

**Title of Intervention:** A Statewide Oral Cancer Awareness Campaign

**Intervention Strategies:** Campaigns and Promotions

**Purpose of the Intervention:** To assess consumers' knowledge about oral cancer, to determine the impact of the American Dental Association campaign on dentists

**Population:** Adults and dental health professionals

**Setting:** Cities in New York; community-based

**Partners:** Centers for Disease Control and Prevention, the American Dental Association (ADA)

**Intervention Description:**

- Campaigns and Promotions: The consumer campaign featured two advertisements that appeared on billboards, bus shelters, commuter bulletins and taxi tops. Both advertisements displayed the ADA name, logo and website and read: "It's tiny now. Don't let it grow up to be oral cancer. See your dentist. Testing is now painless." The campaign also targeted dentists through ADA publications such as the ADA news and JADA, coverage in the lay print and broadcast media, an ADA patient brochure and posters, tent cards and statement stuffers in their offices.

**Theory:** Not mentioned

**Resources Required:**

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Computers
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Billboards, bus shelters, computer bulletins, taxi tops, brochures, posters, tent cards and statement stuffers
- Evaluation: Surveys, telephones

**Evaluation:**

- Design: Post-test only
- Methods and Measures:
  - A consumer telephone survey and dental survey to assess general awareness about oral cancer and the campaign

**Outcomes:**

- Short Term Impact: The public's awareness of oral cancer and the importance of early detection increased. Communication about oral health increased between participants and their dentists. Dentists increased their likelihood of informing a patient that an oral cancer exam was being performed.
- Long Term Impact: Not measured

**Maintenance:** Not mentioned

**Lessons Learned:** Although the public is uninformed about oral cancer, the survey did reveal that supplementary information about the disease would be welcomed by consumers, as would additional communication from dentists.

**Citation(s):**

Stahl S, Meskin LH, Brown LJ. The American Dental Association's oral cancer campaign: the impact on consumers and dentists. J Am Dent Assoc. Sep 2004;135(9):1261-1267.