

Title of Intervention: Love Teeth Day

Website: www.whocollab.od.mah.se/wpro/china/data/chinaltd.html

Intervention Strategies: Campaigns and Promotions, Supportive Relationships, Group Education

Purpose of the Intervention: To increase awareness of dental self-care and oral health

Population: Residents of China

Setting: Urban and rural areas of China; community-based

Partners: Government and non-government organizations, National Committee for Oral Health

Intervention Description:

- Campaigns and Promotions: A massive four-year campaign in China delivered information through radio, television, newspapers, posters and pamphlets. A group of experts defined oral health messages. The campaign emphasized self-care, and each year there was a different theme and slogan.
- Supportive Relationships: Consultants met one-on-one with individuals to address questions about oral health.
- Group Education: The campaign included lectures about oral health care.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Speakers, consultants
- Training: Not mentioned
- Technology: Multi-media creation
- Space: Space for lectures, media time and space
- Budget: Government funding
- Intervention: Radio and television ads, newspaper articles, posters, pamphlets
- Evaluation: Questionnaire

Evaluation:

- Design: Case study, post evaluation only
- Methods and Measures:
 - Questionnaire to measure changes in basic oral health knowledge
 - Questionnaire to measure changes in tooth brushing behavior
 - Questionnaire to measure usage of dental care services

Outcomes:

- Short Term Impact: Oral health knowledge increased. People's attitudes toward dental prevention were strengthened. The public's capability of selecting good toothbrushes and fluoridated toothpastes increased.
- Long Term Impact: Data showed that the percentage of people who brush their teeth twice a day increased.

Maintenance: Not mentioned

Lessons Learned: Rural settings tend to have less access to oral health care resources. Maintaining exposure to campaign messages is important. The number and nature of oral health messages should be focused on the needs and oral health problems existing in the community of interest.

Citation(s):

Bian, J. Y., B. X. Zhang, et al. (1995). "Evaluating the social impact and effectiveness of four-year "Love Teeth Day" campaign in China." *Adv Dent Res* 9(2): 130-3.