



Fluoride is linked to bone cancer  
**STOP FLUORIDATION**



**FLUORIDEALERT.ORG**  
Fluoride Action Network

**195,545,109**  
Americans drink fluoride

Mass medication is unethical  
**STOP FLUORIDATION**



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Fluoride is a neurotoxin  
**STOP FLUORIDATION**



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## The Client

Who is the client? Are there any competitors to be mindful of?

The client is the Fluoride Action Network. The Fluoride Action Network (FAN) seeks to broaden awareness about the toxicity of fluoride compounds among citizens, scientists, and policymakers alike. FAN not only provides comprehensive and up-to-date information, but remains vigilant in monitoring government agency actions that impact the public's exposure to fluoride. Their contact information is as follows:

Media Inquiries: Email: [media@fluoridealert.org](mailto:media@fluoridealert.org) Tel: 802.338.5577

Campaign Inquiries: Email: [stuart@fluoridealert.org](mailto:stuart@fluoridealert.org)

Other Inquiries: Email: [info@fluoridealert.org](mailto:info@fluoridealert.org)

Address: Fluoride Action Network  
104 Walnut St  
Binghamton, NY 13905

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## Project Summary

What is the single purpose of the production and what are the deliverables?

Fluoride Action Network is looking to increase awareness of the dangers of fluoridating water. This campaign must include two print posters to be placed within communities that fluoridate their water and a billboard to be placed in cities and suburbs. Fluoride Action Network has worked hard to create a brand and a consistent form of communication with their audience so it is asked that all designs stay within their branding system.

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## Audience

Who is the primary and secondary audience? What do they care about?

The primary audience is homeowners and renters ranging from ages eighteen to seventy who live in cities and communities which fluoridate their municipal water. Primary audience also have the ability to vote and care about their health and what is moral for their society. Secondary audience is parents ranging from ages twenty-four to forty who live in cities and communities which fluoridate their municipal water. Secondary audience cares about their own health and their children's health.

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## Objectives and Goals

What is the action needed from the audience? What is the goals? What is the objectives?

The action needed from the audience is to visit [fluoridealert.org](http://fluoridealert.org) and educate themselves on fluoridation and take necessary measures to stop fluoridation, such as call congress representatives and start local campaigns. The goal is to get cities and communities to stop fluoridation of water. The measurable objectives are a twenty percent increase in calls to congress concerning fluoridation of water and twenty more communities drinking fluoride-free water by August 2015.

## The Message

What is the major points which need to be communicated? What are possible emotional triggers?

The two major points that need to be communicated is 1) "Stop fluoridation," and 2) Fluoride Action Network's website fluoridealert.org. Possible emotional triggers are health and moral based. They include the dangers of fluoridation such as, bone cancer, lead poisoning due to fluoride leaching brass, arsenic poisoning, toxic shock, complications to people with kidney problems, neurotoxicity of fluoride, elevated risks to children's developing health, lower IQ, skeletal fluorosis, and dental fluorosis. Morally, mass medication without consent is considered unethical. Ninety seven percent of Western Europe and all of Japan refuses to fluoridate their water. Over seventy percent of the United States of America fluoridates their water supply.

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## The Medium

What are required for this job? What is the best way to reach this audience?

This project calls for two print posters (sizes 11" by 17") and a third unnamed piece. Most voters and parents drive or ride some form of transportation in cities and suburbs thus a billboard is a perfect medium to target this audience. The billboard is 12' by 24'.

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## The Budget

How much time can be spent working on this project? What is the budget for materials and deliverables?

This project is done pro bono as this a cause the designer believes in. As such, the costs of the work time shall not be billed to Fluoride Action Network. Designs shall be given to Fluoride Action Network who shall make decisions on quantity and cost of posters and billboards as where they shall be placed and distributed.

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## Timeline and Deadlines

When are project milestones due? When is the final deliverables due? Is there a presentation date?

The project is due on September twenty fifth. There will be a presentation on this same day.