

**Title of Intervention:** A Mass Media Periodontitis Campaign

**Intervention Strategies:** Campaigns and Promotions

**Purpose of the Intervention:** To increase the knowledge of diagnoses, symptoms and treatment options of periodontal disease

**Population:** General adult population

**Setting:** Sweden; community-based

**Partners:** Swedish Association of Periodontology, newspapers, radio and television stations, Dental clinics, Department of Oral Public Health, Faculty of Odontology, Malmo University

**Intervention Description:**

- Campaigns and Promotions: A mass media campaign involving newspapers, radios, television and brochures was conducted. Brochures were given to patients when they visited dental clinics. Messages to the press describing periodontitis were sent to newspapers and to the radio and television stations. This resulted in the development of newspaper articles, radio broadcasts, long radio programs and broadcasts in local and nationwide television.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Media-related technology
- Space: Waiting rooms at dental offices
- Budget: Mailing expenses
- Intervention: Newspapers, radio and television stations, brochures
- Evaluation: Printed questionnaires

**Evaluation:**

- Design: Cohort
- Methods and Measures:
  - Questionnaire to measure knowledge regarding the diagnosis, symptoms and treatment of periodontitis and attitudes about teeth

**Outcomes:**

- Short Term Impact: There was a general improvement in knowledge regarding the diagnosis, symptoms and treatment of periodontitis.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** Investigators were not able to detect behavioral change and long-term impact of the campaign.

**Citation(s):**

Martensson C, Soderfeldt B, Halling A, Renvert S. Knowledge on periodontal disease before and after a mass media campaign. Swed Dent J. 2004;28(4):165-171.