

**Title of Intervention:** A Periodontal Disease Mass Media Campaign

**Intervention Strategies:** Campaigns and Promotions, Provider Education

**Purpose of the Intervention:** To reduce periodontal disease through a mass media campaign

**Population:** Primary: Norwegian teens and adults aged 15 years and older; Secondary: Dentists who are part of the Norwegian Dental Association

**Setting:** A Norwegian community; community-based, worksite-based

**Partners:** The Norwegian Dental Association, the Ministry of Health and Social Affairs, the Norwegian Association for the Promotion of Oral Health

**Intervention Description:**

- Campaigns and Promotions: A booklet with five simple rules for maintaining proper dental health was distributed to grocery stores, pharmacies and oral health care facilities. Several information programs about dental health were broadcasted on radio and television. Articles were written in Norwegian newspapers. Other weekly papers contained printed articles on periodontal disease.
- Provider Education: Oral health care providers received kits containing information about courses in periodontics in all the local chapters of the Norwegian Dental Association. The kit also included information on papers dealing with periodontics that had been published in the Norwegian Dental Journal. New patient cards that emphasized diagnosis were included as well.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Not mentioned
- Training: Radio and television stations
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Campaign and kit materials
- Evaluation: Questionnaires

**Evaluation:**

- Design: Cross-sectional
- Methods and Measures:
  - Questionnaire to assess preventive knowledge and behaviors was given to the public
  - Questionnaire to assess awareness and participation of campaign, attitudes toward the campaign and changes in working routines was given to oral health care providers

**Outcomes:**

- Short Term Impact: There was an increase in preventive knowledge among the general population.
- Long Term Impact: There was an increase in preventive behaviors such as toothpick usage and daily flossing among the general public.

**Maintenance:** Not mentioned

**Lessons Learned:** Dental problems are regarded as less serious than other health concerns. It may be difficult for people to perceive the association between daily actions and their consequences because dental diseases develop gradually. Dentists reported that the impression of the patients of the campaign was an important motivating factor. To improve oral health, more training and information should be given to the oral health care profession especially training in how to communicate with the patient in the oral health care clinic setting.

**Citation(s):**

Sogaard, A. J. (1988). "Effect of a nationwide periodontal health campaign on dentists' awareness, attitude and behavior in Norway." *Community Dent Oral Epidemiol* 16(1): 30-5.

Rise, J. and A. J. Sogaard (1988). "Effect of a mass media periodontal campaign upon preventive knowledge and behavior in Norway." *Community Dent Oral Epidemiol* 16(1): 1-4.