

Title of Intervention: A Toothpaste Give-Away Promotion

Intervention Strategies: Environments and Policies

Purpose of the Intervention: To improve oral health care by providing free toothpaste

Population: 5-year-old children

Setting: Nine health districts in northwest England with low fluoridated drinking water; community-based

Partners: None mentioned

Intervention Description:

- Environments and Policies: Participants received free toothpaste every three months from 12 months of age until five-and-a-half years. Participants also received one toothbrush annually. A leaflet with the toothpaste advised parents of the methods for brushing their children's teeth.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Educational insert, toothpaste, toothbrush, postage
- Evaluation: Clinical examinations, trained dental examiners

Evaluation:

- Design: Quasi-experimental
- Methods and Measures:
 - Oral examinations to measure oral health outcomes

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: The intervention reduced the number of participants who had to experience an extraction, but only among those in the lowest socioeconomic level.

Maintenance: Not mentioned

Lessons Learned: The relative benefits of the program are dependent on the socioeconomic status of the participants.

Citation(s):

Ellwood RP, Davies GM, Worthington HV, Blinkhorn AS, Taylor GO, Davies RM. Relationship between area deprivation and the anticaries benefit of an oral health programme providing free fluoride toothpaste to young children. *Community Dent Oral Epidemiol.* Jun 2004;32(3):159-165.