

From another perspective: “Awareness of the importance of optimal oral health among the healthcare consumer”

Yvonne A.B. Buunk-Werkhoven, RDH, PhD¹ & Gabriëlle Op den Kelder-Donné, PhD

¹SPOH ARTS – International Oral Health Psychology – Amsterdam, The Netherlands
yvonne@spoh-arts.com

Background:

- ❖ **Optimal oral health** can be considered as a fundamental component of general health, including physical and mental well-being
- ❖ **Oral health** is influenced by attitudes, experiences, perceptions, expectations and the ability to adapt to circumstances, of both individuals and communities
- ❖ **Oral health** reflects the physiological, social and psychological attributes that are essential for the quality of life

Aim: to explore whether a focus group meeting may contribute to **Consumers’** awareness and preventive knowledge related to **oral health** care

Methods:

- ❖ A poster based invitation: “*The mouth as mirror of the body*”*, and “**Diabetes** optimally regulated by good oral self-care”
- ❖ Launched by Foundation CPM as
 - a paid boost post on Facebook
 - shared by social media (e.g., LinkedIn and Twitter)
- ❖ The message was aimed at **Consumers** with **Diabetes**, oral health professionals and physicians
- ❖ Broadcast for a month on websites of various professional associations and on personal Facebook timelines and websites



Results:

- ❖ Around 4000 Dutch consumers (age 35-64) were reached by Facebook, and about 500 by LinkedIn. Only 8 persons participated in the ‘**Diabetes café**’ meeting



Conclusion:

- ❖ The focus group meeting was quite informative to explore the impact of the effectiveness of a poster based invitation as well as of additional information provided
- ❖ It is still not clear whether only providing information resulted in an improvement of **Consumers** with **Diabetes’** awareness and preventive knowledge related to **oral health**
- ❖ The outcome of this pilot project is consistent with empirical results from other mass media campaigns in health education
- ❖ More research is needed to apply the Transtheoretical Model (TTM), the Theory of Planned Behavior (TPB), and Intervention Mapping as a protocol for developing effective behavior change interventions

Poster based invitation title: quote by Rob Barnasconi (2014)

Thanks to Atie van den Brink-Muinen for organizing the ‘**Diabetes café**’ meeting

