

Title of Intervention: A Twice Daily Tooth-brushing Promotion Intervention

Intervention Strategies: Supportive Relationships, Campaigns and Promotions

Purpose of the Intervention: To promote tooth brushing twice daily in children

Population: Five-year-old children and their parents

Setting: Schools in deprived communities of Scotland; school-based, home-based

Partners: None mentioned

Intervention Description:

- Supportive Relationships: The first part of the intervention consisted of supervised tooth brushing with high fluoridated toothpaste on school days. After lunch on each school day, children brushed their teeth under the supervision of local mothers who served as brushing supervisors. The brushing supervisors acted as the team's contact to families and encouraged children to brush effectively. They also gave individual children a certificate for being "a good tooth-brusher" that week.
- Campaigns and Promotions: Each child was given a new toothbrush and toothpaste to take home over the holidays. The toothbrushes had novelty holders and appealing designs for young children. A letter and a tooth-brushing chart with adhesive stars was sent to parents. Parents could stick a star in the box for the day and time that children had brushed their teeth. The completed chart was taken to school to the brushing supervisor after the holidays and the children received a small gift when the chart was returned. A cartoon character, "Sharkey," who reminded children to brush was added to the charts and certificates.

Theory: Health Belief Model

Resources Required:

- Staff/Volunteers: Brushing supervisors
- Training: Training of brushing supervisors
- Technology: Not mentioned
- Space: Space for tooth brushing
- Budget: Not mentioned
- Intervention: Children's toothbrushes, toothpaste, certificates, charts, stickers, gifts and cartoon logos
- Evaluation: Clinical examination materials, survey

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Questionnaire to assess how parents' beliefs influenced the likelihood of their children brushing daily
 - Oral examination to measure caries

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Children in the intervention group had fewer caries in their first permanent molar teeth than children in the control group.

Maintenance: Not mentioned

Lessons Learned: Parents' beliefs do influence the likelihood of their children brushing twice a day, particularly in relation to whether they feel they have time and whether they actually do check on their child's tooth brushing everyday.

Citation(s):

Curnow MM, Pine CM, Burnside G, Nicholson JA, Chesters RK, Huntington E. A randomised controlled trial of the efficacy of supervised toothbrushing in high-caries-risk children. *Caries Res.* Jul-Aug 2002;36(4):294-300.

Pine CM, McGoldrick PM, Burnside G, et al. An intervention programme to establish regular toothbrushing: understanding parents' beliefs and motivating children. *Int Dent J.* 2000;Suppl Creating A Successful:312-323.