

Title of Intervention: The Nursing Caries Campaign

Intervention Strategies: Campaigns and Promotions, Provider Education

Purpose of the Intervention: To develop a campaign to address the problem of caries related to breastfeeding and bottle feeding

Population: Children and their parents

Setting: The Netherlands; community-based

Partners: Municipal Public Health Services, the National Organization of Child Health Clinics, the Community Youth Dental Service, the Ministry of Health, a local supermarket, local media, government officials

Intervention Description:

- Campaigns and Promotions: The campaign was introduced through mailing and press releases. A state secretary gave a press conference to officially start the campaign. A poster had the message, "Better a beaker! From nine months upwards." The poster showed the child drinking a bottle and a red traffic sign that said 'stop' and a picture of the boy drinking from a cup with a green sign that said 'okay'. The poster depicted a child who could not be easily identified as coming from a specific region so that it would be acceptable for most of the parents. A television message showed what happens to a child's mouth when using the baby bottle all day and night. A slide show was developed for providers and health care workers to use to educate parents on the subject. A pamphlet was designed and made available in Dutch, Arabic and Turkish languages for the parents.
- Provider Education: The National Organization of Child Health Clinics was offered an in-service refresher training course about addressing nursing caries with patients. The Municipal Public Health Service workers also received a refresher course.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Instructors
- Training: Not mentioned
- Technology: Media creation technology
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Pamphlets, posters, televisions and print ads, mailings, training materials
- Evaluation: Survey, interview protocol

Evaluation:

- Design: Cohort, post-evaluation only
- Methods and Measures:
 - Surveys and interviews to measure the impact of the campaign

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Parents reported that the bottle was being used less frequently and for a shorter period of time.

Maintenance: Not mentioned

Lessons Learned: Not mentioned

Citation(s):

van der Sanden-Stoelinga, M. S., M. A. Koelen, et al. (2003). "The making of a nation-wide campaign fighting the nursing caries." *Int J Dent Hyg* 1(1): 16-22.