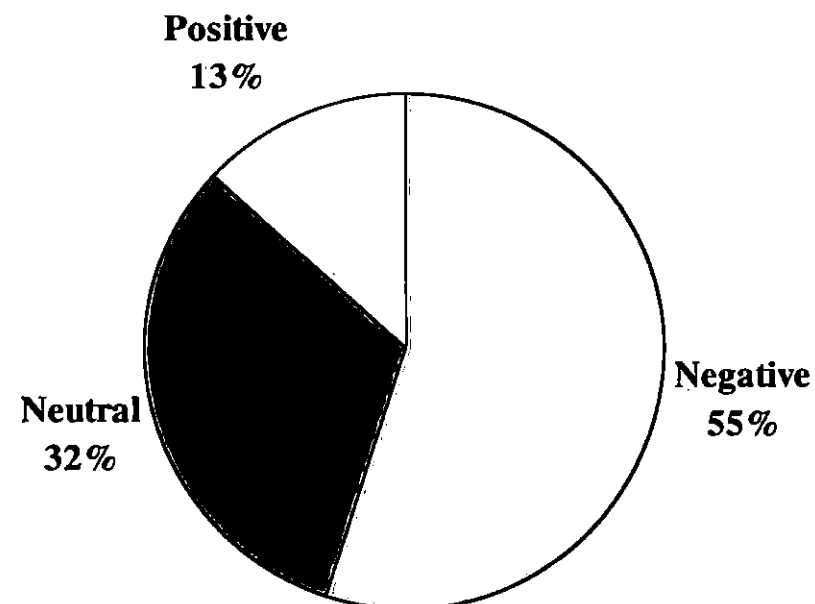


Dental Health Foundation
Ireland

Headlines



Overall





Dental Health Foundation
Ireland

PRINT ARTICLES

(TOTAL)

- Almost 1/2 of all printed articles headlines were negative (45%) with only (8%) being positive.
- Only 15% of all printed articles were positively predisposed towards water fluoridation in their first three paragraphs.
- Similarly, of the total number of printed articles the “overall” perspective tended to be negative (52%) with only (14%) adopting a positive stance on water fluoridation.



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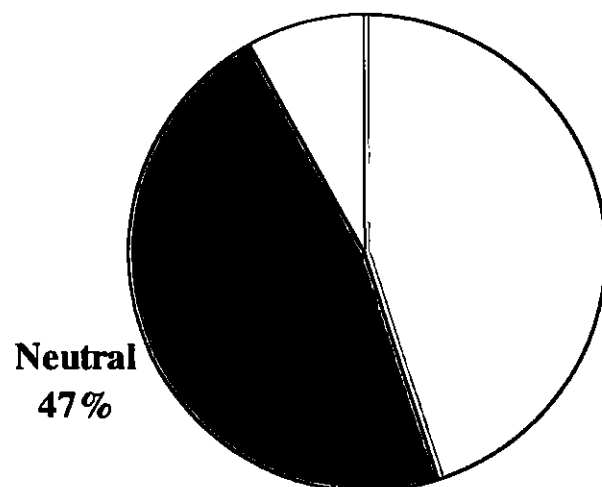
PRINTED ARTICLES (TOTAL)



Dental Health Foundation
Ireland

Headlines

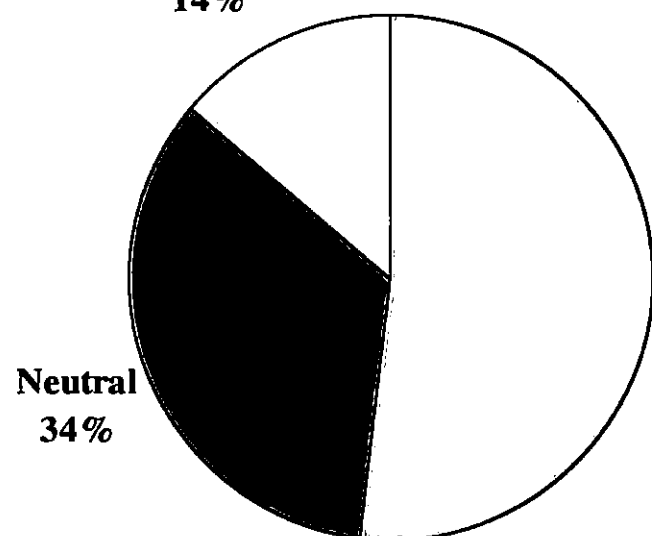
Positive
8%



Negative
45%

Overall

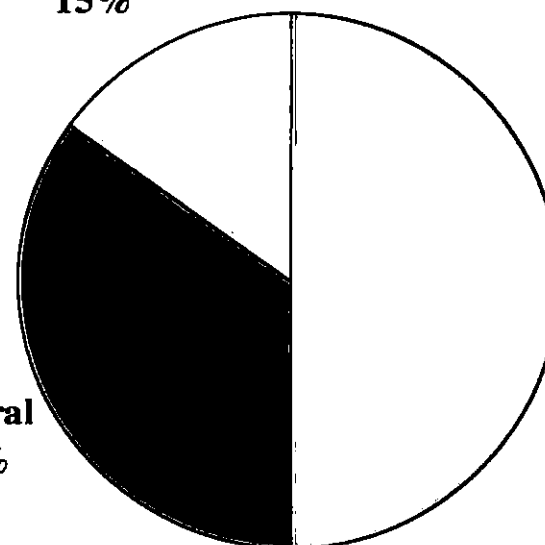
Positive
14%



Neutral
34%

First 3 Paragraphs

Positive
15%



Negative
50%

Neutral
35%

Negative
52%



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Base = 200

NEWSPAPER ARTICLES

NATIONAL



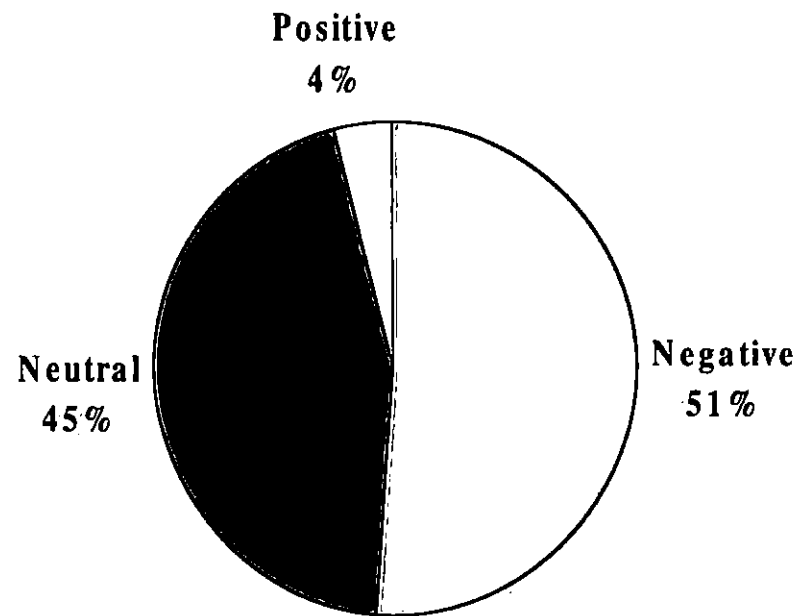
- A little over half of all the national headlines printed were negative (51%). Only 4% of headlines were positive with the remainder being neutral.
- Only 6% of the first three paragraphs of national articles were positive.
- In general the overall balance of national articles tended to be negative (57%) with only 8% positive.
- Approximately 1/3 of all national articles written adopted a neutral perspective.

NEWSPAPER ARTICLES NATIONAL

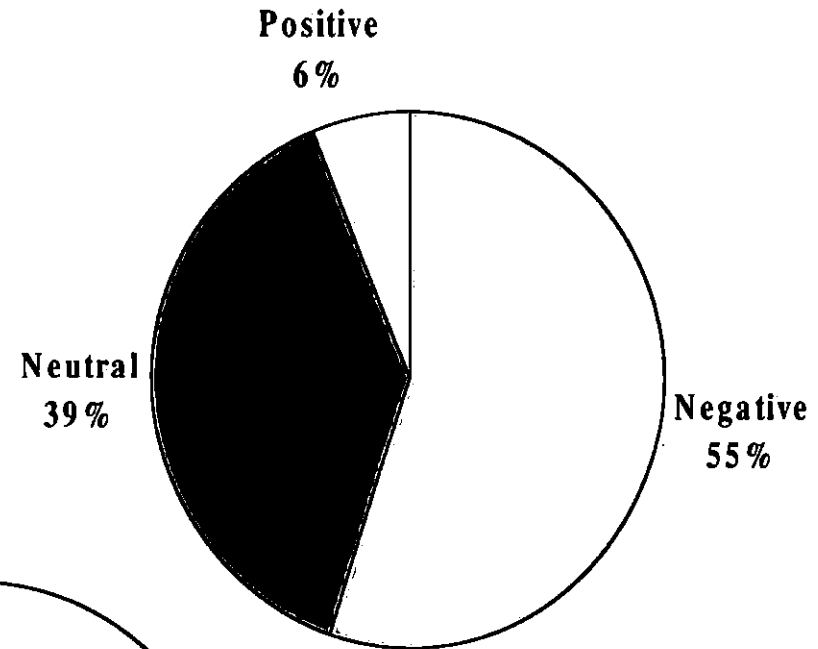


Dental Health Foundation
Ireland

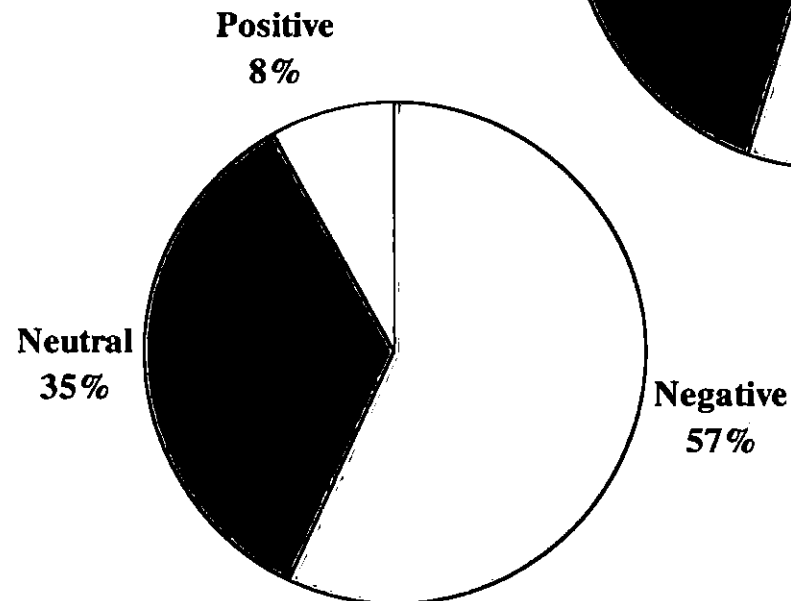
Headlines



First 3 Paragraphs



Overall



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Base = 51



Dental Health Foundation
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NEWSPAPER

IRISH TIMES VS IRISH INDEPENDENT

- The Irish Independent appeared to be particularly negative in its overall coverage of the fluoridation issue (84%) negative.
- In contrast, the Irish Times appeared to offer a more balanced perspective on the issue with (50%) being negative, (33%) neutral and (17%) positive.
- The base are small for each, however.



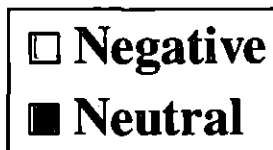
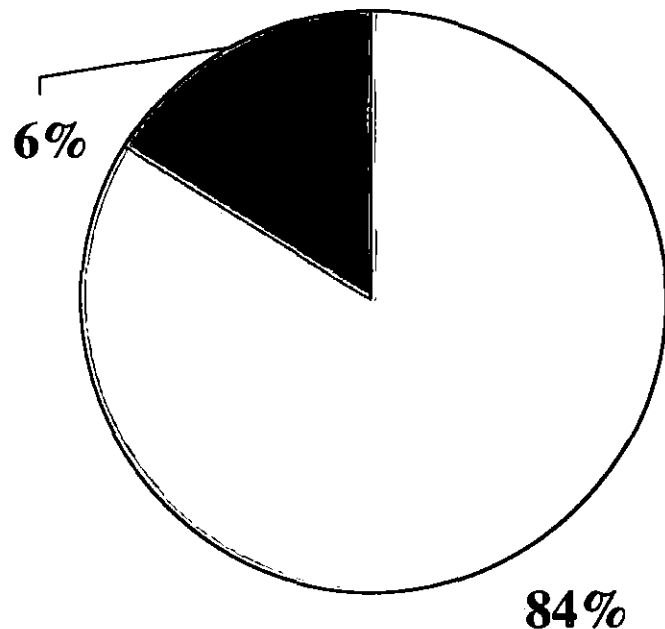
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NEWSPAPER ARTICLES

IRISH TIMES V'S IRISH INDEPENDENT

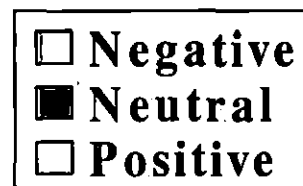
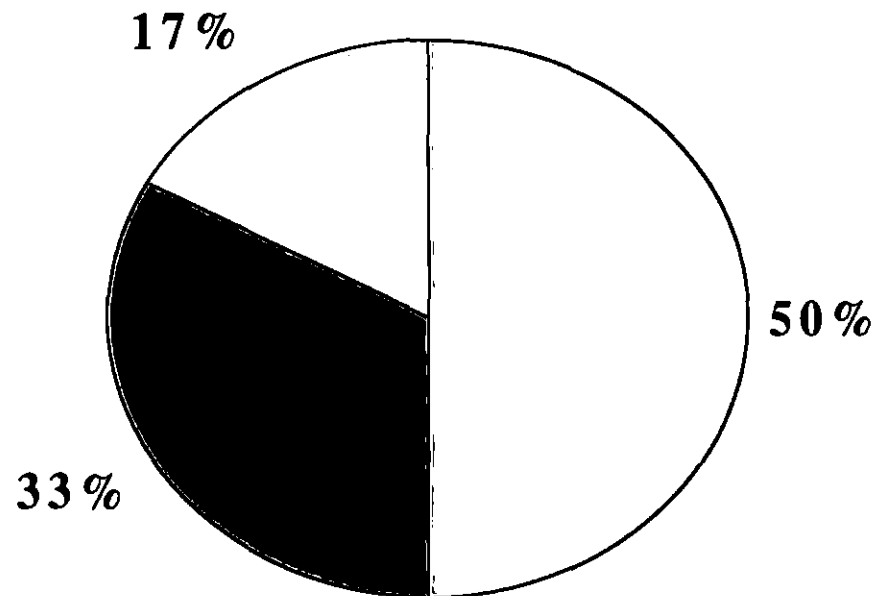


Irish Independent



Base = 13

Irish Times



Base = 6



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NEWSPAPER ARTICLES (REGIONALS)

- Coverage was even more negative across regional press with 59% of Leinster, 63% of Munster and 51% of Connaught/Ulster regionals adopting a negative perspective overall on water fluoridation.
- The overall positive scores for Leinster (11%), Munster (10%) and Connaught/Ulster (20%) were low.



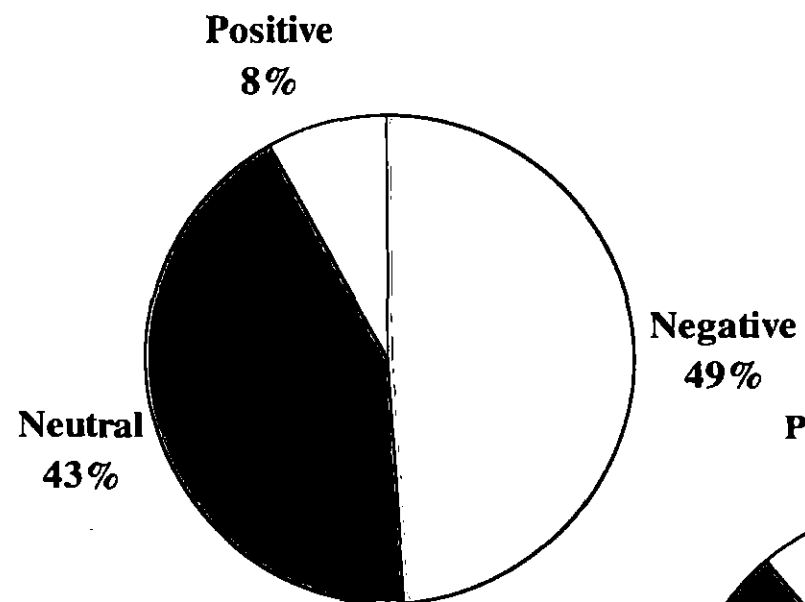
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NEWSPAPER ARTICLES LEINSTER REGIONALS

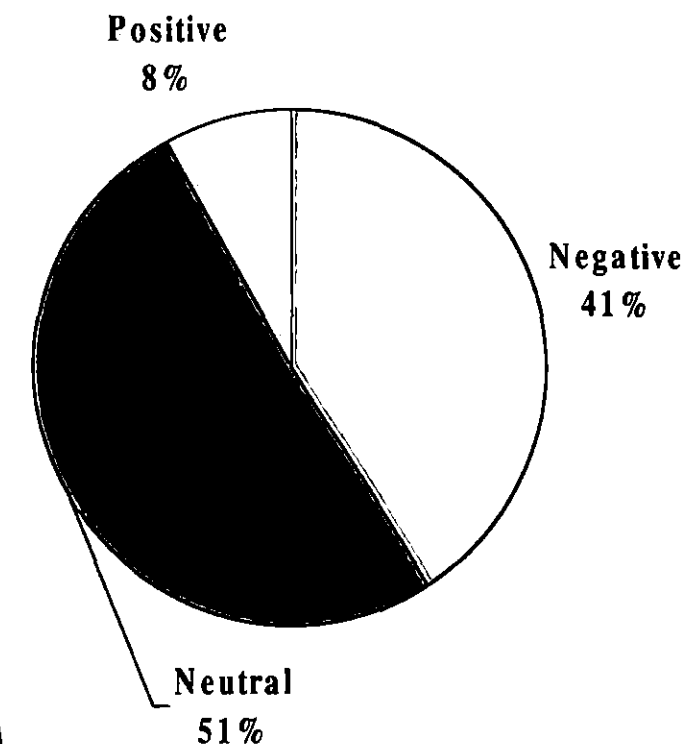


Dental Health Foundation
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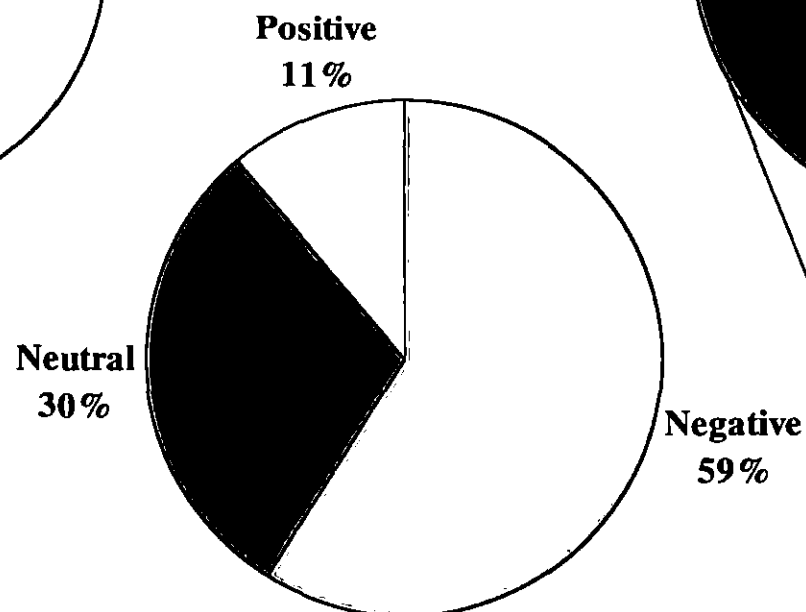
Headlines



First 3 Paragraphs



Overall





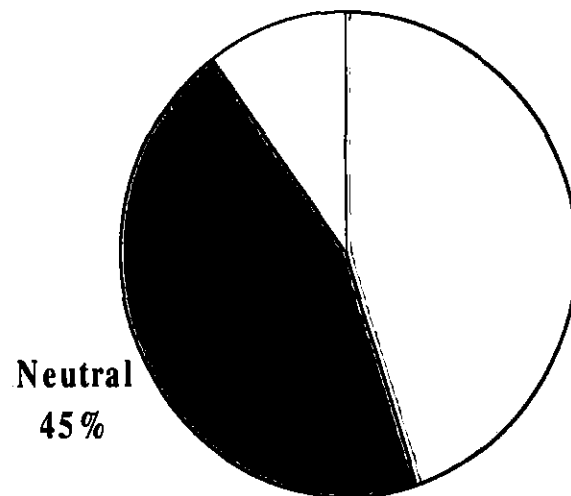
NEWSPAPER ARTICLES MUNSTER REGIONALS



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Ireland

Headlines

Positive
10 %

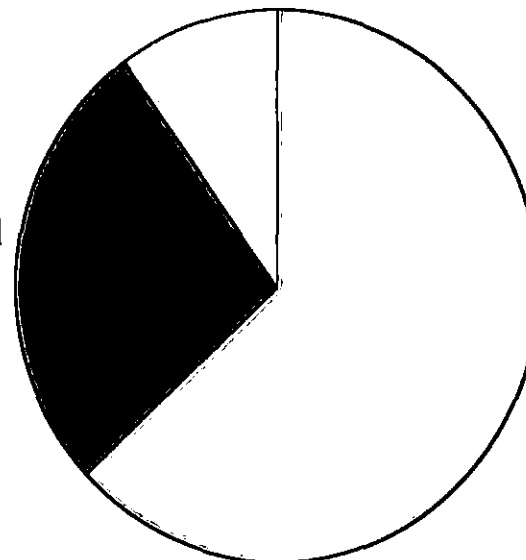


Negative
45 %

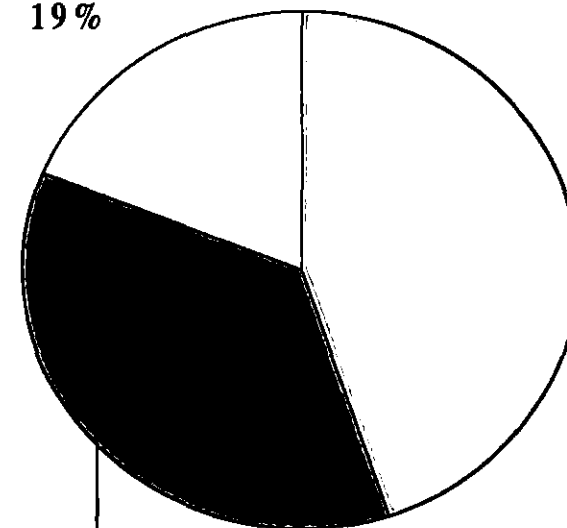
Overall

Positive
10 %

Neutral
27 %



Positive
19 %



First 3 Paragraphs

Negative
45 %

Neutral
36 %

Negative
63 %

Base = 11



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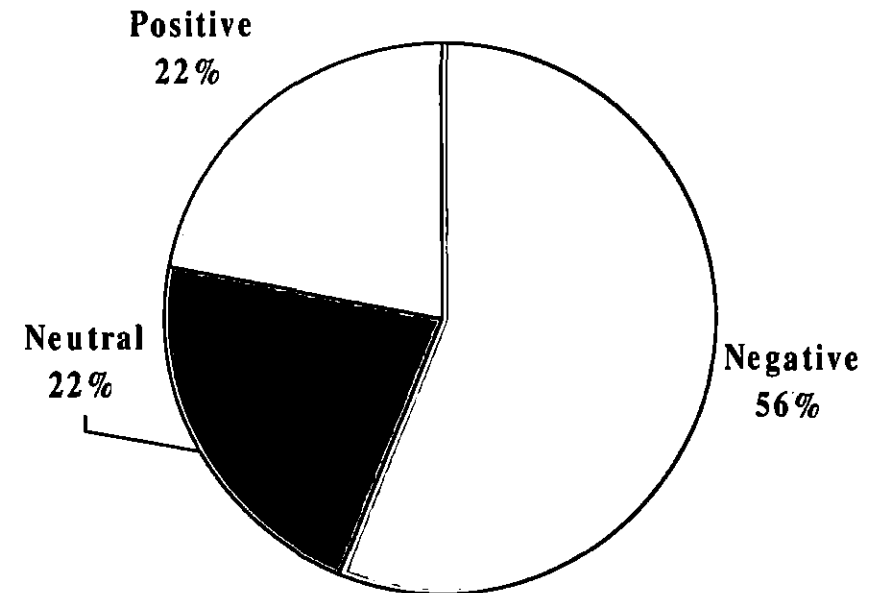
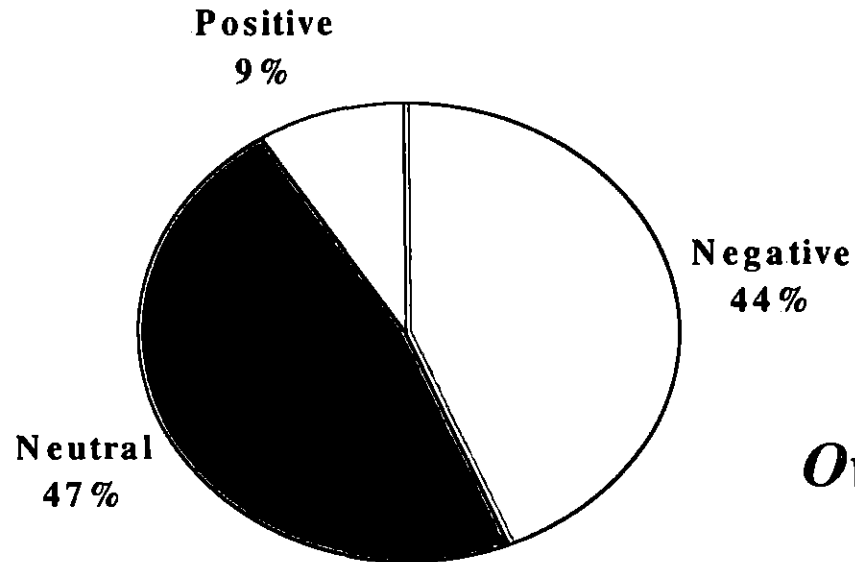
NEWSPAPER ARTICLES CONN./ULSTER REGIONALS



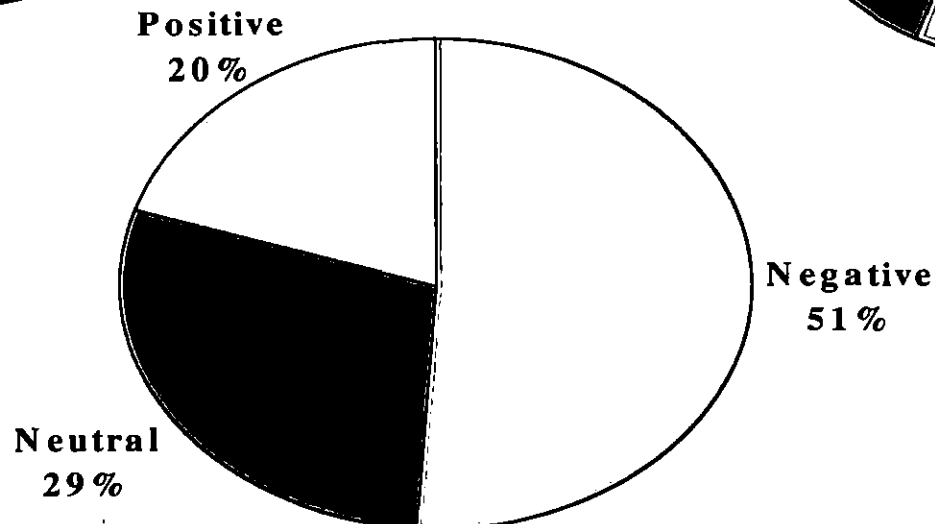
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Headlines

First 3 Paragraphs



Overall



Base = 68



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OTHER PRINT MEDIA

- Printed articles outside the mainstream press seemed to adopt a more balanced outlook with approximately (49%) of the articles being neutral.
- This may be due to the more scientific nature of the medical publications such as the Irish Medical Times, Irish Medical News etc.
- Out of 15 letters to the editor, 12 (80%) adopted an overall negative stance.



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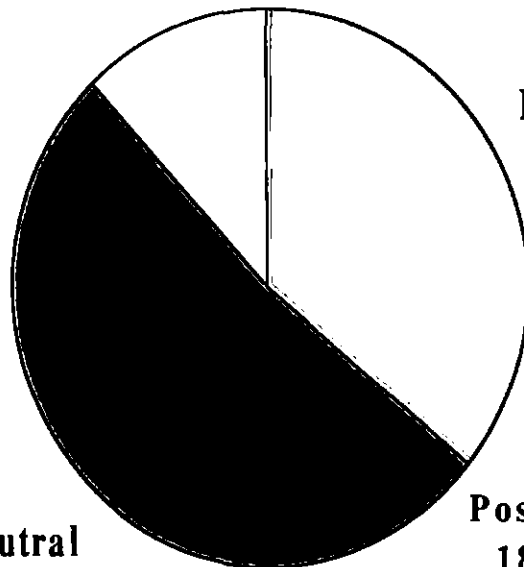


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OTHER PRINT MEDIA

Headlines

Positive
12%

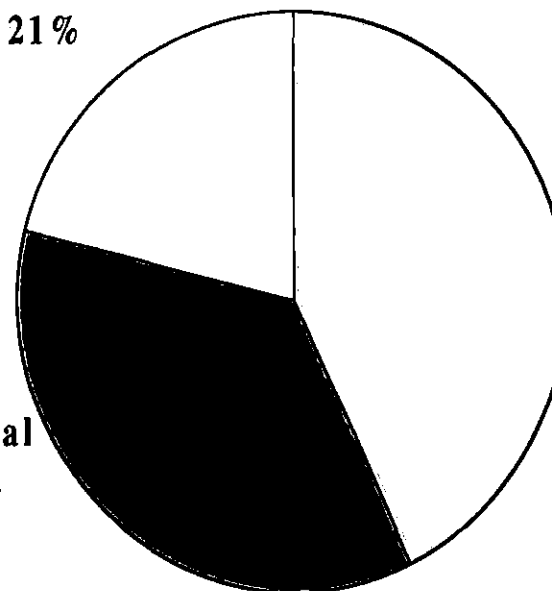


Negative
36%

Neutral
52%

First 3 Paragraphs

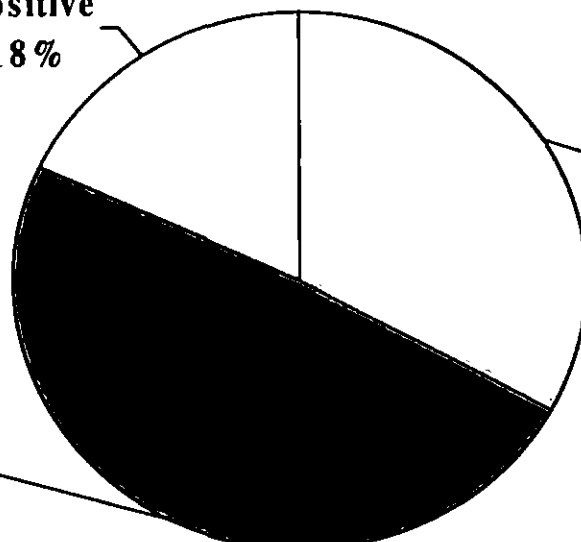
Positive
21%



Negative
43%

Overall
Neutral
36%

Positive
18%



Negative
33%

Neutral
49%

Base = 33



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TELEVISION COVERAGE

- In short T.V monitoring was limited to only 6 bulletins.
- However, the impact of television coverage should not be underestimated.
- The majority of overall T.V coverage tended to be negative.
- Of the six items of TV coverage monitored, 4 were negative and 2 were neutral.



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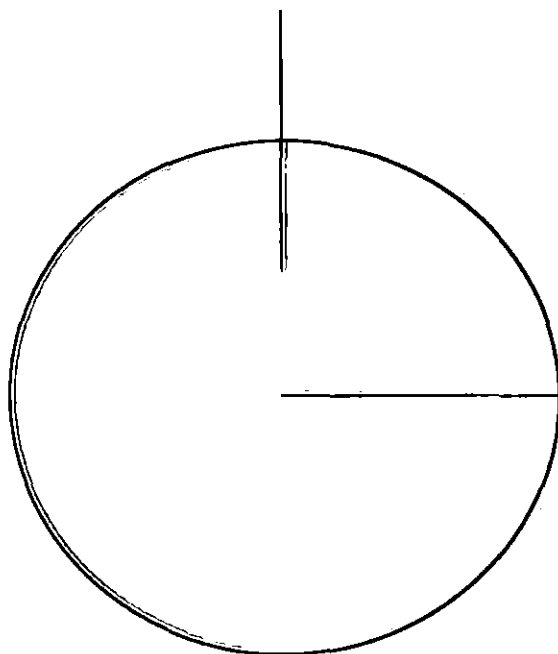
TELEVISION COVERAGE



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Headlines

Negative 100%



Overall

Neutral
33%



Negative
67%

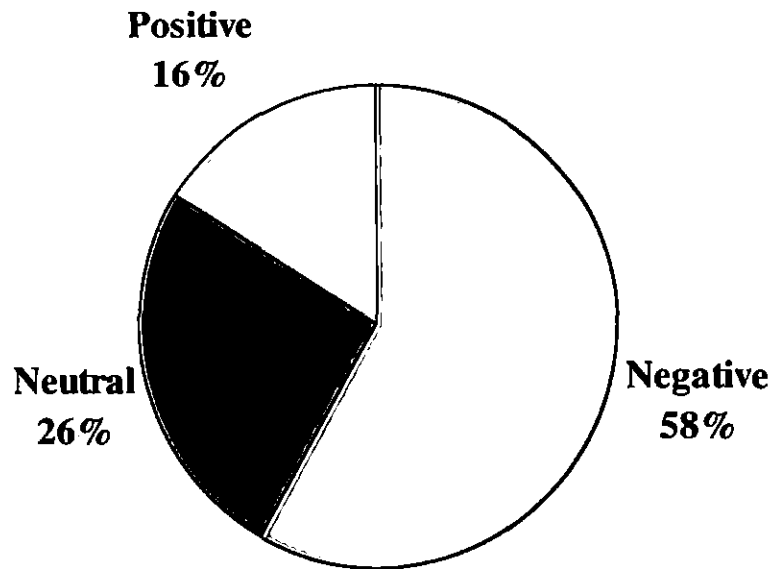
NATIONAL RADIO COVERAGE



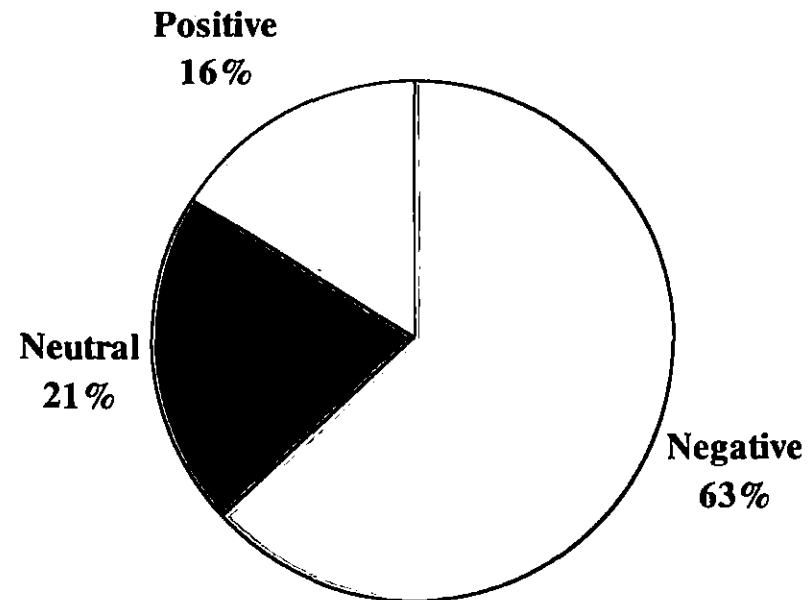
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- Total “overall” radio coverage was decidedly negative (63%) with approximately 1 in 5 programmes being neutral (21%) and only (16%) being positive

Headlines



Overall



REGIONAL RADIO COVERAGE

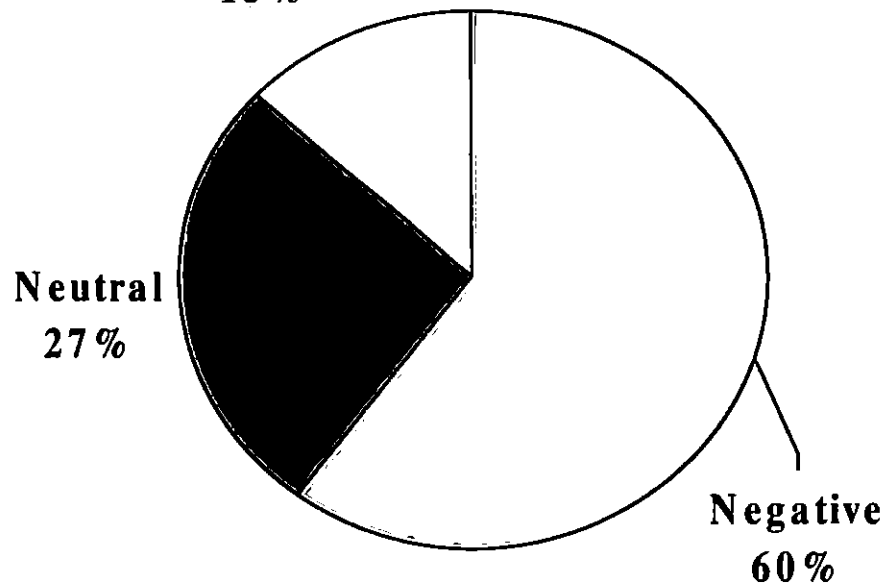


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- Regional radio was also decidedly negative with over two thirds (67%) of monitored programmes being negative and only 13% being positive.

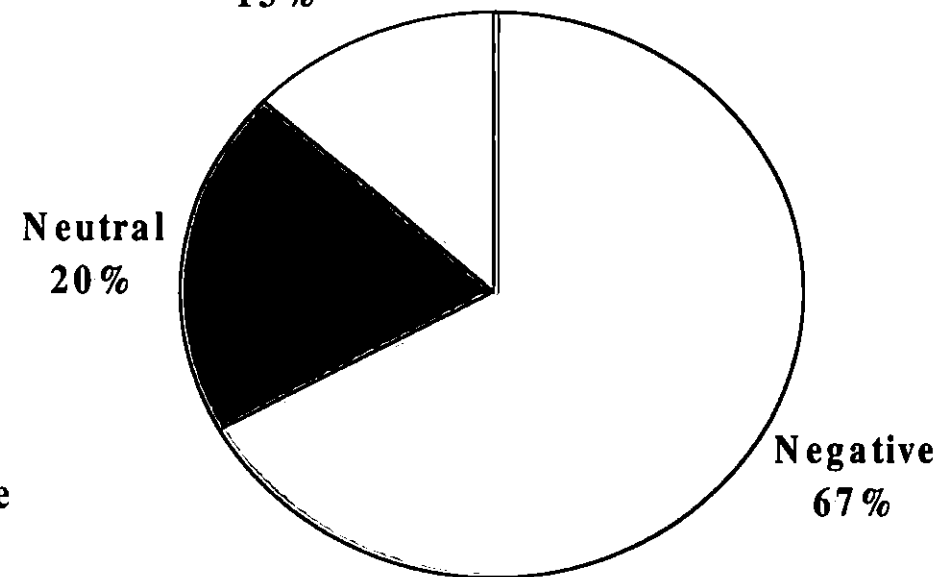
Headlines

Positive
13 %



Overall

Positive
13 %

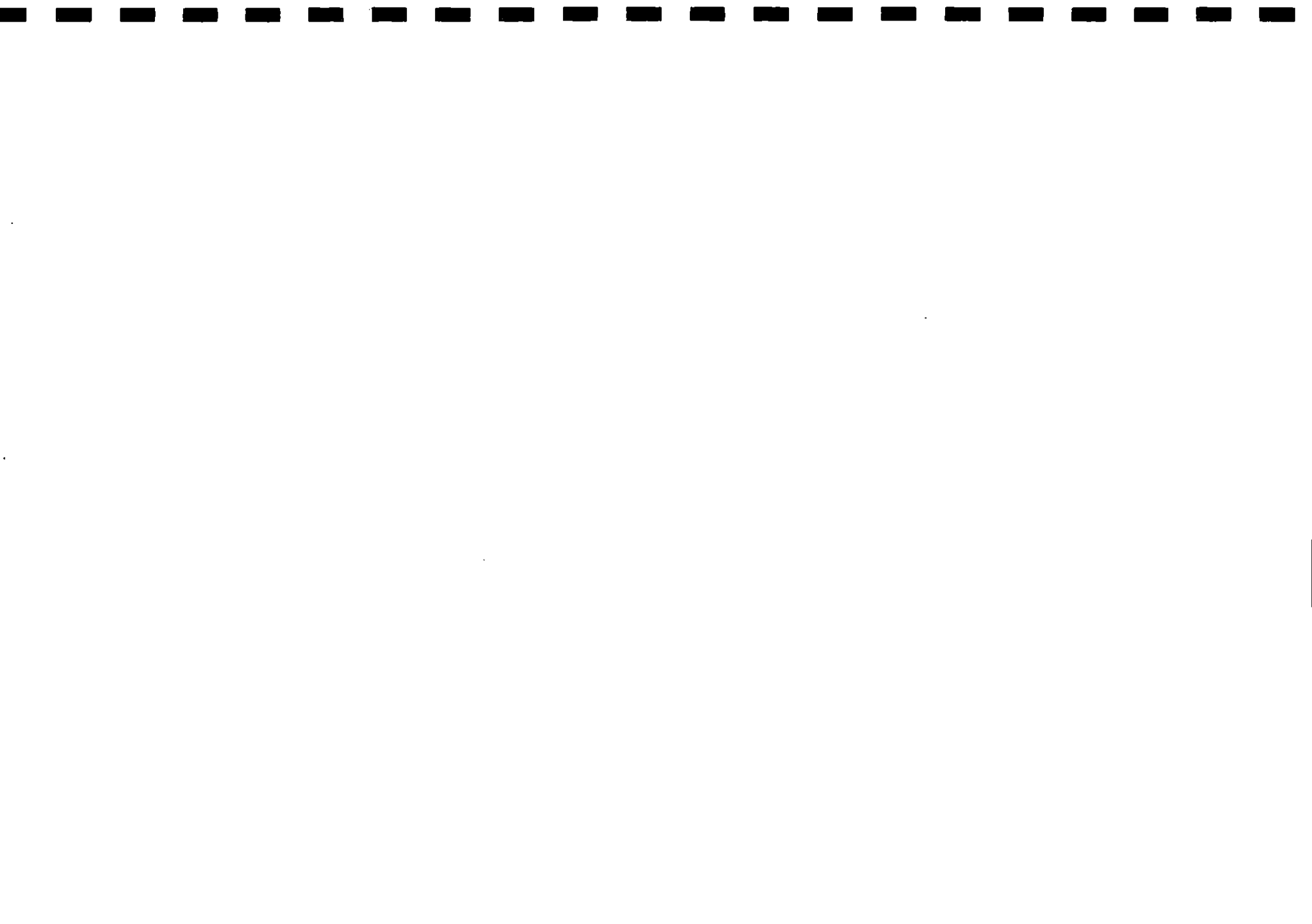




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CONCLUSIONS

- Overall media coverage of the water fluoridation issue was predominantly negative (52%) versus (14%) positive.
- Print tended to be consistently negative in its communication of the water fluoridation issue
- at both a national and regional levels.





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CONCLUSIONS

- Other print media (primarily consisting of medical publications, The Irish Medical Times and the Irish Medical News) tended to offer a more balanced view of the fluoridation issue.
- Both radio and television (the two most impactful media) coverage tended to adopt a negative stance towards water fluoridation.
- There is obviously a need to redress the balance, particularly in regional press, radio and general TV and radio coverage.



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APPENDICES



Appendix 1

- Press and print articles analysed (December 1999-2000)

Appendix 2

- Radio and television bulletins monitored and analysed

Appendix 3

- Detailed scores for all media



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APPENDIX 1

MEDIA MONITORING
PRESS CUTTINGS
IN CHRONOLOGICAL ORDER
FROM JANUARY 1999 – OCTOBER 2000

Water Fluoridation; the truth they don't want you to know, by Robin Whitlock.
Published in The Ecologist, Vol.29, January/February.

Arsenic and Old Waste by Macdara Doyle. Published in Magill (20) January 1999.

Water, water everywhere but stop and have a think, by Darren Boyle. Evening Herald, 2nd January, 1999.

Fluoride in Water. Letter by Myles Crowe in the Irish Times, 12th January, 1999.

Young Scientists examine fluoride. Sunday Independent, 31st January, 1999.

Dail body set to probe fluoride use in water, by Eilish O'Regan. Irish Independent, 27th February, 1999.

Fluoridation of water. Letter by Cllr Ruairi McGinley in the Irish Times, 26th April, 1999.

Far fewer fillings after fluoridation, by Treacy Hogan. Irish Independent, 27th April, 1999.

Fluoride 'dangers' clash at city council, by Samantha McCaughren. Irish Independent, 29th April, 1999.

TD Calls for end of water fluoridation. By Niall Crampton, Sunday Tribune, 30 April 2000.

Fluoride in water safe, good for oral health, by Prof. Denis O'Mullane.
The Examiner, 4th May, 1999.

More toxic than lead, and equal to the killing power of arsenic, by Walter Graham.
The Examiner, 4th May, 1999.

Concern over levels of fluoride in water, by Caroline O'Doherty. The Examiner, 5th May, 1999.

Fluoride More Toxic than Lead, by Myles Crowe. Letters section The Examiner, 8th May, 1999.

Teething Trouble. Health News in The Irish Mirror, 10th May, 1999.

Study to Ease Parents' Fears over Absorption of Fluoride, Edited by Dick Ahlstrom. Science Today section in The Irish Times, 17th May, 1999.

Dentists Profit from Fluoride, by Patrick J Carroll. Letters section in The Examiner, 18th May, 1999.

Fluoridation of Water, by Harriet O'Donovan Sheehy. Letters section in The Irish Times, 24th May, 1999.

A Flood of Scares over Fluoride Water, by Kim Bielenberg. The Irish Independent, 25th May, 1999.

Fluoride in our Water is Unhealthy, by John O'Halloran. Letters section in The Examiner, 2nd June, 1999 and The Irish Independent, 3rd June, 1999.

Fluoride: The Final Conspiracy, by Myles Crowe. Letters section in The Examiner, 5th June, 1999.

Now – it's time to bite the fluoride bullet!, by George Rice. Kerrys Eye, 17th June, 1999.

Fluoride Causes Disease, Doctor Claims, by Eamon Timmins. The Irish Times, 16th August, 1999.

Cancer Study Untrue, by Warren Murray. The Evening Herald, 17th August, 1999.

The Stuff of Life? Rte Guide, 10th September 1999.

Water "Poisoning US" Expert Warns, News of the World, 12th September 1999.

Deadly Drip?, News of the World, 12th September 1999.

Risks of Fluoride Warning, Evening Herald, 13th September.

Call to ban fluoride as campaign raises fear of health damage, Irish Independent, 14th September.

Water Fluoridation, Iva Pocock, VOICE, letter to Irish Medical Times, 17th September 1999

Debate need on the Use of Fluoride, Letter to The Examiner by Myles Crowe, 18th September.

Stem the Flow Now, Letter to the News of the World by E. O'Rourke, 19th September.

Fluoridation of Water, Dr. John F. Owens, Letter to the Irish Medical Times, 8th October, 1999.

New Group to Oppose Water Fluoridation, Southside People (West Edition), October 13th-19th.

Campaign against fluoridation of public water supply, The Irish Times, October 20th.

BUPA offers dental cover The Irish Times, 23rd October 1999

Inter Floss. Sunday Business Post., 24th October 1999

Worry over fluoride in water supply, Evening Herald 24th October '99

A public talk on Water Fluoridation: Sligo, Action against flouride. Sligo Champion 3rd Nov. '99

Concern over flouridation scheme extensions. Donegal Democrat. 4th November '99

A public talk on Health Hazards of Water Fluoridation, at St. Michael's Family Life Centre, Sligo. Sligo Champion, 10th November 1999 (2 Extracts)

Millennium without fluoride group. Sligo Champion, 10th November, 1999

Report uncovers host of problems with supplies across country. Irish Independent, 24th November 1999

Anti-fluoridation drive stepped up. Irish Independent, 26th November 1999.

Deny fluoride is to be added to Curragh water. by Mullins., J., Kildare Nationalist, 26th November 1999.

Health study planned on fluoride in water. by Eilish O'Regan, Health Correspondent, Irish Independent, 30th November 1999.

Evidence backs use of fluoride in water. Medicine Weekly, 1 December 1999.

Action Group warns Ballyshannon about its water. Donegal Democrat, 2 December 1999.

Too much Fluoride in Kilkenny water. Sean Keane, Kilkenny People, 3 December 1999.

Health Hazards of Water Fluoridation. Sligo Champion, 8 December 1999.

Excessive fluoride levels Irish Medical Times 10 December 1999. To the editor, from Dr Elizabeth Cullen, Co-chair Irish Doctors Environment Association, 38 New Street, Killarney, Co. Kerry.

Concern over fluoride levels Irish Medical News 13 December 1999. Dear Sir, from Dr Elizabeth Cullen, Co-Chairperson, IDEA, 38 New Street, Killarney, Co Kerry.

Study to examine effect of fluoride in drinking water. Martin Barry, The Examiner, 16 December 1999.

OCTOBER Re Fluoride Southside People (Dublin) 31 December 1999.

Flouride health effects under scrutiny Dublin People by Martin Barry 04 Jan 00.

Cmrs request fluoridation scheme be put on hold Donegal Democrat by Michael McHugh 05 Jan 00.

Health hazards of water Sligo Champion 05 Jan 00.

Fluoride in water The Irish Times Dear Sir from Dr Elizabeth Cullen 5 January 2000.

Fluoridation Worries. Tullamore Tribune, 22 January 2000.

Fluoride: ill-health claims have no medical, scientific validity - Health Board. Sligo Champion, 26 January 2000.

Council monitors fluoride levels Sligo Champion 26 January 2000.

Donoughmore student gets to root of dental issues. Muskerry Leader 10th February 2000.

Water supply under scrutiny by Martin Barry Northside People 12 February 2000

Anti-Fluoride Group May Sue Southside People 14 February 2000. By Siobhan Maguire

Water Wonderland Consumer Choice 14 February 2000.(ENVIRONMENT)

Anti-Fluoride Group May Sue Southside People (Dublin) by Siobhan Maguire

Group challenges Health Board on fluoride statement by Michael Moran. Sligo Champion, 16th February 2000.

Ballyshannon Town Commissioners - Fluoride. Donegal Democrat, 17th February 2000.

Fluoridation is no threat to general health. Irish Medical Times, 18th February 2000.

Fluoridation should stop - letter by Dr Elizabeth Cullen. Irish Medical News, 21st February 2000

Fluoride is safe, says Dept. report. Sligo Champion, 23rd February 2000.

Information on Fluoride. Sligo Champion, 23rd February 2000.

Water fluoridation is O.K. -Health Board Chief. Derry people Donegal News, 25th February 2000.

Fluoride kicked in the teeth. The Star, 1st March 2000.

Fluoride debate. Sligo Champion, 8th March 2000.

Another worrying water sample. Kilkenny People, 10th March 2000.

Govt. asked to allow local authorities decide on fluoride. Sligo Champion, 8th March 2000.

Fluoridation-"infringement of people's rights" -Clr. By Daniel Browne, Donegal Democrat, 9th March 2000.

There is overwhelming statistical evidence of fluoridation benefits. Irish Medical News, 13th March 2000.

Fluoride Poisoning. Geraldine Williams BDS, Big Issue, 15 March 2000.

"Fluoridation is effective and safe". Donegal Democrat, 16 March 2000

Fluoridation end is welcomed. Banbridge Chronicle, 16 March 2000.

Fluoride In Water. Roscommon Herald, 15th March 2000.

Fluoridation debate continues. Irish Medical News, 20 March 2000.

Taking care of baby's teeth. Sligo Champion, 22 March 2000.

Pay parents to get jabs: docs. Evening Herald, 25 March 2000.

How safe is Killarney's public water supply? The Kingdom, 28 March 2000.

Fluoride in our water: are we brushing with danger? Irish Independent, 29 March 2000.

Co. Council praised for fluoride stance. Sligo Champion, 29 March 2000.

.Have I got a Cavity or an Abscess. Irish Mirror, 30 March 2000.

Killarney Councillor worried about water quality. Kerrys Eye, 30 March 2000.

Hope for herbal campaign. Treasa Murphy, Evening Echo (Cork), 31 March 2000

The danger of fluoride in Killarney water supply. Cllr. Donal Grady, The Kingdom, 4 April 2000.

Concerned about fluoride in water. Irish Independent, 5 April 2000.

IMO urged to press Department for perinatal statistics update. IMO agm 2000. Medicine Weekly, 5 April 2000.

Fluoride: Council should have got Board's views before vote Sligo Champion 5 April 2000

Dentist praised for public opposition to fluoridation Sligo Champion 5 April 2000

Fluoridation of water should be stopped Roscommon Herald 12 April 2000

Fluoride: Brushing with danger. Dr Bruce Spittle. Irish Independent, 13 April 2000.

Water - The Elixir Of Life! Offaly Independent, 14 April 2000.

Why are dentists keeping quiet? Carol Clarke. Irish Independent, 17 April 2000.

A mother's worries over fluoridation. Mary Hilary. Irish Independent, 18 April 2000.

County Engineer in fluoride debate The Kingdom 18 April 2000

McKenna voices concern about fluoride in water Kevin O'Sullivan Irish Times 19 April 2000

Water study might flush out dangers The Star 19 April 2000

Doctors' reservation over fluoridation Dr. Elizabeth Cullen Irish Independent 21 April 2000

Safety concerns about the use of fluoride Bruce Spittle Westmeath Topic 20 April 2000

Safety concerns about the use of fluoride Bruce Spittle Offaly Topic 20 April 2000

Safety concerns about the use of fluoride Bruce Spittle Meath Topic 20 April 2000

Fluoride is destructive poison Patrick J. Carroll Irish Independent 25 April 2000

White raises fluoride fears Carlow People 26 April 2000.

Heated debate over fluoride in water. Drogheda Independent, 28 April 2000.

White casts grave doubts on fluoride. Stephen Glennon, Kildare Nationalist, 28 April 2000.

TD Calls for end of water fluoridation. By Niall Crampton, Sunday Tribune, 30 April 2000

Free dental care proposed for all medical card holders. Olivia Doyle, Sunday Tribune, 7 May 2000.

Gildea to put pressure on fluoridation issue. Donegal Democrat, 11 May 2000.

NWHB replies on water. Dr. Joe Mullen, Sligo Weekender, 12 May 2000.

Nurses' pay arrears still outstanding. Irish Times, 13 May 2000.

Fluoride free march. Irish Independent, 17 May 2000.

Water group calls for an investigation of fluoride use. Caroline Delaney, Evening Echo (Cork), 17 May 2000.

Anti Fluoride campaign to march on Dail Eireann. Southside People, 17 May 2000.

Martin urged to stop water fluoridation. Kevin, O'Sullivan, Irish Times, 18 May 2000.

98% of Europe Say No! Irish Independent, 18 May 2000.

Oh, I wish I'd looked after me teeth. Dublin Echo, 18 May 2000.

Green light for fluoride safety research. Irish Medical Times, 19 May 2000.

Anti Fluoride Campaign to March on Dail Eireann. Dublin People, 19 May 2000.

Dentist fights to outlaw fluoride. Caroline Delaney, Evening Echo (Cork), 22 May 2000.

Fluoridation of Water. C. Clarke-Ng, Irish Times, 23 May 2000.

Fluoride: Council call to Dail Health Committee. Sligo Champion, 24 May 2000.

Fluoride Question Raised by Concerned Citizens Group. Leitrim Observer, 24 May 2000.

Jury is still out on fluoridation. Dr Stephen Murphy, Sunday Business Post, 28 May 2000.

Water is examined. Evening Echo (Cork), 29 May 2000.

Fluoridation forum just a token gesture, says Gormley. Roddy O'Sullivan, Irish Times, 30 May 2000.

Greens claim review group on fluoride 'a whitewash'. Eilish O'Regan, Irish Independent, 30 May 2000.

Probe into fluoride as fears grow. Margaret O'Connor, Irish Mirror, 30 May 2000.

There's something in the water ... Donal Hickey, The Examiner, 31 May 2000

Toothpaste. Consumer Choice. June 2000.

Water fluoridation a literature review. Consumer Choice, June 2000.

F
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Minister establishes fluoridation forum. Dawn O'Shea, Irish Medical Times, 2 June 2000.

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Dental hygiene not water fluoridation. Dr. Elizabeth Cullen, Irish Independent, 9 June 2000.

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Doctors appointed to new Forum to review water fluoridation. Valerie Ryan, Irish Medical News, 6 June 2000.

Green councillor welcomes forum on water fluoridation. Carlow People, 7 June 2000.

Forum to examine fluoridation. Muskerry Leader, 8 June 2000.

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Water Fluoridation - An Issue of Growing Concern. Offaly Independent, 9 June 2000.

Effects of fluoridation must be confronted. The Examiner, 10 June 2000.

Water Fluoridation. Consumer Choice, June 2000.

Update on osteoporosis treatment. Irish Medical Times, 9 June 2000.

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Seeking cool clean hero. Kilkenny People, 9 June 2000.

Fluoridation of water: questions answered. Connaught Telegraph, 14 June 2000.

Fluoridation of water: questions answered. Health Links, Mayo News, 14 June 2000.

A fluoridation forum. Medicine Weekly, 14 June 2000.

Information Evening on Fluoride. Cloune, Leitrim Observer, 14 June 2000.

Water Fluoride Meeting. Manorhamilton Area News, Leitrim Observer, 14 June 2000.

Fluoridation forum welcomed. In Brief, Western People, 14 June 2000.

Fluoride Free Leitrim. Dromahire Area News, Leitrim Observer, 14 June 2000.

Water fluoridation and dental hygiene. Westmeath Topic, 15 June 2000.

Water fluoridation and dental hygiene. Offaly Topic, 15 June 2000.

Letter to the Editor: Fluoride Forum - A Toothless Token. Dr Dan McAuley, Leitrim Observer, 14 June 2000.

Concern Over Fluoride In Drinking Water. Lorraine Cryan, Roscommon Herald, 14 June 2000.

Fluoride Free Leitrim. Roscommon Herald, 14 June 2000.

Call for fluoride free Leitrim. Anglo Celt, 15 June 2000.

Water fluoridation and dental hygiene. Athlone Topic, 15 June 2000.

Fluoridation of water: questions answered. Roscommon Champion, 16 June 2000.

Campaign against fluoridation. Clare Champion, 16 June 2000.

How safe is our water? Womans Way, 16 June 2000.

Darina rounds on minister. Gemma O'Doherty, Irish Independent, 20 June 2000.

Minister in 'PR stunt'. Irish Mirror, 21 June 2000.

McKenna hits out. The Star, 21 June 2000.

Minister to get Health Board fluoridation report soon. Sligo Champion, 21 June 2000.

Fluoridation Forum. Donegal Democrat, 22 June 2000.

Water Fluoridation is safe, say Health Board. Michael McHugh, Donegal Democrat, 22 June 2000.

Fluoridate Adds up to Healthy Teeth. Dr Simon, Sunday World, 25 June 2000.

Fluoridation of Water. Myles Crowe, Sunday Times, 25 June 2000.

Public debate on issue of fluoridation essential. Dr Elizabeth Cullen, Irish Medical News, 19 June 2000.

Health Board endorse Fluoridation but Householders opposed to "Poison on Tap". Donal O'Brady & Keith Falkiner, Leitrim Observer, 21 June 2000.

The Fluoride Poison Scandal - Part One. Green Column, Clare County Express, June 2000.

Nolan calls for end to fluoridation of water. Longford News, 30 June 2000.

Anti-fluoride lobby to address Leitrim Council. Maeve Curtin, Longford Leader, 30 June 2000.

Members of the Citizens Group against Fluoridation (Photo). Sligo Champion, 5 July 2000.

Nolan wants action on fluoride in water. Longford Leader, 7 July 2000.

Fluoridation review is a sham. Irish Medical News, 18 July 2000.

State to seek cigs company documents. Irish Independent, 21 July 2000.

Doctors join anti-fluoride campaign. By Orla Hearn, Sligo Champion, 26 July 2000.

Benefits of Water Fluoridation Outlined. Health Board Briefs, Tullamore Tribune, 29 July 2000.

MHB wants everyone to use the F-word! By Liam Sherlock, Westmeath Examiner, 29 July 2000.

Benefits of fluoridation for teeth stressed. Leinster Express, 29 July 2000.

The Fluoride Poison Scandal - Part 2. Green Column, Clare County Express, July 2000.

Health Board support fluoridation of water. By Sean O'Domhnaill, Laois and Nationalist Time, 4 August 2000.

Cls. Disagree on who should make fluoridation decision. By Michael McHugh, Donegal Democrat, 11 August 2000.

Seeking legal advice on fluoridation. Western People, 16 August 2000.

Fluoride, fluoride everywhere... until now, thanks to Weleda. Liffey Champion, 19 August 2000.

Minding your child. Sligo Champion, 23 August 2000.

Tried & Tested, Breath Fresheners. Irish Sun, 25 August 2000.

Assurances given that Bagenalstown water fit to drink. Mark Buckley, Carlow People, 30 August 2000.

Lecture of Water Fluoridation, Sligo Champion, 6 September 2000

Troubled Waters, By Conor Feehan, Evening Herald, 8 September 2000

Community News from around the Town and County, Sligo Weekender, 8 September 2000

Meeting on Fluoride, Sligo Weekender, 8 September 2000.

What's New, Aquafresh Mouthwater Gets Fresh, Retail News, 11 September 2000

A Healthy Start for Kids, Retail News, 11 September 2000

New Pack Earn its Stripes, Retail News, 11 September 2000

The Natural Way to feel Healthier, By Elaine Goldrick, The Star, 13 September 2000

A clean win for girls in Teeth Study. Irish Sun, 14 September 2000

Republic toothier than the North, conference hears. By Padraig O'Morain, Irish Times, 14 September 2000

Water Fluoridation, Consumer Choice, September 2000

Fluoridation in Water, Consumer Choice, September 2000

Dearer dental work in South, Sunday Tribune, 17 September 2000.

Leixlip task force to check on levels of water fluoridation, Liffey Champion, 16 September 2000.

Fluoridation of water queried, Anglo Celt, 14 September 2000.

Fingernails may be used to indicate body fluoride level, Dick Hogan, Irish Times, 19 September 2000.

Research indicates Ireland's low fluoride levels are safe, says expert, Dick Hogan, Irish Times, 19 September 2000.

Fluoridation Debate Rages on as Experts offer Differing Opinions, Donal O'Grady, Leitrim Observer, 22 September 2000.

US Scientist hits out on truth decay, Dara Gantly, Medicine Weekly, 13th September 2000.

Expert outlines dangers of water fluoridation, Sligo Champion, 20th September 2000.

Ring road and waste main issues for annual meeting of Environmental Alliance, Connaught Sentinel, 26th September 2000.

Call for assessment of fluoridation of water programme, North Wicklow Times, 27th September 2000.

Fluoridation Monitored, Anglo Celt, 28th September 2000.

US expert defends fluoridation, Irish Medical Times, 29th September 2000.

Fluoride 'part of fear industry', Leinster Express, 6th October 2000.

Fluoride 'makes teeth unsightly', Evening Herald, 6th October 2000.

Fluoride study welcomed, Irish Times, 7th October 2000.

Donegal gets teeth into dental survey, Donegal Peoples Press, 11th October 2000.

Oral health survey underway, Roscommon Herald, 11th October 2000.

Women and dental health, Sligo Champion, 11th October 2000.

More people are buying bottled water, Drogheda Independent, 13th October 2000.

Doctor warns of fluoride danger, Irish Independent, 13th October 2000.

Survey to establish dental health levels, Derry People Donegal News, 13th October 2000.

Fluoride in tap water damaged my teeth, Martyn Halle, Irish Sun, 13th October 2000.

Maybe Baby, Check Out, 17th October 2000.



Dental Health Foundation
Ireland

APPENDIX 2

WATER FLUORIDATION - MEDIA MONITORING

VIDEO AND AUDIO CASSETTES

Date	Topic	Show	Channel	Interviewee	Presenter	No. of Copies
24/06/99	Fluoride	Scott Williams Show	Limerick 95 FM	Walter Graham	Scott Williams	1
01/03/00	Fluoridation	Agenda	Radio Kilkenny	Padraig Creedon, Dental Officer, SEHB		1
06/03/00	Fluoride	6:01 News	RTE 1			1
04/00	Fluoridation		Highland Radio	W Grahame, J Murray, Mary		3
03/04/00	Fluoridation in water	West Cork Today	County Sound West	Dr Don McAuley	John Greene	1
03/04/00	Fluoridation	Keith Finnegan Show	Galway Bay FM	Dr Mary Hynes	Keith Finnegan	1
13/04/00	Water Fluoridation	Today Show	RTE Radio 1	DR Gerry Gavin	Pat Kenny	11
17/05/00	Fluoridation		Highland Radio	J Murray, D MacCauley, P Wright		2
18/05/00	Protests at Water Fluoridation	News 2	Network 2			1
29/05/00	Task Force to examine fluoridation of water	12:45 News - TFm 1pm News - Radio 1 6 pm News - FM104	TFm Radio 1 FM104			1
29/05/00	Fluoridation	RTE TV 1 pm and 6 pm News News 2	RTE			1
30/05/00	(Side 1) Forum to Review the Fluoridation of Public Piped Water Supply - Preparation of report by John Gormley for the Joint Oireachtas	Tipperary Today Programme (10:00 am - 12:00 pm)	Tipp FM	John Gormley, Green Party TD	Seamus Martin	1

Date	Topic	Show	Channel	Interviewee	Presenter	No. of Copies
	Committee on Health & Children					
	(Side 2) Forum to Review the Fluoridation of Public Piped Water Supply - John Gormley TD says Minister's Forum is just a token gesture.	Local News 1:05 pm	Tipperary Local Radio	Re: John Gormley TD	Pauline Ni Riain	1
22/06/00	Fluoridation	Clare on Air	Clare FM	Cllr Pat Hayes	Cormac McConnell and Claire Gallagher	1
20/07/00	Fluoridation of Water	The Last Word	Today FM		Eamonn Dunphy	1
24/07/00	Discussion on Water Fluoridation	Loosetalk	LMFM		Paul Maguire	1
07/09/00	Fluoridation :	News at 5:30 pm	TV3			1
11/09/00	Water Fluoridation	Regional Express - 10:00 am - 12:00 pm	SE Radio	Dr Robert Carton	Alan Maguire	1
14/09/00	Fluoridation :	1 pm and 6 pm News	RTE 1			1
20/09/00	Fluoride in Water	Loosetalk	LMFM	Prof Denis O'Mullane	Paul Maguire	1
02/11/00	Fluoridation :	5-7 Live	Radio 1			1
16/11/00	Fluoridation of Water Supply	Loose Talk	LMFM			1
17/11/00	Confirmation of fluoride damage to health. Interview with Dr Don McAuley re paper 'Water Fluoridation - Pollutant or Panacea'	Mon, Wed & Fri 5-5:30 pm	Campus Today Radio	Dr Don McAuley		1
20/11/00	Fluoridation of water supply	The Opinion Line	CKR FM		Tom Dowling	1



Dental Health Foundation
Ireland

APPENDIX 3

DETAILS	National Newspapers		SCORES		
Media Publication	Headline	Date	Headline	1st three paragraphs	Overall article
The Examiner	Study to examine effect of fluoride in drinking wa	16/12/99	0	-1	-1
The Irish Times	Fluoride in water	05/02/99	-1	-1	0
The Star	Fluoride kicked in the teeth	01/03/00	-1	0	0
Evening Herald	Pay parents to get jabs: docs	28/03/00	0	0	0
Irish Independent	Fluoride in our water, are we brushing with dang	31/03/00	-1	-1	-1
Irish Mirror	Have I got a cavity...	30/03/00	0	0	0
Irish Independent	Concerned about fluoride in water	05/04/00	-1	-1	-1
Irish Independent	Fluoride: brushing with danger	13/04/00	-1	-1	-1
Irish Independent	Why are dentists keeping quiet?	17/04/00	-1	-1	-1
Irish Independent	A mother's worrie's over fluoridation	18/04/00	-1	-1	-1
Irish Times	McKenna voices concern about fluoride in water	19/04/00	-1	0	-1
The Star	Water study might flush out dangers	19/04/00	-1	-1	-1
Irish Independent	Doctor's reservation over fluoridation	21/04/00	-1	1	-1
Irish Independent	Fluoride is destructive poison	25/04/00	-1	-1	-1
Sunday Tribune	Free dental care proposed for all medical card h	07/05/00	0	0	1
Sunday Tribune	TD calls for end of water flouridation	30/04/00	-1	-1	-1
Irish Times	Nurses' pay arrears still outstanding	13/05/00	0	0	-1
Irish Times	Martin urged to stop water flouridation	18/05/00	-1	-1	-1
Irish Independent	98% of Europe Says No!	18/05/00	-1	-1	-1
Irish Independent	Flouride free march	17/05/00	-1	-1	-1
Irish Times	Flouridation of Water	23/05/00	0	-1	-1
Irish Independent	Greens claim review on flouride 'a whitewash'	30/05/00	0	0	0
Irish Mirror	Probe into flouride as fears grow	30/05/00	-1	-1	-1
Sunday Business Post	Jury is still out on flouridation	28/05/00	0	-1	0
Irish Times	Flouridation forum just a token gesture, says Go	30/05/00	-1	-1	0
The Examiner	There's something in the water	31/05/00	0	0	-1
Irish Independent	Dental Hygiene not water flouridation	09/06/00	-1	0	0
Irish Times	Forum on flouridation	08/06/00	0	0	0
The Examiner	Effects of flouridation must be confronted	10/06/00	-1	-1	-1
Irish Independent	Darina rounds on minister	20/06/00	0	-1	-1
Irish Mirror	Minister in 'PR stunt'	21/06/00	0	-1	-1

The Star	McKenna hits out	21/06/00	0	-1	-1
Sunday World	Fluoride adds up to Healthy Teeth	25/06/00	1	0	0
Sunday Times		25/06/00	0	0	-1
Irish Independent	State to seek cigs company documents	21/07/00	0	1	1
Irish sun	Breath Freshners	25/08/00	0	0	0
Irish sun	A clean win for girls study	14/09/00	0	0	0
Irish Times	Republic toothier than the North conference	14/09/00	0	0	0
Evening Herald	Troubled Water	08/09/00	-1	-1	-1
The Star	The natural way	13/09/00	0	-1	0
Sunday Tribune	Dearer dental work in South	20/09/00	0	0	0
Irish Times	Research indicates Irelands low fluoride levels	20/09/00	1	1	1
Evening Herald	Fluoride makes teeth unsightly	06/10/00	-1	0	-1
Irish Times	Fluoride study welcomed	07/10/00	0	0	1
Irish independent	Doctors warn of fluoride danger	13/10/00	-1	-1	-1
Irish sun	Fluoride in tap water damaged my teeth	13/10/00	-1	-1	0
Irish examiner	Dental experts clash over effects of fluoridation	23/10/00	-1	0	0
Ireland on Sunday	Fluoride risk for kids	05/11/00	-1	-1	-1
Irish Times	New fluoridation research reported	09/11/00	0	0	0
News of the World	Hands Off our water	19/11/00	-1	-1	-1
The Star	Forum on fluoride	20/11/00	0	-1	-1
NEGATIVE			-26	-28	-29
NEUTRAL			23	20	18
POSITIVE			2	3	4

DETAILS	Leinster Regionals		SCORES		
Media Publication	Headline	Date	Headline	1st three paragraphs	Overall article
Kilkenny People	Too much fluoride in Kilkenny water	03/12/99	-1	-1	-1
Dublin People	Too much fluoride in Kilkenny water	20/12/99	0	0	-1
Dublin People	Too much fluoride in Kilkenny water	17/12/99	0	0	-1
Southside People (Dublin)	October re: fluoride	31/12/99	0	-1	-1
Northside People (Dublin)	Water supply under scrutiny	12/02/99	-1	0	-1
Tullamore Tribune	Fluoridation Worries	22/02/99	-1	-1	-1
Southside People (Dublin)	Anti-Fluoride Group may sue	09/02/00	-1	-1	-1
Kilkenny People	Another worrying water sample	10/03/00	-1	-1	-1
Offaly Independent	Water the Elixir of life	14/04/00	0	0	-1
Meath Topic	Safety concerns about the use of fluoride	20/04/00	-1	0	-1
Offaly Topic	Safety concerns about the use of fluoride	20/04/00	-1	0	-1
Westmeath	Safety concerns about the use of fluoride	20/04/00	-1	0	-1
Carlow People	White raises fluoride fears	26/04/00	-1	-1	-1
Drogheda Independent	Heated debate over flouride in water	28/04/00	-1	0	0
Kildare Nationalist	White casts grave doubts over flouride	28/04/00	-1	-1	-1
Southside People	Anti Flouride campaign to march on Dail Eireann	17/05/00	-1	-1	-1
Dublin Echo	Oh, I wish I'd looked after my teeth	18/05/00	0	0	1
Dublin People	Anti Flouride campaign to march on Dail Eireann	19/05/00	-1	-1	-1
Offaly Independent	Water Flouridation - An Issue of Growing Conce	09/06/00	-1	-1	-1
Kilkenny People	Seeking cool clean hero	09/06/00	0	0	-1
Carlow People	Green councillor welcomes forum on water flouri	07/06/00	0	-1	-1
Westmeath Topic	Water flouridation and dental hygiene	15/06/00	0	0	0
Offaly Topic	Water flouridation and dental hygiene	15/06/00	0	0	0
Athlone Topic	Water flouridation and dental hygiene	15/06/00	0	0	0
WestMeath Examiner	MHB wants everyone to use the F-word	29/07/00	0	0	1
Leinster Express	Benefits for fluoridation for teeth stressed	29/07/00	1	1	1
Laois & Nationalist Times	Health Board support fluoridation of water	16/08/00	1	1	1
Liffey Champion	Fluoride,Fluoride everywhere	19/08/00	0	-1	-1
Carlow People	Assurances that Bagenalstown water fit to drink	30/08/00	0	0	0
Liffey Champion	Leixlip task force to check on fluoridation levels	16/09/00	0	0	0
Anglo Celt	Fluoridation of water queried	14/09/00	-1	-1	-1

Anglo Celt	Fluoridation monitored	28/09/00	0	0	0
North Wicklow Times	Call for assessment of fluoridation of water	27/09/00	-1	0	0
Drogheda Independent	More people are buying bottled water	13/10/00	-1	-1	-1
Leinster Express	Fluoride part of the fear industry	06/10/00	1	1	0
Enniscorthy Echo	How does tooth decay develop	15/11/00	0	0	0
Westmeath examiner	Call on council to stop fluoridating water	18/11/00	-1	-1	0
	NEGATIVE		-18	-15	-22
	NEUTRAL		16	19	11
	POSITIVE		-3	3	4

DETAILS	Munster regionals		SCORES		
Media Publication	Headline	Date	Headline	1st three paragraphs	Overall article
Muskerry Leader	Donoughmore student gets to root of dental issue	10/02/00	0	0	0
The Kingdom	How safe is Killarneys public water supply?	28/03/00	-1	0	-1
Kerrys Eye	Killarney Councillor worried about water quality	07/04/00	-1	-1	-1
The Kingdom	The danger of fluoride in Killarney water supply	04/04/00	-1	-1	-1
Evening Echo (Cork)	Hope for herbal campaign	31/04/00	0	0	-1
The Kingdom	County engineer in fluoride debate	18/04/00	0	1	0
Evening Echo (Cork)	Water group calls for an investigation of fluoride	17/05/00	-1	-1	-1
Evening Echo (Cork)	Dentist fights to outlaw fluoride	22/05/00	-1	-1	-1
Evening Echo (Cork)	Water is examined	29/05/00	0	-1	-1
Muskerry Leader	Forum to examine fluoridation	08/06/00	0	0	0
Tullamore Tribune	Benefits of Water Fluoridation Outlined	29/07/00	1	1	1
	NEGATIVE		-5	-5	-7
	NEUTRAL		5	4	3
	POSITIVE		1	2	1

DETAILS	Connaught/Ulster regionals		SCORES		
Media Publication	Headline	Date	Headline	1st three paragraphs	Overall article
Donegal Democrat	Action group warns Ballyshannon about its water	02/12/99	-1	-1	-1
Sligo Champion	Health hazards of water	08/12/99	-1	-1	-1
Donegal Democrat	Cmrs request fluoridation scheme be put on hold	09/12/99	0	-1	-1
Sligo Champion	Fluoride-ill-health claims have no medical, scientific validit	26/02/99	1	1	1
Sligo Champion	Council monitors fluoride levels	26/02/99	-1	-1	-1
Sligo Champion	Group challenges health board on fluoride statement	16/02/00	-1	-1	-1
Donegal Democrat	Ballyshannon Town Commisioners	17/02/00	0	1	0
Sligo Champion	Fluoride is safe, says dept. report	23/02/00	1	1	1
Sligo Champion	Information on fluoride	23/02/00	0	-1	0
Derry People/Donegal New	Water fluoridation is ok - health board chief	23/02/00	1	1	1
Sligo Champion	Fluoride debate	08/03/00	0	0	0
Sligo Champion	Govt. asked to allow local authorities decide on fluoride	08/03/00	0	-1	-1
Donegal Democrat	Fluoridation-"infringement of people's rights	09/03/00	-1	-1	-1
Banbridge Chronicle	Fluoridation end is welcomed	16/03/00	-1	-1	-1
Roscommon Herald	Fluoride in water	15/03/00	0	0	-1
Donegal Democrat	Fluoridation is effective and safe	29/03/00	1	1	1
Sligo Champion	Taking care of babys teeth	22/03/00	0	0	0
Sligo Champion	Co.Council praised for fluoride stance	07/04/00	0	-1	-1
Sligo Champion	Dentists praised for public opposition to fluoridation	05/04/00	-1	-1	-1
Sligo Champion	Fluoride, Council should have got Boards views before vo	05/04/00	0	0	1
Roscommon Herald	Fluoridation of water should be stopped	12/04/00	-1	-1	-1
Donegal Democrat	Gildea to put pressure on flouridation issue	11/05/00	-1	-1	-1
Sligo Weekender	NWHB replies on water	12/05/00	0	1	1
Sligo Champion	Flouride: Council to call to Dail Health Committee	24/05/00	-1	-1	-1
Leitrim Observer	Flouride Question Raised by Concerned Citizen Group	24/05/00	-1	-1	-1
Mayo News	Flouride Forum: A toothless token	07/06/00	-1	-1	-1
Galway Advertiser	Fottrell bows out leaving campus bristling with energy and	01/06/00	0	0	0
Connaught Telegraph	Flouridation of water: questions answered	14/06/00	0	1	1
Clare Champion	Campaign against flouridation	16/06/00	-1	-1	-1
Roscommon Champion	Flouridation of water: questions answered	16/06/00	0	1	1
Mayo News (Health Links)	Flouridation of water: questions answered	14/06/00	0	1	1

Leitrim Observer (Cloune)	Information Evening on Flouride	14/06/00	0	-1	-1
Leitrim Observer (Manorha)	Water Flouride Meeting	14/06/00	0	-1	-1
Western People	Flouridation forum welcomed (In Brief...)	14/06/00	0	-1	-1
Leitrim Observer (Dromahai)	Flouride Free Leitrim	14/06/00	-1	-1	-1
Leitrim Observer	Flouride Forum: A toothless token	07/06/00	-1	-1	-1
Roscommon Herald	Concern Over Flouride In Drinking Water	14/06/00	-1	-1	0
Anglo Celt	Call for flouride free Leitrim	15/06/00	-1	-1	-1
Sligo Champion	Minister to get Health Board flouridation report soon	21/06/00	0	0	1
Donegal Democrat	Fluoridation Forum	22/06/00	0	0	0
Donegal Democrat	Water Fluoridation is safe,say Health Board	22/06/00	1	-1	1
Roscommon Herald	Fluoride free Leitrim	14/06/00	-1	-1	-1
Leitrim Observer	Householders Opposed to Poison On Tap	21/06/00	-1	-1	0
Clare County Express	The Fluoride Poison Scandal	07/07/00	-1	-1	-1
Longford News	Nolan calls for end to Fluoridation of water	30/06/00	-1	-1	-1
Longford Leader	Anti-Fluoride lobby to address Leitrim Council	05/07/00	-1	-1	-1
Sligo Champion	Poison On Tap	05/07/00	-1	-1	-1
Longford Leader	Nolan wants action on Fluoride in water	07/07/00	-1	-1	-1
Sligo Champion	Doctors join anti-fluoride campaign	26/07/00	-1	-1	-1
Clare County Express	The Fluoride Poison Scandal- Part 2	29/07/00	-1	-1	-1
Donegal Democrat	Clsr.disagree on who should make fluoridation	11/08/00	0	0	0
Western People	Seeking legal advice on Fluoridation	23/08/00	-1	-1	-1
Sligo Champion	Minding your child	23/08/00	0	0	0
Sligo Champion	Lecture on water fluoridation	06/09/00	0	0	0
Sligo Weekender	Community News	08/09/00	0	0	0
Sligo Weekender	Meeting on fluoride	08/09/00	0	-1	0
Leitrim Observer	Fluoridation Debate Rages On	22/09/00	0	0	0
Sligo champion	Expert outlines dangers of water fluoridation	20/09/00	-1	-1	-1
Connaught Sentinel	Ring road and waste main issues	26/09/00	0	0	0
Donegal Peoples Press	Donegal gets teeth into dental survey	11/10/00	0	1	1
Sligo Champion	Women and dental health	11/10/00	0	1	0
Roscommon Herald	Oral Health survey underway	11/10/00	0	1	0
Donegal News	Survey to establish Dental health levels	13/10/00	0	1	0
Donegal Democrat	Fluoridation Public meeting	26/10/00	0	0	0
Tirconail Tribune	Fluoride must go away	20/10/00	-1	0	-1

Sligo Champion	Fluoride group wants enquiry	22/11/00	-1	-1	-1
Sligo Champion	The role of diet in dental health	15/11/00	0	1	0
Leitrim Observer	Fluoridation an enormous benefit to the Irish	19/11/00	1	1	1
	NEGATIVE		-30	-38	-35
	NEUTRAL		32	15	20
	POSITIVE		6	15	13

DETAILS	Other Periodicals		SCORES				
Media Publication	Headline	Date	Headline	1st three paragraphs	Overall article		
Medicine Weekly	Evidence backs use of fluoride in water	01/12/99	1	1	1	?	
Irish Medical Times	Excessive fluoride levels	10/12/99	-1	-1	0	same as below	
Irish Medical News	Concern over fluoride levels	13/12/99	-1	-1	0	same as above	
Irish Medical News	Concern over fluoride levels	13/12/99	-1	-1	0	Same	
Consumer Choice	Water Wonderland	14/02/00	1	0	-1		
Irish Medical Times	Fluoridation is no threat to general health	18/02/00	1	1	0		
Irish Medical News	Fluoridation should stop	21/02/00	-1	-1	-1		
Irish Medical News	There is no overwhelming statistical evidence of fl	13/03/00	-1	1	1		
Irish Medical News	Fluoridation debate continues	20/03/00	0	1	1		
Big Issue	Flouride Poisoning	15/03/00	-1	1	1		
Medicine Weekly	IMO urged to press department for perinatal statist	05/04/00	0	0	0		
Irish Medical Times	Green light for flouride safety research	19/05/00	-1	-1	0		
Consumer Choice	Toothpaste	6/00	0	0	0		
Consumer Choice	Water flouridation	6/00	0	-1	1		
Irish Medical Times	Minister establishes flouridation forum	02/06/00	0	0	0		
The World of Irish Nursing	n/a	6/00	0	-1	-1		
Irish Medical News	Doctors appointed to new Forum to review water fl	06/06/00	0	0	0		
Irish Medical Times	Update on osteoporosis treatment	09/06/00	0	0	0		
Womans Way	How safe is our water?	16/06/00	-1	-1	-1		
Irish medical times	Medical Diary	09/06/00	0	-1	-1		
Medicine Weekly	A fluoridation forum	14/06/00	0	0	0		
Irish Medical News	Public debate on issue of fluoridation essential	19/06/00	-1	-1	-1		
Irish Medical News	Fluoridation review is a sham	18/07/00	-1	0	0		
Irish Medical Journal	Water Fluoridation Pollutant or Panacea	01/09/00	0	-1	-1		
Medicine weekly	US scientists hits out on truth decay	13/09/00	-1	-1	-1		
Retail News	Whats new	15/09/00	0	0	0		
Consumer Choice	Water Fluoridation	15/09/00	0	-1	-1		
Consumer Choice	Fluoridation in water	15/09/00	0	0	0		
Irish Medical Times	US expert defends fluoridation	29/09/00	1	1	1		
Checkout	Maybe Baby	17/10/00	0	0	0		

Irish Medical Times	World Medicine	20/10/00	0	1	0		
Irish Medical News	Fluoridation argument doesn't hold water	13/11/00	-1	-1	-1		
Consumer Choice	Water Fluoridation	13/11/00	0	0	-1		
	NEGATIVE		-12	-14	-11		
	NEUTRAL		17	12	16		
	POSITIVE		4	7	6		

DETAILS**Letters to the editor****SCORES**

Media Publication	Headline	Date	Headline	Overall Article
Irish Times	Fluoridation of water	26/06/00	0	-1
Irish Independent	Dental hygiene not wate	09/06/00	-1	0
Irish Times	Forum on fluoridation	08/06/00	0	-1
Irish Examiner	Effects of fluoridation mu	10/06/00	-1	-1
Irish Independent	Fluoride is destructive p	25/04/00	-1	-1
Irish Independent	Forcing the population to	24/04/00	-1	-1
Irish Independent	A mother's worries over	08/04/00	-1	-1
Irish Independent	Why are dentists keepin	17/04/00	0	-1
Irish Independent	Fluoride: Brushing with d	13/04/00	-1	-1
Irish Independent	Banning fluoride in our w	10/04/00	-1	-1
Irish Independent	Fluoridation's huge bene	07/04/00	1	1
Irish Independent	Concerned about fluorid	05/04/00	-1	-1
Irish Independent	The dangers on fluoride	04/04/00	-1	-1
Irish Independent	Fluoridation: reckless to	03/04/00	-1	-1
Irish Independent	Darina rounds on minist	20/06/00	0	0
Negative			-10	-12
Neutral			4	2
Positive			1	1

Details**Regional Radio**

Radio Station/Time	Interviewee	Date	Score	
			Headline	Overall
Radio Kilkenny "Agenda"	Padraig Creedon (Dental officer) SEHB	01/03/00	0	0
Galway Bay FM " Keith Finne	Dr Mary Hynes	03/04/00	1	1
County Sound West "John G	Dr Don McAuley	06/04/00	-1	-1
Highland Radio	Dr John Murray, Walter Graham	04/00	-1	-1
Highland Radio	Dr John Murray, Don McCauley	17/05/00	0	1
Fm104	News	29/05/00	-1	-1
Tipp.FM "Seamus Martin"	John Gormley	30/05/00	-1	-1
Clare FM "Clare On Air"	Cormac Mc Connell, Pat Hayes	22/06/00	-1	-1
Limerick 95 FM "Scott William	Walter Graham	24/06/99	-1	-1
LMFM "Loosetalk"(Paul Magui	Dr Cullen, Dr Connolly (NEHB)	24/07/00	-1	0
South East Radio Regional E	Dr. Robert Carton	11/09/00	-1	-1
LMFM Loosetalk Paul Maguire	Professor Denis O'Malaine-Cork	20/09/00	1	0
LMFM Loosetalk	Dr. Don McAuley	16/11/00	0	-1
Campus Today Radio 97FM	Dr. Don McAuley	17/11/00	-1	-1
CKR FM The Opinion Line Pre	Walter Graham From Northern Ireland	21/11/00	0	-1
Negative			-9	10
Neutral			4	3
Positive			2	2

Details Radio

RTE Radio 1 "Today with Pat Kenny"	13/04/00	-1	0	0
Radio 1 .1pm News	29/05/00	1	0	1
Today FM "The Last Word,Eamonn Dunphy"	20/07/00	0	-1	-1
5 - 7 Live Radio 1	02/11/00	-1	-1	-1
Negative		-2	-2	-2
Neutral		1	1	1
Positive		1	1	1

Details**T.V News****Scores**

News	Headline Story	Date	Headline	Middle	Overall
TV 3 News @ 5.30	Irelands policy of adding fluoride to	07/09/00	-1	-1	-1
News 2	Fluoride free water group protested	18/05/00	-1	0	-1
RTE 1	Sligo action against fluoride group,	06/03/00	-1	-1	-1
News 2 1&6pm	Micheal Martin set up forum re: fluo	29/05/00	-1	0	0
News 2 1&6pm	Micheal Martin set up forum re: fluo	29/05/00	-1	1	0
RTE 1 1pm & 6pm	First ever examination of acid used	14/09/00	-1	-1	-1
Negative			-6	-3	-4
Neutral			0	2	2
Positive			0	1	0

