

Title of Intervention: A Sugar-free Medicine Campaign

Intervention Strategies: Campaigns and Promotions, Provider Education

Purpose of the Intervention: To increase the prescribing of sugar-free medication for children

Population: General medical practitioners and pharmacists

Setting: Northeast England; worksite-based

Partners: None mentioned

Intervention Description:

- Campaigns and Promotions: General practitioners and pharmacists were given campaign information packs about sugar-free medications. Contents in the pack included a personal letter that explained the campaign, supporting letters from national and local representative bodies, information on the dental profile of the community, comments from local parents on the use of sugar-free medicines, a compilation of extracts taken from professional journals about the need for and use of sugar-free medicine and appropriate professional guide on the use of sugar-free medicine.
- Provider Education: In the five high-risk districts, the information was actively followed up by face-to-face contact to explain and reinforce the message to the health professionals.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Educators
- Training: Not mentioned
- Technology: Not mentioned
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Campaign materials, letters, community profile, journal evidence, professional guide
- Evaluation: Questionnaires, access to sales records

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Questionnaire to assess providers' attitudes and knowledge
 - Records of medication sales to observe whether or not more sugar-free medicine was being prescribed

Outcomes:

- Short Term Impact: There was an overall increase in the number of providers who believed that sugar in medicine was an oral health risk factor for children. In the intervention area, the number of providers who routinely prescribed sugar-free medicines for children increased compared to the control area. In the intervention areas, the number of community pharmacists who believed that sugar in medicines contributed to dental decay increased compared to the control area.
- Long Term Impact: The intervention area showed a sustained increase in the proportion of sugar-free prescriptions purchased compared with the control area.

Maintenance: Not mentioned

Lessons Learned: It appears that the campaign had a greater impact in high-risk areas due to the one-on-one contact with practices.

Citation(s):

Evans, D. J., D. Howe, et al. (1999). "Development and evaluation of a sugar-free medicines campaign in north east England: analysis of findings from questionnaires." *Community Dent Health* 16(3): 131-7.

Maguire, A., D. J. Evans, et al. (1999). "Evaluation of a sugar-free medicines campaign in north east England: quantitative analysis of medicines use." *Community Dent Health* 16(3): 138-44.