

Title of Intervention: A Fresh Breath and Attractive Smile Leaflet Promotion

Intervention Strategies: Group Education, Campaigns and Promotions

Purpose of the Intervention: To improve oral health outcomes

Population: 11-12 year old children

Setting: Schools in Manchester, England; school-based

Partners: The University Dental Hospital of Manchester, the Department of Health of England

Intervention Description:

- Group education: The education component provided information about nutrition and periodontal disease and demonstrated improved tooth brushing. Classes were attended by small groups.
- Campaigns and Promotions: Leaflets were distributed at the end of each educational session. The leaflet discussed fresh breath and attractive smiles and their importance in romance.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Teachers
- Training: Not mentioned
- Technology: Not mentioned
- Space: Classrooms (implied)
- Budget: Not mentioned
- Intervention: Leaflets, educational materials
- Evaluation: Surveys, clinical tools for plaque assessment

Evaluation:

- Design: Cohort
- Methods and Measures:
 - Oral examination to assess plaque levels
 - Questionnaire to measure participants' opinions to determine the impact of the leaflets
 - Questionnaire to measure participants' knowledge and dental behavior

Outcomes:

- Short Term Impact: Participants' attitudes about caring for their teeth improved after reading the leaflets.
- Long Term Impact: Some participants reported that they had increased their frequency of tooth brushing.

Maintenance: Not mentioned

Lessons Learned: The study showed that young adolescents will read and be influenced by leaflets in a photomontage layout that stresses the immediate and positive rewards of good oral care.

Citation(s):

Redmond CA, Hamilton FA, Kay EJ, Worthington HV, Blinkhorn AS. An investigation into the value and relevance of oral health promotion leaflets for young adolescents. *Int Dent J.* Jun 2001;51(3):164-168.