

Title of Intervention: A Public Oral Health Promotion Campaign

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To prevent oral health disease

Population: Members of the Finnish Dental Association, the general population of Finland

Setting: Finland; community-based

Partners: Opinion poll organization

Intervention Description:

- Campaigns and Promotions: A nationwide campaign and a provider campaign were conducted. For the providers, the message was “Your own dentist is calling.” All members of the Finnish Dental Association received information. The nationwide campaign had a message of, “Teeth are made to last for a lifetime.” Thirty-second television commercials were broadcast 15 times during a three-week period. Radio programs, newspapers and magazine articles supported the commercials. Local dental societies arranged their own programs including free dental exams.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Training for interviewers
- Technology: Television, radio
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: TV commercials, newspaper and print ads, radio programs, free dental exams
- Evaluation: Interviews, printed surveys, trained interviewers

Evaluation:

- Design: pre- and post-comparison
- Methods and Measures:
 - A national survey of the utilization of dental services

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Utilization of dental services increased significantly. The number of dental recall visits increased.

Maintenance: Not mentioned

Lessons Learned: Not mentioned

Citation(s):

Murtomaa H, Masalin K. Effects of a national dental health campaign in Finland. *Acta Odontol Scand.* Oct 1984;42(5):297-303.