

Child and Adolescent Health Service

Shining Smiles Campaign

June 2020 - June 2021



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Overview and background

Dentists state that on average 3 out of 5 children brought into their practices are being treated for tooth decay. Dr Rick Olive, professor of the Australian Dentist Association (ADA), states that 1 in 4 children across Australia are likely to have tooth decay. It is found that causes of tooth decay in children are, foods with high sugars and starches, water without fluoride, bottles or pacifiers left in the mouth for too long or covered in a sweet food and poor dental hygiene

The problem recognised is that children's teeth are not being cleaned for properly. Unmonitored, children who do not brush their teeth properly are developing tooth decay as the sugar from their mouth is not removed. Tooth decay in children has caused a significant increase in hospital emergency visits which could be lessened with proper tooth care.

To address this issue, Child and Adolescent Health Service (CAHS) has embarked on a 12 month campaign designed to educate parents on children's teeth care and encourage children to better take care of their dental hygiene.

The campaign will follow the idea that children will be encouraged to brush their teeth and view it as a fun activity.



Goal and smart objectives

Goal:

To lower the high rates of tooth decay in children by raising awareness in both children and their parents/guardians of the signs and causes of early tooth decay and how to prevent it.

Smart objectives:

- 1) In the first 6 months, drop the WA Health Departments average figures from more than 20 children a week with rotten teeth to less than 15 a week.
- 2) Reduce the percentage of children presenting signs of tooth decay (white spots, cavities etc.) at local dentistry's (before age 5) from an average of 50% to 30% after 12 months. Monitored by Monthly contact with local dentists
- 3) Reach 45 WA schools with the mobile education program in 12 months, averaging 1 per week (considering school holidays). Monitored by Keeping records of schools and children visited, providing certificates to children and schools to show signify completion.
- 4) Have 75% average parental attendance overall, by the end of the campaign, aiming for 80% at each school visited. Keeping records of attendance throughout the campaign.



Campaign insight

Research finds that the main causes of tooth decay in children are, foods with high sugars and starches, water without fluoride, bottles or pacifiers left in the mouth for too long or covered in a sweet food and poor dental hygiene.

Statistics show that local dentists are treating 3 out of 5 children brought into their practices for tooth decay. Dr Rick Olive, professor of the Australian Dentist Association (ADA), states that 1 in 4 children across Australia are likely to have tooth decay.

With this research we can determine that nearly 50% of children have tooth decay because their teeth are not being cared for properly by the children themselves, or their parents/guardians.

Children are unaware of how to properly care for their teeth, and parents/guardians are unaware that their children are not caring for their teeth properly, only realising there is an issue when it is too late and the child already has tooth decay.

So with this campaign, we believe that the correct approach would be to educate parents/guardians and children on proper tooth care and dental hygiene, and encourage this behaviour with a reward system.



Campaign target audiences

The shinning smiles campaign aims to target two key audiences:

1. Children aged between one and five years old.
2. Parents or guardians with young children between the ages of one and five years old.

To better decide our campaign direction and communication to our target audiences, we looked into what motivates, and captivates them:

Children aged between one and five years old:

- Respond to colourful and visual communication.
- Respond to happy TV shows which have catchy tunes.
- Learn through playing and engaging with fun activities
- Respect and trust their parents/guardians above strangers
- Learn together at school responding to interactive activities

Parents or guardians with young children between the ages of one and five years old:

- Receive information through social media such as Facebook and instagram
- Receive further information from TV news sources
- Watch TV shows with their children
- In charge of buying groceries including food, toothpaste and toothbrushes
- In charge of taking children to the dentist
- Active in children's school lives

Campaign concept

Children are unaware of how to care for their teeth properly, and parents/guardians are unaware that their children's teeth are being damaged under the lack of dental care and high sugars. Parents/guardians are therefore paying more for dental care and their children must experience tooth decay.

In an attempt to eradicate this cycle, our campaign concept ensures to educate parents/guardians and their children on proper tooth care.

This will be done by bringing awareness of this issue to parents/guardians through social media, and encourage children to care for their teeth through catchy songs and learning activities presented to them on TV and at school.

Both audiences will then be rewarded when children's teeth are presented without decay to dentists. Parents/guardians will not have to pay for fillings or tooth removal as it will not be necessary. Children will receive small prize bags which will contain a new tooth brush and a little tooth bag for when their teeth naturally fall out to present to the tooth fairy, and receive a reward for a tooth without decay.

Campaign slogan:

Brush kids teeth twice a day, keep rotten baby teeth away!

Campaign key messages:

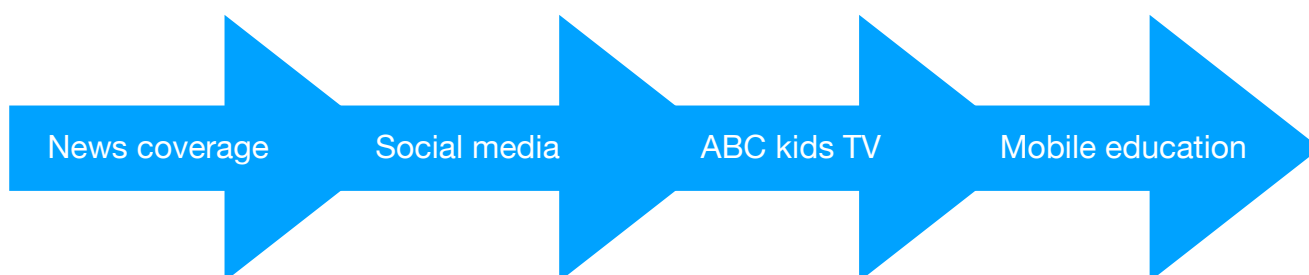
1. Keep kids happy and healthy, brush their teeth twice a day.
2. Parents you can stop the decay, don't give children sugary drinks.
3. Floss to let baby teeth sparkle.
4. A visit to the dentist avoids a visit from decay.

Strategies

- Strategies for this campaign will include:
- Getting children excited to brush their teeth
- Changing children's attitudes by positioning brushing their teeth as fun
- Giving clear examples on how to brush children's teeth
- Getting children excited for a reward for healthy teeth
- Bringing awareness of the issue of tooth decay in children to parents/guardians
- Showing parents/guardians statistics and facts about tooth decay and sugar intake
- Educating parents/guardians on how to properly care for their children's teeth
- Introducing teaching proper tooth care into schooling
- emphasising the importance of tooth care to young children through schooling



Tactics and tools



The campaign launch:

The launch of the campaign will include coverage on 9 News. This will open on the issue of tooth decay in children and explain how the campaign will be executed to ensure stopping children's tooth decay. This report will also point parents to places where they can find more information on this issue. This will target parents/guardians who watch nightly news and inform them of the issue. The story angle to grab the medias attention will be based on fear, showing the alarming rates of the issue as well as how easy it is for children to get tooth decay.

Maintain momentum:

From here, additional information will be released on social media such as Facebook pages which have a target audience of parents/guardians. This will further make aware to parents/guardians statistics, causes and preventions for tooth decay in children, as well as a platform to discuss further with other parents. For these reasons we believe that targeting social media, specifically Facebook is crucial for this campaign.

To target children, we will add new elements to the campaign which will be a catchy song release on ABC kids tv channels. This song will be accompanied by actions that children will copy. This aims to become a standard, memorable tune and action, encouraging children to brush their teeth.



Reinforce:

Finally to reinforce our key messages and campaign, primary schools in WA will be visited by a mobile education program. This will adopt and reinforce the campaigns song and actions as well as run fun activities for children to learn about tooth decay and the importance of brushing their teeth. Parents will additionally be invited to attend.



Conclusion:

After 12 months, with the end of the mobile education program, the campaign will come to a close. We will collect data, evaluate and measure the impact of the campaign.

Summary:

Tactics used:

- News coverage
- Social media coverage
- ABC kids tv coverage
- Mobile education program at schools in WA

Tools used:

- 9 News
- Social media sites (specifically Facebook)
- ABC kids tv
- Song and action movement
- Educators and mobile program equipment

Evaluation and measurement

Our smart objectives:

- 1) In the first 6 months, drop the WA Health Departments average figures from more than 20 children a week with rotten teeth to less than 15 a week.
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- 4) Have 75% average parental attendance overall, by the end of the campaign, aiming for 80% at each school visited. Keeping records of attendance throughout the campaign.

How we will measure and evaluate our smart objectives:

- 1) After the news and media release we will record our impressions/reach on audiences. We will then compare this 6 months into the campaign with updated statistics from the WA health department's figures of rotten teeth in children. This data will determine if the media release part of the campaign was a success among parents/guardians
- 2) At the end of the campaign (12 months), data will be collected on the updated statistics of children with tooth decay from the WA health department. This will determine whether our campaign was successful in bringing the average of children's tooth decay down from 50% to 30%.
- 3) The mobile education program will be monitored by keeping records of schools and amount of children/parents visited. Statistics of tooth decay in children from the WA health department at the end of the campaign will determine whether this tactic was a success.
- 4) Impressions/reach to parents during the mobile education program will be recorded and compared to the WA health department statistics of children with tooth decay at the end of the 12 month campaign, determining if this was successful.

SHINING SMILES CAMPAIGN IMPLEMENTATION PROGRAM

[illegible]

Shining smiles campaign implementation program by month

JUNE Baseline measurement Press release (nine news) stunt Social media campaign launch ABC kids campaign launch Mobile education program launch	JULY Social media campaign update/continued ABC kids campaign continued on tv programs Mobile education program in southern primary schools	AUGUST Social media campaign update/continued ABC kids campaign continued on tv programs Mobile education program in southern primary schools	SEPTEMBER Social media campaign update/continued ABC kids campaign continued on tv programs Mobile education program in southern primary schools
OCTOBER Social media campaign update/continued ABC kids campaign continued on tv programs Mobile education program in central primary schools	NOVEMBER Press release update stunt Social media campaign update/continued ABC kids campaign continued on tv programs Mobile education program in central primary schools	DECEMBER Social media campaign update/continued ABC kids campaign continued on tv programs Mobile education program in central primary schools 6 month evaluation report (mid campaign)	JANUARY Social media campaign update/continued ABC kids campaign continued on tv programs Mobile education program in central primary schools
FEBRUARY Social media campaign update/continued ABC kids campaign continued on tv programs Mobile education program in northern primary schools	MARCH Social media campaign update/continued ABC kids campaign continued on tv programs Mobile education program in northern primary schools	APRIL Social media campaign update/continued ABC kids campaign continued on tv programs Mobile education program in northern primary schools Preparing final evaluation report	MAY Social media campaign closure ABC kids campaign closure Mobile education program closure Final 12 month evaluation report

Media
Social media
Education program
Monitoring and evaluation
event/stunt

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