

Oranga Niho: Oranga Kata Healthy Teeth: Healthy Smile

PHO-based Oral Health Promotion Project for children
under 5 years in Canterbury

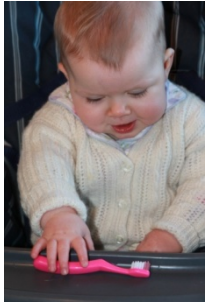
Nicola Wilmot



How we got pre-school children excited about brushing their teeth

- Project background and goals
- Resources developed & used
- Project key successes
- Oral health key messages





Background and Goals



MoH funded contract 2008 – 2013
on behalf of all PHOs in Canterbury

Project Goals

- Improve awareness of effective oral health care
- Encourage the uptake of free oral health care
- Support stakeholders to promote and improve oral health care
- Reduce the prevalence of dental decay

Oral health resources developed

PHO-based oral health **Information resource pack** for Early Childhood Educators included:

Oral Health Policy, Registration/Referral form, FAQs, Snack & Drink Suggestions, Fluoride helps prevent tooth decay, MoH Guidelines for the Use of Fluorides – Summary, Tooth Brushing Songs, Children's books about oral health, Oral Health Promotional Ideas & Activities, Oral Health Matching Game, Fact Sheets for Families & Caregivers

Worked with ECEs to **assess their needs** for resources and then developed together



Tip Cards

Brushing for Healthy Teeth

- ✓ Brush morning and night



- ✓ Use a toothbrush with soft bristles and full strength fluoride toothpaste (1000ppm)

Brush all tooth surfaces



Inside Top Outside
Spit, but don't rinse!

- ✓ Brush your baby's teeth as soon as they appear
- ✓ Supervise brushing until eight years old

For more information call 0800 825 583

It's Easy to Protect Your Family's Smile

CDHB CDPHO 2010

Tooth Decay is Preventable



Sweet snacks and drinks can damage teeth




To reduce risk of tooth decay have these only occasionally at main meal times

0800 TALKTEETH (0800 825 583)
www.letstalkteeth.co.nz

Developed by CDHB / CDPHO 2010

Snacks & Drinks for Healthy Teeth



- ✓ Fresh fruit and vegetables
- ✓ Yoghurt
- ✓ Plain crackers
- ✓ Hard boiled egg
- ✓ Plain popcorn
- ✓ Small savoury muffins
- ✓ Low fat cheese
- ✓ Pita bread with hummus dip

✓ Whole-grain sandwiches e.g. fish, lean meat, egg, peanut butter, cheese, marmite

Drink water and milk.



For Babies:

- ✓ Encourage breastfeeding
- ✓ Avoid sweet things on a dummy or in a bottle
- ✓ Remove their bottle as soon as they finish drinking
- ✓ Encourage the use of a cup rather than a bottle by age one

It's Easy to Protect Your Family's Smile

Food and drink images © Ministry of Health, used by permission

FREE DENTAL CARE FOR 0-17 YEAR OLDS

Children 0 to 5 years
Are seen at a local School Dental Clinic/ Community Dental Clinic.
To Enrol:
Ask your Well Child / Tamariki Ora provider, visit your closest dental clinic or call 0800 TALK TEETH!

Primary and Intermediate School Children
Will be seen at their school's dental clinic or in a mobile dental clinic visiting their school.

Teens (up to 17 years)
Enrol with a local dentist providing the Free Dental Service for Teens.
To find a dentist:
call 0800 TALK TEETH
www.cdhb.govt.nz/dentalcare

IT'S EASY TO PROTECT YOUR FAMILY'S SMILE

TIPS FOR A HEALTHY SMILE

- 1 Brush teeth twice a day with fluoride toothpaste
- 2 Have regular dental check-ups
- 3 Choose healthy, tooth friendly snacks
- 4 Drink water and milk

Want to know more?
Call 0800 TALK TEETH
0800 825 583
www.letstalkteeth.co.nz

Developed by CDHB / CDPHO 2010

*"the resources are fun, simple and easy to use."
(B4 Schools Co-ordinator)*

Tooth Brushing charts, stickers & fridge magnets

“kids love the stickers and the parents like the charts and they all like the fridge magnets.” (Tamariki Ora Nurse)



Community workers reported that fridge magnets were definitely being used as they have seen them in the homes.

“I often take the toothbrushes, toothpaste, stickers and magnets to kids when I am going to a family for the first time.” (Community Health Worker)



Oral health resources used

- During 2011 there were 5918 PHO-based oral health resources ordered
- 3991 resources delivered in the last six months of 2011 for pregnancy and parenting educators
- Most commonly selected resources:
 - Tip card: free dental care (701)
 - Fridge magnets in English (627)
 - Tip card: brushing for healthy teeth



General Practice Teams

- Resources provided to 136 general practice teams (GPT) in Canterbury and surveyed for feedback
- Survey results indicated:
 - 96.3% GPTs agreed that the tip card had clear messages
 - Positive changes in awareness of oral health in the PHO environment
 - GP staff felt more equipped to promote oral health
 - More practices facilitate enrolment of 0-5 year olds as a result of this project

ORAL HEALTH
INFORMATION
For 0-5 year old children



For Tamariki Ora/Well Child Providers
and General Practice Teams
June 2009

Project key successes

- ECE resources developed collaboratively
- ECE children using and taking home oral health resources
- The work with ECEs in high deprivation areas
- Work with multiple organisations
 - Community Health and Event Days





Work with other organisations

- 42 Pregnancy and parenting educators
- Pacific Trust Canterbury
- Te Puawaitanga ki Otautahi Trust 400 newly enrolled children each year
- Outreach immunisation service, Parents as first teachers (PAFT)
- Plunket, Public Health Nurses



Early Childhood Education Providers (ECEs)

- 418 ECE providers visited in Canterbury (incl 52 ECEs in high deprivation areas)
- First visit to all centres to drop off resources
- Second visit to the 52 ECEs provided extra resources

“the kids are sharing their knowledge about brushing with their families and are singing rhymes about brushing teeth.” (ECE staff member)





"the brushing charts were popular with children as they look forward to scratching the date out when they have brushed their teeth." (ECE teacher)

ECEs in high deprivation areas

Survey in Sept 2011 of 52 ECEs in high deprivation areas with 25 replies (48% response rate)

- 84% of the children took oral health resources home (toothbrushes, charts, tip cards)
- The staff pass on key oral health messages to the parents/caregivers
- 76% had applied for the Healthy Heart Award
- 80% had a milk and water only policy in operation in their centres



Key oral health messages

- Tooth decay is preventable
- Tips for a healthy smile include:
 - Brush teeth twice a day with fluoride toothpaste
 - Have regular dental check-ups
 - Choose healthy, tooth friendly snacks
 - Drink water and milk

Children's teeth are everyone's responsibility
(‘It takes a village to raise a child’)



Equity from the start – valuing our children



