

**Title of Intervention:** Minnesota Periodontal Awareness Television Campaign

**Intervention Strategies:** Campaigns and Promotions

**Purpose of the Intervention:** To promote awareness of periodontal disease

**Population:** Residents of Minnesota, 18 years and older who did not visit the dentist regularly

**Setting:** Minnesota; community-based

**Partners:** Television stations

**Intervention Description:**

- Campaigns and Promotions: A television message presented periodontal disease as an often overlooked but compelling reason to seek preventive dental care. The message was "Keep your teeth...before gum disease has you looking for a place to keep them." The television message featured a mouth's view of a dental clinical examination, filmed through simulated open jaws. The dentist in the message informs the patient that she has periodontal disease. This message was broadcast 1280 times over two separate six-week periods.

**Theory:** Health Belief Model

**Resources Required:**

- Staff/Volunteers: Actors
- Training: Not mentioned
- Technology: Creation of commercial video
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Television messages
- Evaluation: Printed surveys, statistical software

**Evaluation: Impact:**

- Design: Cross-sectional
- Methods and Measures:
  - Survey to evaluate the campaign's ability to reach the target population and improve the public knowledge regarding the major cause of tooth loss in adults

**Outcomes:**

- Short Term Impact: There was an overall significant improvement in the knowledge of tooth loss in adults.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** Not mentioned

**Citation(s):**

Bakdash, M. B., A. L. Lange, et al. (1983). "The effect of a televised periodontal campaign on public periodontal awareness." *J Periodontol* 54(11): 666-70.

Bakdash, M. B., D. G. McMillan, et al. (1984). "Minnesota periodontal awareness television campaign." *Northwest Dent* 63(6): 12-7.