Oral Health Literacy
How Can We Impact Vulnerable Populations?

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Presentation Objectives

• Share key aspects of an effective oral health education program and its contribution to promoting oral health literacy.
• Review best practices that have utilized OHL approaches among vulnerable populations globally.
• Share how oral health promotion campaigns can educate consumers and support Oral Health Literacy goals.
• Communicate the importance of collaboration as a key success factor for OHL programs.
Background....
A Children’s Oral Health Improvement Program
Program Objectives

• Empower children to practice good oral hygiene

• Partner with government and the profession to improve oral health

• Help reduce prevalence of dental caries worldwide

• Give back to communities where we do business
A Long Tradition of Colgate Oral Health Education
Oral Health Education

A Colgate commitment in the U.S. since 1911
Since the 1940’s, Colgate has provided oral health school-based programs globally
Colgate’s Bright Smiles, Bright Futures began in 1991 as a comprehensive oral health initiative in the U.S. for the underserved – the most vulnerable.
The Problem

Poor oral health among urban and rural, multi-ethnic children:

- Oral disease most prevalent health problem in U.S.
- Minority and poor children most significantly affected
- 52 million school hours lost annually due to oral-health related diseases
- Good oral health is critical to overall health
Oral Health Trends in US*
CDC Report

- Prevalence of dental decay increased in primary teeth from 24% to 28% (2-5 years old)

- Prevalence of dental decay in permanent teeth has decreased significantly from 25% to 21%

- Among non-Hispanic black youth, 6-8 yrs, dental decay has increased from 49% to 56% over 10 years.

*April 2007
NY Times Report
“Preschoolers in Surgery for a Mouthful of Cavities”

- CDC shares that the number of preschoolers with cavities have increased over the last 5 years since 2007 study
- Dentists suggest that more preschoolers at all income levels have 6 – 10 cavities with extensive decay
- Often these preschool cases require general anesthesia which can cost from $2,000 - $5,000
- Parents suggest that they are not told about basic information to address caries
  - When to go to the dentists or to start using fluoride toothpaste
Oral Health Literacy

“The degree to which individuals have the capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions”

*Healthy People 2010*
Oral Health Literacy

• 30% of US parents have difficulty understanding and utilizing health information (Yin et al., 2009)
• Lower health literacy skills often lead to poorer health status, unhealthy behaviors, poor health outcomes (Lee et al., 2011)
• Factors at both the individual and community level such as socioeconomic status, age, sex, ethnicity and health insurance coverage can affect the relationship between literacy and health outcomes (Lee et al., 2007)
• Self-efficacy and self-care can mediate the effect of health literacy on health status (Osborn et al., 2011)
Case Study: U.S.

- In School Program
- Mobile Van Program
- Community Awareness
School-Based Prevention Program
“The most efficient way of providing health education and preventive care to all children is to encourage school-based preventive programs.”

(Source: Institute of Medicine of the National Academy of Sciences)
U.S. Program Elements
In-School Program
Pre-K – 3rd Grade
Overall Bright Smiles, Bright Futures Goals

• Increase children’s knowledge of preventive oral health measures
• Increase understanding of nutritional foods and drinks for good oral health
• Instill proper oral hygiene skills for healthy teeth and gums
• Relate good health to high self-esteem
• Increase family awareness and knowledge of the benefits of oral health
• Increase low-income family linkages to oral health providers
Develop children’s oral health consciousness so that they may confidently accept responsibility for this personal oral care at the earliest possible age.
To modify oral health habits among children, Bright Smiles, Bright Futures utilizes colorful, fun engaging multimedia, multi-cultural activities.
Pre-K Materials

- Head Start/Pre-School materials teach and engage children while promoting self-esteem and self-efficacy
- Head Start Teachers and Health Coordinators become advocates for good oral health
- Parent Involvement and Education is a critical component
Early Head Start Program

• BSBF Early Childhood Education Kit was a collaboration with Early HS, and is well-received by the Health Coordinators

• Collaborative to educate Pregnant Moms, and caregivers with babies and toddlers to help prevent ECC

• Strong Parent Checklist that simplifies the CAMBRA recommendations (UCSF) into colorful graphics and simple language that can be easily understood by the EHS population of parents
Early Head Start Program

Take care of your baby’s oral health. START TODAY!
Helping to Prevent Dental Problems

Children change quickly. By becoming familiar with your child’s mouth, you will be able to notice changes and potential problems immediately.

Check Your Child’s Teeth and Mouth
- Lift your child’s lip and look for changes on your child’s teeth and gums monthly.
- Inspect your child’s front and back teeth for white, brown or black spots.
- If you see any early signs of decay, take your child to the dentist as soon as possible.

Avoid The Spread of Germs
- Take care of your own oral health.
- Do not share sooms, cups, toothbrushes or anything that has been in your mouth with your child.

Sharing can pass along bacteria (germs) that you may have in your mouth to your baby, and cause tooth decay — especially if you have dental disease.

Beware of Risk Factors for Tooth Decay
- Frequent snacking on sugary and starchy foods
- Falling asleep with a bottle or while breast feeding
- Certain medications
- Using a bottle or sippy cup throughout the day
- Having a parent/caregiver with dental decay

Talk to your dentist about your child’s risk, and what you can do to help protect his/her teeth.

www.colgatebe.bf.com
Colgate cares. So far, we've reached more than **500 million children in 80 countries** with our Bright Smiles, Bright Futures™ program. Children in need receive a first toothbrush, visit with a dentist and education to build healthy habits, self esteem and a foundation for success. That's the Power of a Bright Smile.

**What's New**

2012 Colgate “My Bright Smile™” Global Calendar Contest
Submit your children’s art today for a chance to win $500 USD!

**Parents**
Tools you can use to help you teach your children about proper dental hygiene.

**Kids**
Online games and activities for kids.

**Educators**
Free educational materials for teachers and dental professionals.
Implementation Studies *

Bright Smiles, Bright Futures

• Teachers were more likely to use for more than 2 hours per week
• Families believe program taught students responsibility for their own health

* University of Maryland
Survey Conclusions*

• Increased knowledge of oral health
• Higher frequency of visits to dentists
• Brushed their teeth morning and night
• Better brushing skills

* University of Maryland
Case Study: U.S.

- In School Program
- Mobile Van Program
- Community Awareness
Grass-Roots Approach
U.S. Van Program

- Eight mobile vans travel to more than 160 cities
- Partner with thousands of volunteer dental professionals educate, screen and refer children to dental providers
Partnerships with Organizations that Will Provide Care

• Dental Associations
• Dental Schools
• Neighborhood Health Centers/Hospitals
• Other Mobile Van Programs
UCLA Partnership
Infant Care Program

UCLA School of Dentistry
Venice Family Clinic
Self Management Goals

Case Study: U.S.

- In School Program
- Mobile Van Program
- Community Awareness
Community Awareness/ Education

• Partner with National/Local Community-Based Organizations

• Religious/Fraternal/Civic Organizations

• Large Community Festivals/Events

• Media/ Public Relations
Hispanic Oral Health Month
HDA Collaboration

• Build Awareness and Education on Oral Health in the Hispanic Community
• Utilize Bilingual Resources to educate Hispanic Families
• Create a joint outreach in 12 key Hispanic Communities working with the retail trade, community-based organizations and the HDA members
Nuestra Belleza Latina and Oral Health Education

*Nuestra Belleza Latina* is a reality TV show revolving around young women competing with each other to become a personality for the Spanish television network Univision.

Educate on Oral Health to Hispanic Audience during Popular TV Program

- Highlight a Bright Smiles, Bright Futures mobile visit and family fun tent experience at a Miami elementary school.
- Include “Family Pledge” messaging
- Host Hispanic Oral Health Month on website
Walmart Partnership

Bright Smiles, Bright Futures mobile vans will visit more than 230 Walmart stores this year

www.buildingsmilestogether.com
“100 Million Smiles Campaign”

• Build awareness of oral health in ethnic/poor communities

• Established “brush-a-thons” with community-based organizations

• Unveiled U.S. Surgeon General’s “Seven Steps to a Bright Smile”

• Utilized Celebrity guest as role models
Bright Smiles, Bright Futures

• U.S. efforts

• Global initiatives
Global Initiatives

Background

• Dental caries remains a global problem
“World Oral Health Report 2003” suggests that the burden of oral disease is among the underprivileged groups of both developed and developing countries.
In 1994 Colgate adopted this U.S. Bright Smiles, Bright Futures as a model intervention for a global oral health initiative targeting children 6-8 years old.
Bright Smiles, Bright Futures

80 Countries
Global School Program in 30 Languages
Over 650 Million Children
BSBF Program Activity

Status

• In-school program

• BSBF.com

• Oral Health Awareness
Best Practice – China

Results

• Reached over 100 million children over ten years
• Endorsed by key Chinese health/ dental authorities
• Train and educate thousands of Teachers
• China “Love Thy Teeth “ Day
• Supported 50 Government Clinics/ Education Centers
China – “Love thy Teeth” Day
Best Practice - South Africa

- Global BSBF School Program
- Dental School Vans
- Phelophepa train
In South Africa on the Phelophepa “Health Train” Colgate sponsors a dental car where nurses and dental students educate on oral care in rural areas of S. Africa
Best Practice - India

• Anganwadi Rural Program utilizes primary health care workers (Anganwadi) to deliver primary health, nutrition and education for children and mothers
• It is a partnership program with Indian Government where the mother and child (ages 3-6yrs) are the main beneficiaries
• Colgate partnered to train Anganwadi workers to educate on oral health basic needs in rural India
• 118,000 Anganwadi workers are trained and educate 7 million children with simple educational materials
Anganwadi Program Implementation

- Lectures by a dentist
- Slide Presentation/ Flip Chart with Graphics
- Brushing Demo
- Distribution of educational posters
- Gift Bag with Colgate products
Preventive oral health education / promotion is a significant step toward achieving a positive impact on prevention of oral disease. Partnership is a critical component for success.
“Providing individuals with the necessary skills to obtain, understand and act on dental-related information may increase their ability to cope with the demands of oral health maintenance and may ultimately lead to improved oral health outcomes.”

* LEE ET AL, 2011
Key Learnings

• BSBF program has been shown to improve oral hygiene habits among children and supports parent education/promotes OHL.

• Effective oral health education is a key component of oral health literacy; Studies show a direct association between caregiver health literacy and knowledge (Dewalt et al., 2004)

• More research is needed to better understand the impact of grass-roots approaches to promote oral health literacy at an individual and community level.

• Collaborative efforts across all sectors are critical to gain access to individuals and caregivers, especially in vulnerable populations

• Oral Health Promotion can begin to raise awareness of the benefits of good oral health and communicate to communities at large basic, simple oral health preventive measures…. Utilizing various mediums relevant to the end user. More research is required.
Thank You