

Title of Intervention: Oral Health Campaign

Intervention Strategies: Campaigns and Promotions, Environments and Policies, Group Education

Purpose of the Intervention: To improve oral health behaviors and outcomes

Population: 8-year-old school children from low socioeconomic status, teachers and staff

Setting: Primary schools in Edinburgh, Scotland; school-based

Partners: The Education Catering Department

Intervention Description:

- Campaigns and Promotions: Campaign materials included posters, leaflets and recipes for healthy lunches. Messages were distributed in schools, placed in women's magazines and aired on television. The Bugs Bunny cartoon character was used in materials.
- Environments and Policies: The Education Catering Department provided sugar-free meals and drinks in all primary schools throughout the campaign week. Puddings and cakes were replaced by fresh fruit, vegetable sticks, yogurt and cheese. Fresh fruit juice and milk replaced sugary drinks.
- Group Education: During the campaign week, staff from the community dental service visited schools to provide informational sessions to children, teachers and staff.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Community dental service staff
- Training: Not mentioned
- Technology: Media production capability
- Space: Media space (television, print)
- Budget: Not mentioned
- Intervention: Flyers, posters, leaflets, take-home educational materials, sugar-free foods and recipes
- Evaluation: Printed questionnaires

Evaluation:

- Design: Post-test only
- Methods and Measures:
 - Questionnaire to assess oral health knowledge, attitudes, behavior, family support, diet behavior and awareness and acceptability of the campaign

Outcomes:

- Short Term Impact: Knowledge of the causes of tooth decay increased.
- Long Term Impact: There was an increase in the number of times participants brushed their teeth.

Maintenance: Teachers and staff were encouraged to continue dental health activities after the end of the campaign.

Lessons Learned: Evidence indicates that the campaign messages were relevant to mothers and children with low socioeconomic status.

Citation(s):

Schou L, Wight C, Wohlgemuth B. Deprivation and dental health. The benefits of a child dental health campaign in relation to deprivation as estimated by the uptake of free meals at school. Community Dent Health. Jul 1991;8(2):147-154.

Schou L. Use of mass-media and active involvement in a national dental health campaign in Scotland. Community Dent Oral Epidemiol. Feb 1987;15(1):14-18.