

Title of Intervention: An Oral Health Carnival

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To educate children and their parents/guardians about dental health in a fun environment

Population: Children and their parents

Setting: The University of Nebraska Medical Center College of Dentistry community; community-based

Partners: The American Cancer Society; the Nebraska State Department of Health, the Douglas County (Omaha, NE) Attorney's Office, Proctor and Gamble, Godfather's Pizza

Intervention Description:

- Campaigns and Promotions: An oral health carnival was held at the University Of Nebraska Medical Center College Of Dentistry. Screenings, educational booths, educational games, fun games, entertainment events and product promotional booths were included. Educational booths covered the concepts of oral habits, fluoride and sealants. The Mr. Gross Mouth booth demonstrated the effects of smoking and tobacco, as well as tooth decay, poor nutrition and tooth development. Assorted carnival games that were related to oral health were used. Entertainment events included a puppet show in which children were instructed about the proper care of teeth. An Audio Visual booth was used to educate and entertain children. Video booths for children's films and the Tooth Fairy booth were also available. Four women dressed as tooth fairies. Face painters painted molars on children's cheeks. Healthy snack refreshments were served. Product promotional booths, such as Meet the Crest Man, handed out toothpaste and educational materials.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Oral health care providers, volunteers
- Training: Not mentioned
- Technology: Audiovisual equipment
- Space: Booths
- Budget: Not mentioned
- Intervention: Booths, games, screening equipment, tongue blades, tongue depressors, gloves, masks, safety glasses, educational materials, puppet shows, films, Tooth Fairy costumes, face painting, balloons, refreshments, prizes, giveaways
- Evaluation: Surveys

Evaluation:

- Design: Pilot
- Methods and Measures:
 - Survey of parents to assess the impact of the carnival on oral health behaviors of children and their attitudes towards the carnival

Outcomes:

- Short Term Impact: A significant reduction in the fear children have in going to the dentist was attributed to attending the carnival.
- Long Term Impact: Parents indicated that the tooth brushing, flossing and nutrition habits of children were enhanced by the experience.

Maintenance: Not mentioned

Lessons Learned: Most carnival events, booths and characters received high ratings in both educational and entertainment value. The entertainment value of events and booths was enhanced by the level of physical activity involved.

Citation(s):

Harn SD, Kuster CG. A model for a children's dental health carnival. *ASDC J Dent Child*. Jul-Aug 1991;58(4):320-327.

Harn SD, Dunning DG. Using a children's dental health carnival as a primary vehicle to educate children about oral health. *ASDC J Dent Child*. Jul-Aug 1996;63(4):281-284.