

'Baby Teeth Matter'

Insights and impacts of the 2016/2017
Oral Health Campaign

May 2018

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Prepared for the Health Promotion Agency by: UMR Research

Background

The Health Promotion Agency (HPA) delivered a national marketing campaign 'Baby Teeth Matter' to improve oral health of children under five years between November 2016 and April 2017 and then again between October and December 2017. As part of the campaign, HPA engaged UMR to undertake post-campaign research to provide insights on attitudes and behaviour related to oral hygiene and the campaigns' impacts between October and December 2017. This report developed by UMR summarises findings from the evaluation research. The research commission for the post-campaign research was managed by Rebecca Bell, Researcher, Health Promotion Agency.

This report has not undergone external peer review.

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This document is available at: <https://www.hpa.org.nz/research-library/research-publications>

Any queries regarding this report should be directed to HPA at the following address:

Health Promotion Agency

PO Box 2142

Wellington 6140

New Zealand

www.hpa.org.nz

enquiries@hpa.org.nz

May 2018

Baby teeth matter campaign

This campaign had a primary audience of Māori and Pacific parents and caregivers of children who are under five, with a secondary audience of all other parents and caregivers of children who are under five. The campaign was developed from formative research that identified current behaviours, motivations and barriers of the audience: <https://www.hpa.org.nz/research-library/research-publications/oral-health-in-preschoolers>

The campaign used the insights from this research to develop several alternative creative concepts. These concepts were tested with focus groups to ensure resonance with the target audience. The creative direction chosen used a reimagined tooth fairy character based on a loving but stern 'aunty' character. The primary piece of marketing collateral was a video advertisement but also included radio advertising, online banners, social posts and posters. The choice of channels for the campaign was based on the industry media consumption data of this target audience and formative research. The campaign used TV, radio, online, social media, social influencers as well as stakeholder and community based channels.

The key messages of the campaign were focused on the importance of baby teeth, the role of the parents brushing teeth when children are young and the need to brush teeth twice a day with fluoride toothpaste.

Health Promotion Agency
Oral Health Campaign Evaluation
December 2017



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Executive summary

Baby Teeth Matter campaign

- The Baby Teeth Matter campaign recorded strong recall (both unprompted and prompted). The vast majority of respondents were aware of the Baby Teeth Matter campaign (79% prompted), with most claiming to view it on television.
 - Awareness of the Baby Teeth Matter advertising among Pacific (88%) and Māori (87%) respondents was significantly higher than other ethnicities (71%).
- The top three messages garnered from the advertising related to - generally looking after teeth, brushing teeth twice a day, and that baby teeth matter.
 - Additionally, around one-fifth of respondents said that they learnt that the health of baby teeth can affect the health of adult teeth from the ad.
 - However, a majority of respondents indicated they already knew facts relating to children brushing their teeth.
- Around a third of respondents who had seen the Baby Teeth Matter campaign said they have made changes to their child's tooth brushing or dental care in the last month.
 - The most commonly mentioned change made to their child's dental care in the last month was to brush twice daily.

Executive summary (cont.)

Oral hygiene behaviour

- Over a third of parents indicated that they usually brush their child's teeth, just over a fifth did it with their child, with just under a fifth allowed their child to brush their own teeth.
- Around half of respondents stated their children's teeth are brushed twice a day. There was a general trend across the child's age, as the age increased so did the percentage of respondents that claimed to brush the child's teeth twice a day.
 - Respondents' motivations for brushing twice a day were around the health of their children's teeth and preventing decay and cavities. While the barriers to brushing twice a day were difficulty getting the child engaged in their dental care and time constraints.
- In relation to dental hygiene practices - the majority of respondents stated they do not put their baby down to sleep with a bottle in their mouth, or put juice or soft drinks into their baby's bottle. Although one in 11 respondents claimed they often put juice or soft drinks into their baby's bottle.

Attitudes to oral hygiene

- The vast majority were aware that access to dental check-ups for children are available for free. Although one in 14 were not aware they could access free dental check-ups for their children.
- Three-quarters of respondents disagreed that *'Baby teeth are not that important as they are going to fall out'*, with females more likely to disagree with this statement than males.
- Three-fifths of respondents disagreed that *'Fluoride toothpaste is not necessary'*. Although a minority (15%) of respondents agreed that fluoride toothpaste is not necessary.
- Close to two-fifths (38%) of respondents agreed that *'You should use low strength fluoride toothpaste for children'*.

Background and methodology



Background

- The Health Promotion Agency (HPA) seeks to ensure that New Zealanders experience less harm, injury, illness and disease. A key part of meeting the primary objective is to support a range of promotional health activities.
- The HPA has developed and delivered a national marketing campaign to improve the oral health of children aged under 5 years. The campaign looked to support families to make the link between good oral health and tooth brushing.
- Another wave of the campaign ran from early October to mid-to-late November 2017. The HPA has conducted post-campaign research to evaluate the effectiveness of the campaign and ways to enhance the campaign in the future.

Methodology

- The research comprised of an online survey of n=1,064 parents and caregivers of children aged under 5 years. Fieldwork was conducted between 13th November and 6th December 2017.
 - The margin of error for a 50% figure at the 95% confidence level for a sample size of 1,064 is $\pm 3\%$.
- Sample make-up
 - Booster samples for Māori and Pacific Island respondents were recruited for this research.
 - A mixture of rural and urban respondents were recruited for this research.
- Statistical significance – sub-sample differences
 - Any statistically significant differences in the percentages across demographics are reported on – these significance tests were performed at the 95% confidence level.
- Note on rounding in the report:
 - All numbers are shown rounded to zero decimal places.
 - This means that the specified totals are not always exactly equal to the sum of the specified sub-totals. The differences are seldom more than 1%.
 - For example: $2.7 + 2.7 = 5.4$, if rounded to zero decimal places would appear: $3 + 3 = 5$.

Methodology (cont.)

- In order to achieve booster samples for Māori and Pacific Island respondents the following additional recruiting methods were used:
 - Targeted email invitations to SAYit panel members identified as having a Māori and Pacific Island background
 - A post via our SAYit Facebook page
 - Targeted Facebook advertising
 - Networking – HPA targeted respondents at the Te Kohanga Expo
 - Targeted telephone recruitment to obtain email addresses to send invitation to online survey.
- The Pacific Island group was made up of any respondents who identified as Samoan, Cook Island, Tongan, Niuean or Other Pacific Island.
- Please note that as ethnicity allows multiple response, there is some overlap across the Māori and Pacific Island respondents. Similar to the Census, for the Māori and Pacific Island groups, every person who indicated more than one ethnicity were recorded in all and counted in each. There were 40 respondents who identified as both Māori and Pacific Island.
- The ‘other ethnicity’ group includes all other ethnicities, e.g. all non-Māori and non-Pacific Island respondents.

	Sample	Margin of error at 10% figure with 95% confidence	Margin of error at 25% figure with 95% confidence	Margin of error at 50% figure with 95% confidence
Māori	394	±3%	±4.3%	±4.9%
Pacific Island	180	±4.4%	±6.3%	±7.3%
Other ethnicity	530	±2.6%	±3.7%	±4.3%
Total	1,064	±1.8%	±2.6%	±3%

Current oral hygiene



Brushing child's teeth



At present, who usually brushes your child's teeth?

	All %	Māori %	Pacific %
<i>Base: n=</i>	998	375	166
Me	36	33	40
The child and myself	21	22	21
The child	17	23	15
The child, myself and another parent or caregiver	10	7	7
Myself and another parent or caregiver	6	3	4
Another parent or caregiver	3	2	4
The child, myself and sibling	2	4	4
Only sibling	1	1	1
Other	4	5	5
Unsure	1	1	1

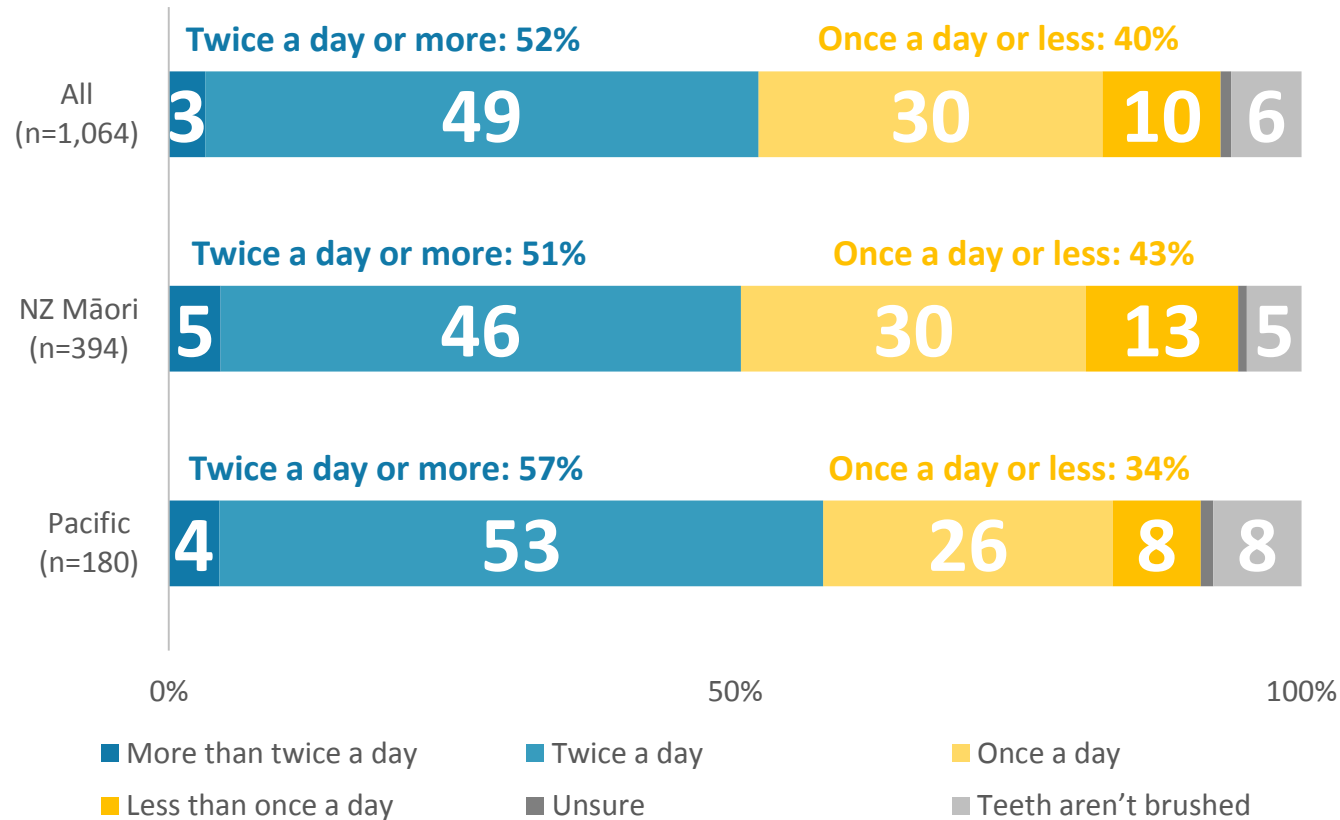
- Respondents were asked who usually brushes their child's teeth, over a third (36%) of respondents stated they usually brush their child's teeth.
- One-fifth (21%) indicated that brushing was a shared responsibility between themselves and their child.
- 17% said their child usually does the brushing.

Base: Respondents who indicated their child's teeth were brushed

Frequency of brushing child's teeth



How often are your child's teeth brushed?



- Just over half of all respondents (52%) claimed their child's teeth are brushed twice a day or more, Māori respondents had a similar percentage (51%).
- While 57% of Pacific respondents indicated that their child's teeth are brushed twice a day or more.
- Promisingly, 54% of respondents who had seen the campaign indicated their child's teeth are brushed twice a day or more, compared to 46% who had not seen the campaign (note: this difference was not statistically significant).
- There was a general trend across the child's age, as the age increased so did the percentage of respondents that claimed to brush the child's teeth twice a day.
 - Respondents with four year old children were significantly more likely to brush their child's teeth twice a day or more (69% compared to 46% of respondents with children under four years old).

Base: All respondents

Motivation for brushing twice daily – Top 10 mentions



What is your main reason or motivation for you to ensure your child brushes their teeth twice a day?

	All %	Māori %	Pacific %
<i>Base: n=</i>	554	199	104
To keep teeth/ gums healthy	51	45	54
Prevent decay and cavities	21	20	30
Create good dental habits/routine	19	19	15
Avoid problems in the future (e.g. braces)	13	13	13
To avoid the problems I have had as an adult	7	12	3
It's hygienic	6	7	5
Child's physical appearance – to look good	2	3	3
Fresh breath	2	3	2
Advice from dentist/dental nurse/ Other advice	2	2	2
Because of sugar in food/ To balance lifestyle	2	1	3

- The two main motivations for respondents to brush their child's teeth twice a day were:
 - To keep teeth and gums healthy (mentioned by 51% of all respondents and 54% of Pacific respondents who brush their child's teeth twice a day or more)
 - Prevent decay and cavities (mentioned by 21% of all respondents and 30% of Pacific respondents who brush their child's teeth twice a day or more)

*Base: Respondents who brush their child's teeth twice a day
Note: Multiple response question*

Barriers to brushing twice daily



What is the main barrier for you to brush your child's teeth twice a day when they are young?

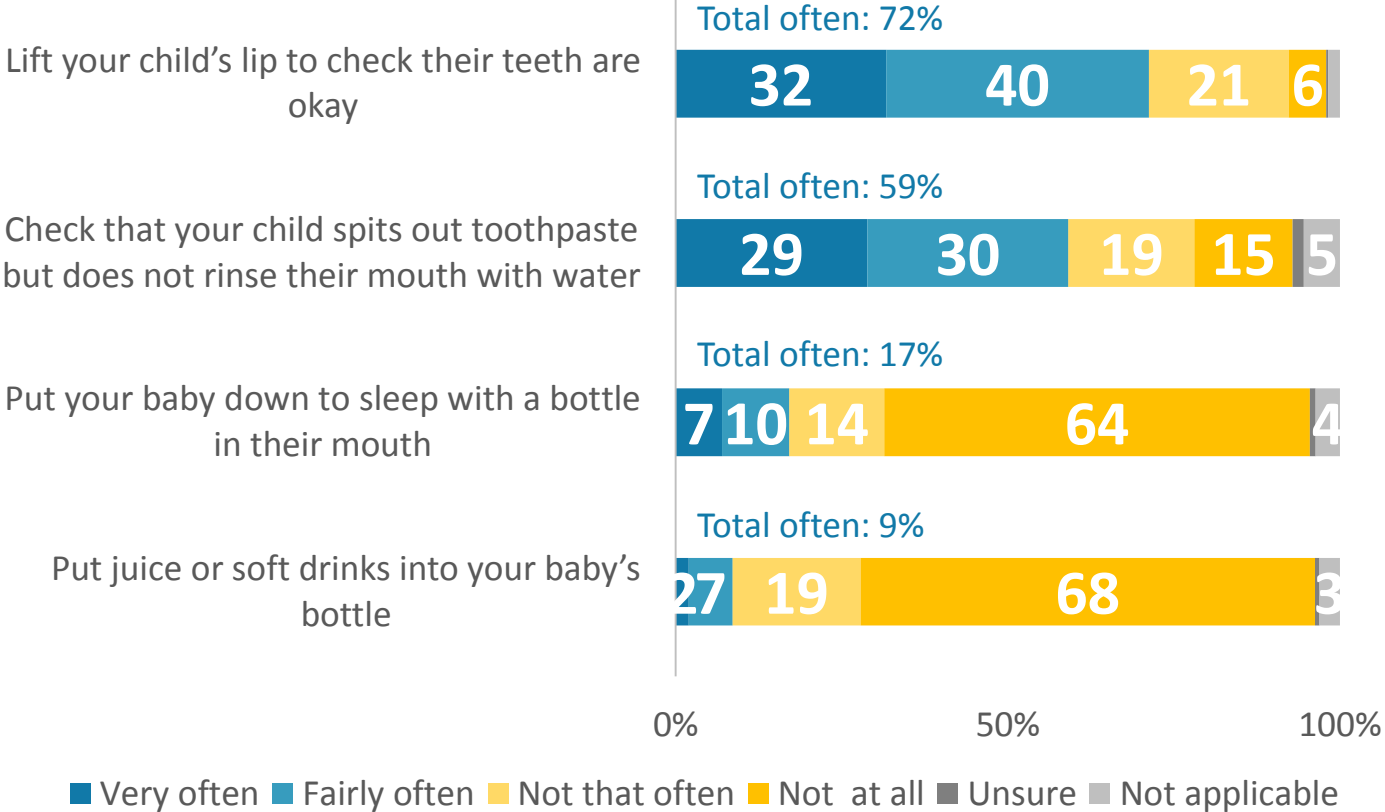
	All %	Māori %	Pacific %
<i>Base: n=</i>	435	173	60
Difficulty getting child to brush/engage child in oral health routines	33	29	25
Other daily routines take priority/ Time constraints	30	27	42
Remembering to do it/ Forgetting	14	12	17
My child does not have teeth yet/ Doesn't have enough teeth to brush yet	9	8	10
Brush once a day to have healthy teeth and prevent decay and cavities	6	10	7
Child does not like taste of toothpaste	3	3	3
Don't believe they need their teeth brushed when they are young	3	1	5
Don't have a proper routine yet	3	5	2
Different caregivers during the day/night	1	2	2
Other	4	8	3
Nothing	4	5	3
Unsure	3	4	3

- The two main barriers to brushing twice daily were:
 - Difficulty getting their child to brush teeth and engage in oral health routines (mentioned by 33% of all respondents who brush their child's teeth once a day or less)
 - Other daily routines take priority and time constraints (mentioned by 30% of all respondents and 42% of Pacific respondents who brush their child's teeth once a day or less)

Base: Respondents who brush their child's teeth once a day or less
Note: Small sample size for Pacific respondents.
Note: Multiple response question

Child's oral health – All

Q How often do you do the following?



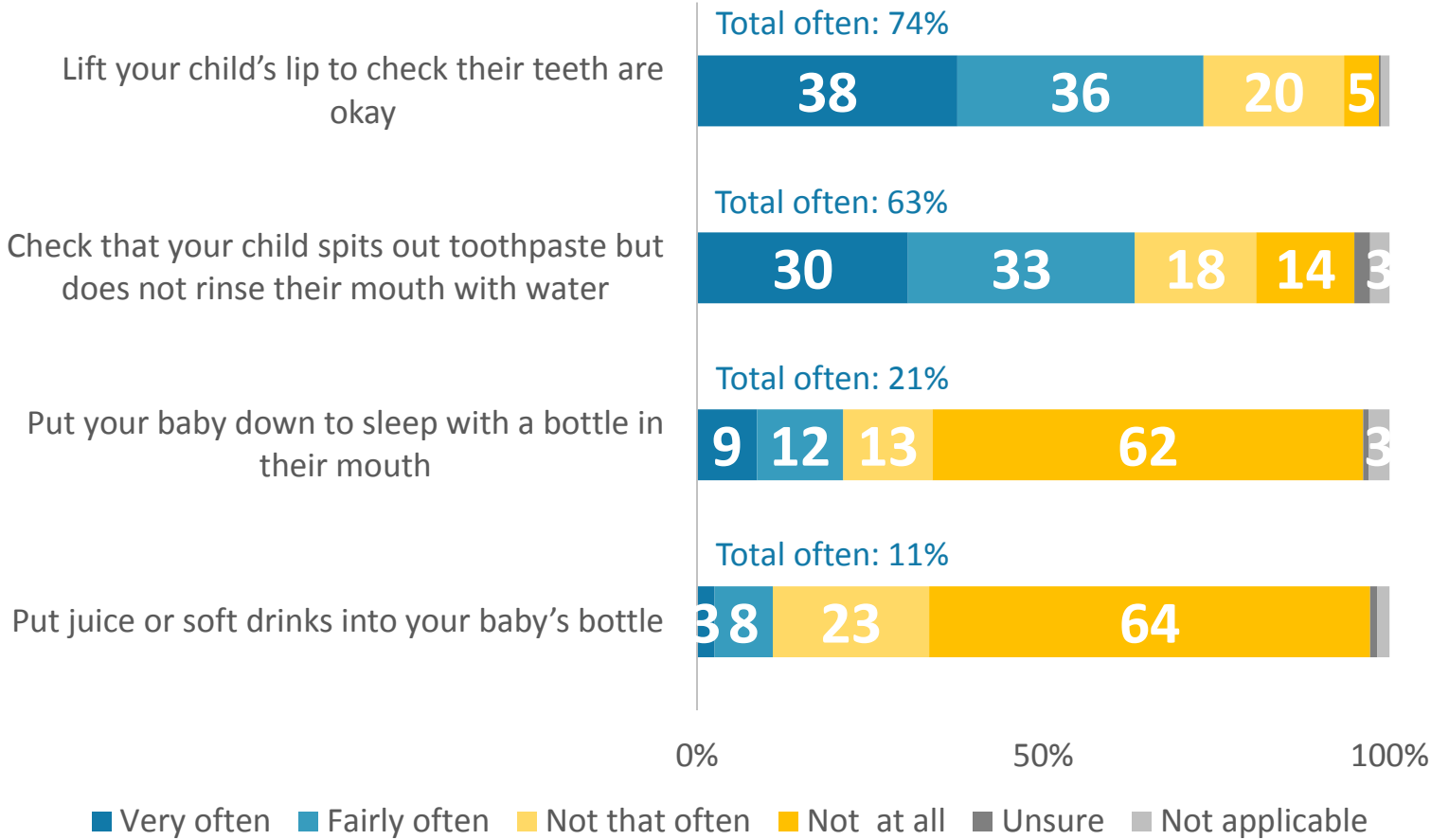
- Close to three-quarters (72%) of all respondents indicated they often lift their child's lip to check their teeth are okay.
- Three-fifths of respondents (59%) claimed they often check that their child spits out toothpaste but does not rinse their mouth out with water.
 - Those on a household income of less than \$30,000 were significantly more likely (67%) to often check that their child spits out toothpaste but does not rinse their mouth out with water than those households earning more than \$100,000 (44%).
- 64% of respondents indicated they do not put their baby down to sleep with a bottle in their mouth.
 - Rural respondents were significantly more likely to state they often (very often + fairly often) put their baby down to sleep with a bottle in their mouth (25% compared to 16% of non-rural respondents).
- Two-thirds of respondents (68%) stated they do not put juice or soft drinks in their baby's bottle. Although one in 11 respondents stated they often put juice or soft drinks in their baby's bottle.

Base: All respondents (n=1,064)



Child's oral health – Māori

Q How often do you do the following?



- Around three-quarters (74%) of Māori respondents indicated they often lift their child's lip to check their teeth are okay.
- A little over three-fifths of Māori respondents (63%) claimed they often check that their child spits out toothpaste but does not rinse their mouth out with water.
- 62% of Māori respondents indicated they do not put their baby down to sleep with a bottle in their mouth.
- Close to two-thirds of Māori respondents (64%) stated they do not put juice or soft drinks in their baby's bottle. However, one in nine Māori respondents stated they often put juice or soft drinks in their baby's bottle.

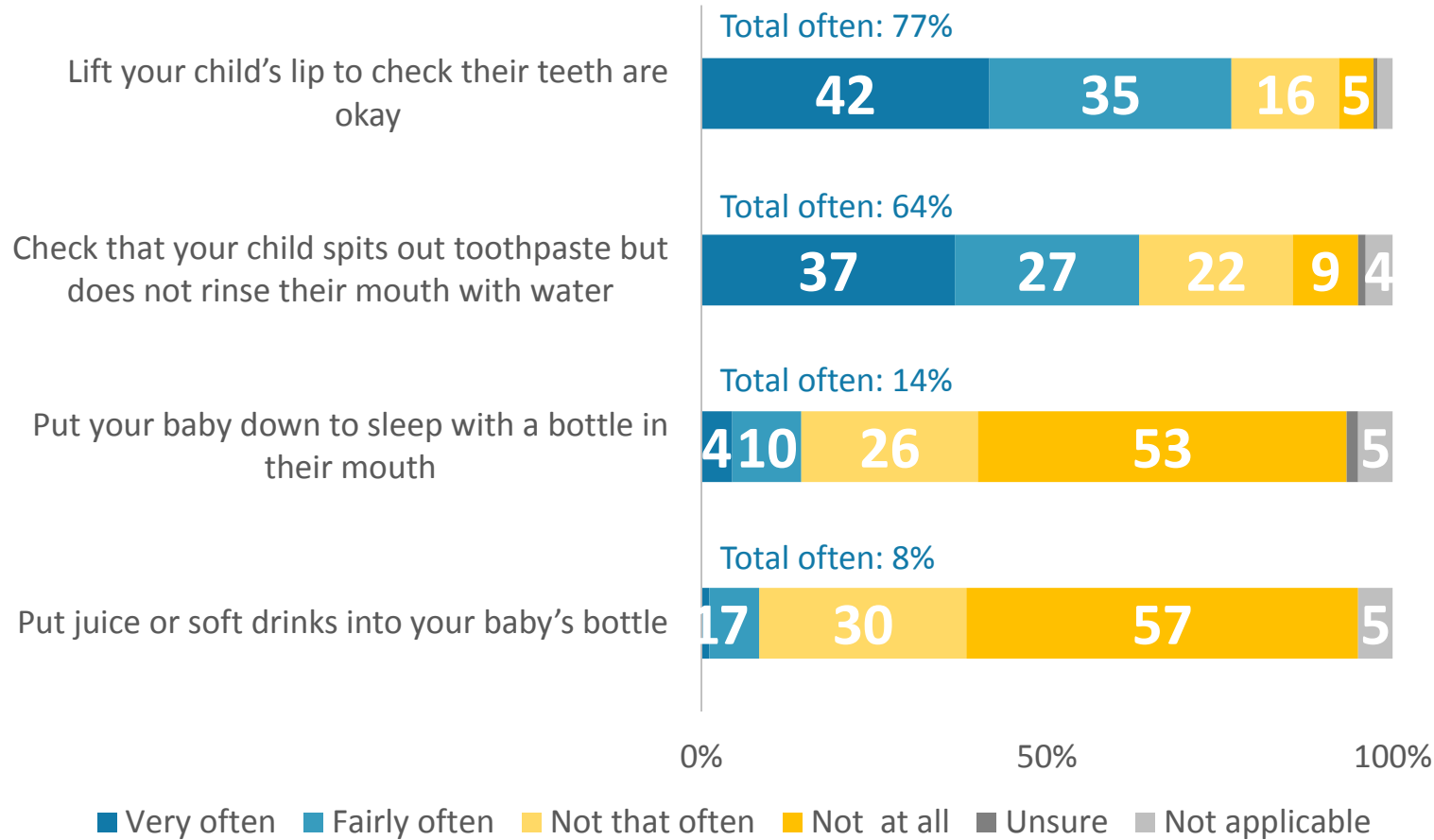
Base: Māori respondents (n=394)



Child's oral health – Pacific



How often do you do the following?



- Over three-quarters (77%) of Pacific respondents indicated they often lift their child's lip to check their teeth are okay.
- Close to two thirds of Pacific respondents (64%) claimed they often check that their child spits out toothpaste but does not rinse their mouth out with water.
- 53% of Pacific respondents indicated they do not put their baby down to sleep with a bottle in their mouth.
- Close to three-fifths of Pacific respondents (57%) stated they do not put juice or soft drinks in their baby's bottle. One in 12 Pacific respondents stated they often put juice or soft drinks in their baby's bottle.

Base: Pacific respondents (n=180)

Key insights

- **Insight 1:** A reasonable proportion allow their child to brush their own teeth (17%) – with a majority either brushing for the child or brushing in conjunction with the child (36% brush for the child/ 21% brush with their child).
- **Insight 2:** Only half of respondents stated their children’s teeth are brushed twice a day. As the age of the child increased, the more likely they were to brush twice a day – this maybe due to various factors such as the ability to engage older children in teeth brushing.
- **Insight 3:** Key motivators to brush twice a day were to keep teeth and gums healthy, and to prevent decay and cavities.
- **Insight 4:** Key barriers to brushing twice a day were difficulty engaging the child in brushing their teeth and time constraints.
- **Insight 5:** A majority claimed that they did not participate in poor oral hygiene practices – such as putting their baby down to sleep with a bottle in their mouth, or putting juice or soft drinks into their baby’s bottle. Although there were small proportions who stated they participated in poor oral hygiene practices.
 - A majority also claimed to undertake positive practices – such as lifting their child’s lip to check their teeth are okay and checking that their child spits out toothpaste but does not rinse their mouth out with water. This high agreement does indicate that some respondents may be overstating these behaviours.

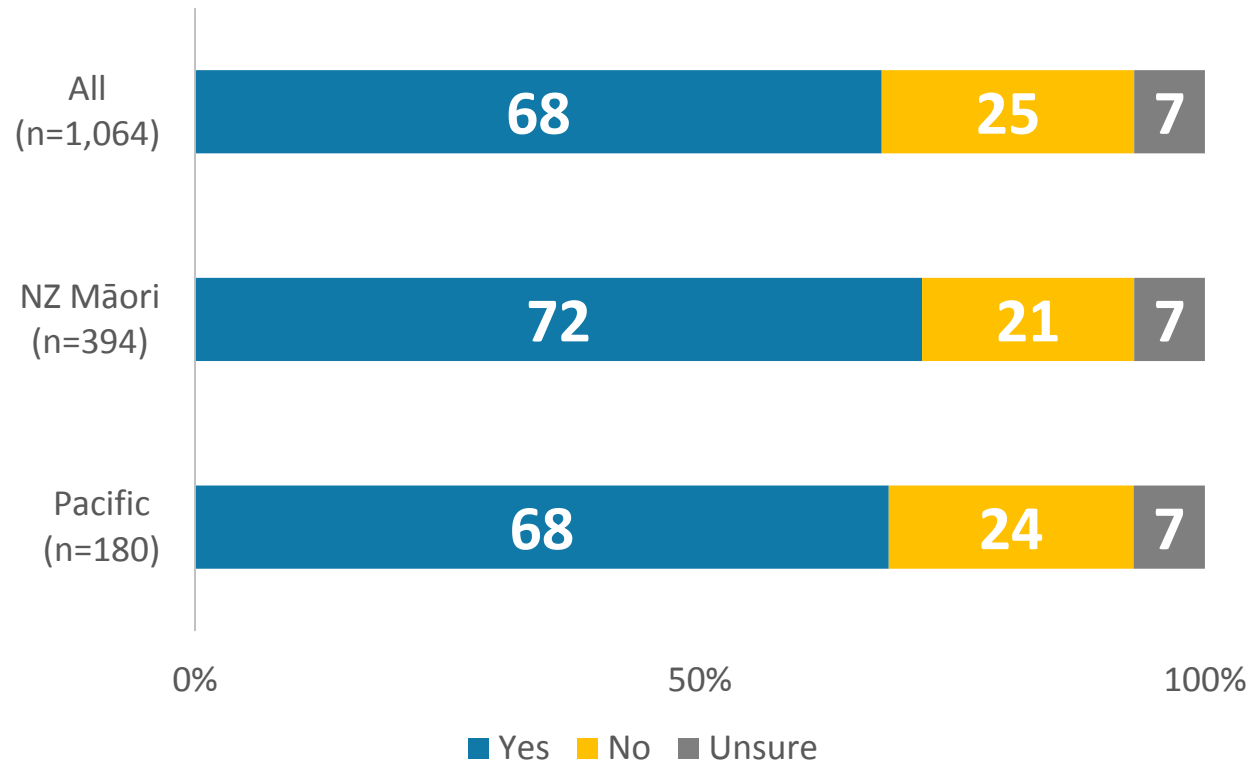
Campaign awareness



Unprompted awareness



Do you recall seeing any advertising about looking after teeth of young children?



- A little over two-thirds (68%) of all respondents claimed to have seen advertising about looking after the teeth of young children.
 - Females were significantly more likely than males to have recalled seeing advertising about looking after teeth of young children (71% compared to 40%).
- Close to three-quarters (72%) of Māori respondents and 68% of Pacific respondents stated they had seen some oral health advertising.

Base: All respondents

Unprompted awareness



Please briefly describe the advertising you remember.

	All %	Māori %	Pacific %
<i>Base: n=</i>	721	282	123
HPA tooth fairy advert	60	58	51
Colgate advertising (classroom ad, The Tooth Toughener, Ad with rugby player - Kieran Read/ 'Get Mouth Fit')	18	16	29
Other advert	8	9	7
TV - General mention	5	7	2
Brush twice a day/ Importance of brushing teeth - General comment	4	3	7
Plunket	3	2	2
Advertising at the dentist/doctors	3	4	3
Other	2	2	1
Unsure	2	2	2

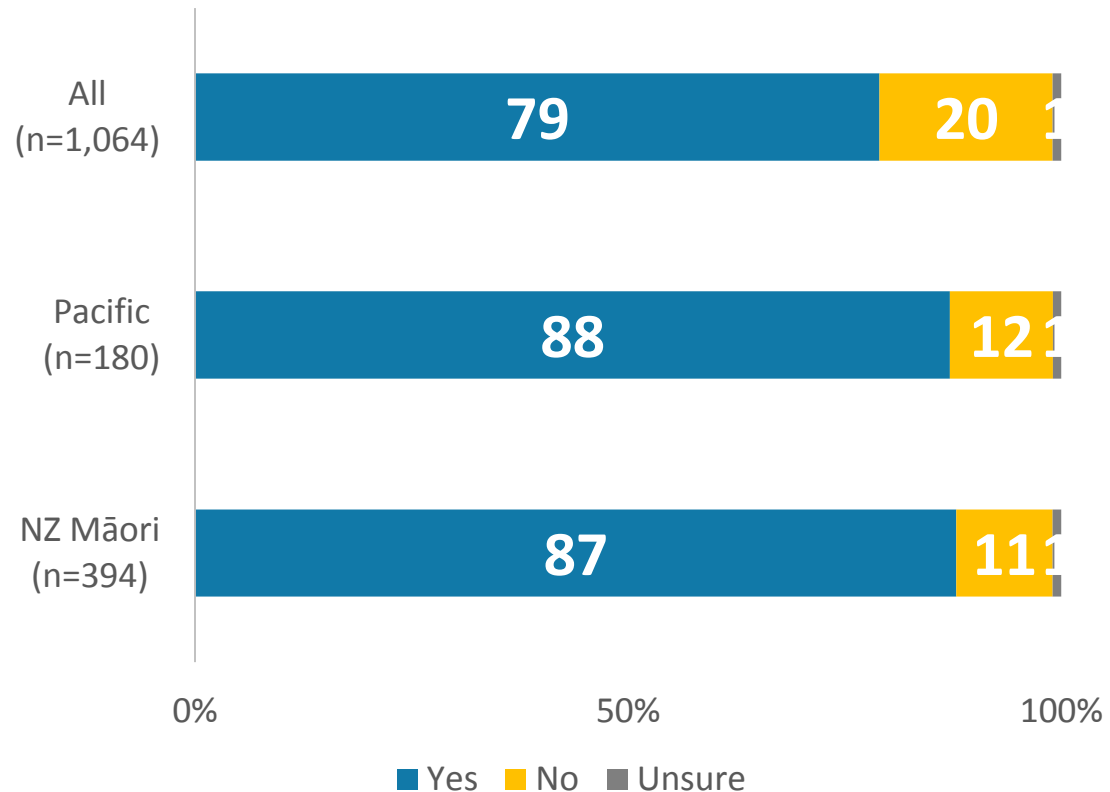
- Respondents who had seen oral health advertising were asked to describe what they had seen. The most commonly mentioned advertising was the HPA 'Baby Teeth Matter' campaign (mentioned by 60% of respondents who had seen oral health advertising).
- Followed by Colgate ads (mentioned by 18% of all respondents who had seen oral health advertising).

*Base: Respondents who had seen oral health campaigns
Note: Multiple response question*

Prompted awareness



Have you seen this video before?



- Around four in five (79%) of all respondents had seen the Baby Teeth Matter advertisement.
 - Females were significantly more likely than males to have seen the advert (82% compared to 59%).
 - Those on a household income of less than \$30,000 were significantly more likely (86%) to have seen the advertising than those households earning more than \$100,000 (67%).
- Awareness of the Baby Teeth Matter advertising among Pacific (88%) and Māori (87%) respondents was significantly higher than other ethnicities (71%).

Base: All respondents

Prompted awareness – channels



Can you tick below, all the places that you have seen or heard information related to this campaign before today?

	All %	Māori %	Pacific %
<i>Base: n=</i>	843	344	158
On TV	94	95	94
Social media (e.g. Facebook)	23	30	29
Online (TV on demand)	16	18	22
While browsing YouTube	14	15	22
On the radio	8	10	11
Dentist or Doctor clinic	3	4	6
Plunket	2	3	1
Somewhere else	3	3	4
Unsure	1	1	1

- Respondents who had seen the Baby Teeth Matter advertising were asked where they had seen or heard it. The overwhelming most common response was on TV (mentioned by 94% of all respondent who had seen the campaign).
- Social media, online and YouTube featured at lower levels, cited by 23%, 16% and 14% respectively.

Base: Respondents who had seen the 'Baby Teeth Matter' campaign

Note: Multiple response question

Key messages from the Baby Teeth Matter campaign



What are the key things this ad is trying to tell you?

	All %	Māori %	Pacific %
<i>Base: n=</i>	1,064	394	180
Look after teeth/ Brush teeth – General comment	35	40	36
Brush children’s teeth twice a day	24	21	32
Baby teeth matter	22	16	19
Healthy baby teeth lead to healthy adult teeth	19	19	19
Parents responsible for children's dental health	10	11	12
Easy to do/ Doesn't take too long	5	4	7
Use fluoride toothpaste	3	2	3
Parents should do the brushing	2	2	3
Gentle brushing	1	1	1
Spit, don't rinse after brushing	-	1	1
Other	2	2	1
Unsure	2	1	2

- Respondents who had seen the Baby Teeth Matter advertising were asked what the key messages were.
- A general comment of ‘*Look after teeth/ Brush teeth*’ was mentioned by 35% of all respondents.
- The next three messages mentioned were
 - ‘*Brushing children’s teeth twice a day*’ mentioned by 24% of all respondents
 - ‘*Baby teeth matter*’ mentioned by 22% of all respondents
 - ‘*Healthy baby teeth lead to healthy adult teeth*’ mentioned by 19% of all respondents

*Base: All respondents
Note: Multiple response question*

Key insights

- **Insight 6:** A majority (68%) had seen advertising about looking after the teeth of young children. Of these respondents, recall was highest for the HPA Baby Teeth Matter campaign (60%).
- **Insight 7:** On a prompted basis, recall of the Baby Teeth Matter campaign was very high (79%) with awareness slightly higher among Pacific and Māori respondents, 88% and 87% respectively.
- **Insight 8:** The campaign was more effective across females and those on lower incomes (household income less than \$30,000).
- **Insight 9:** The most effective channel was television – with a majority of respondents recalling the advertisement from TV followed at much lower levels by social media recall.
- **Insight 10:** The messages that hit home from the campaign were to look after teeth, to brush teeth twice a day, and that baby teeth matter.

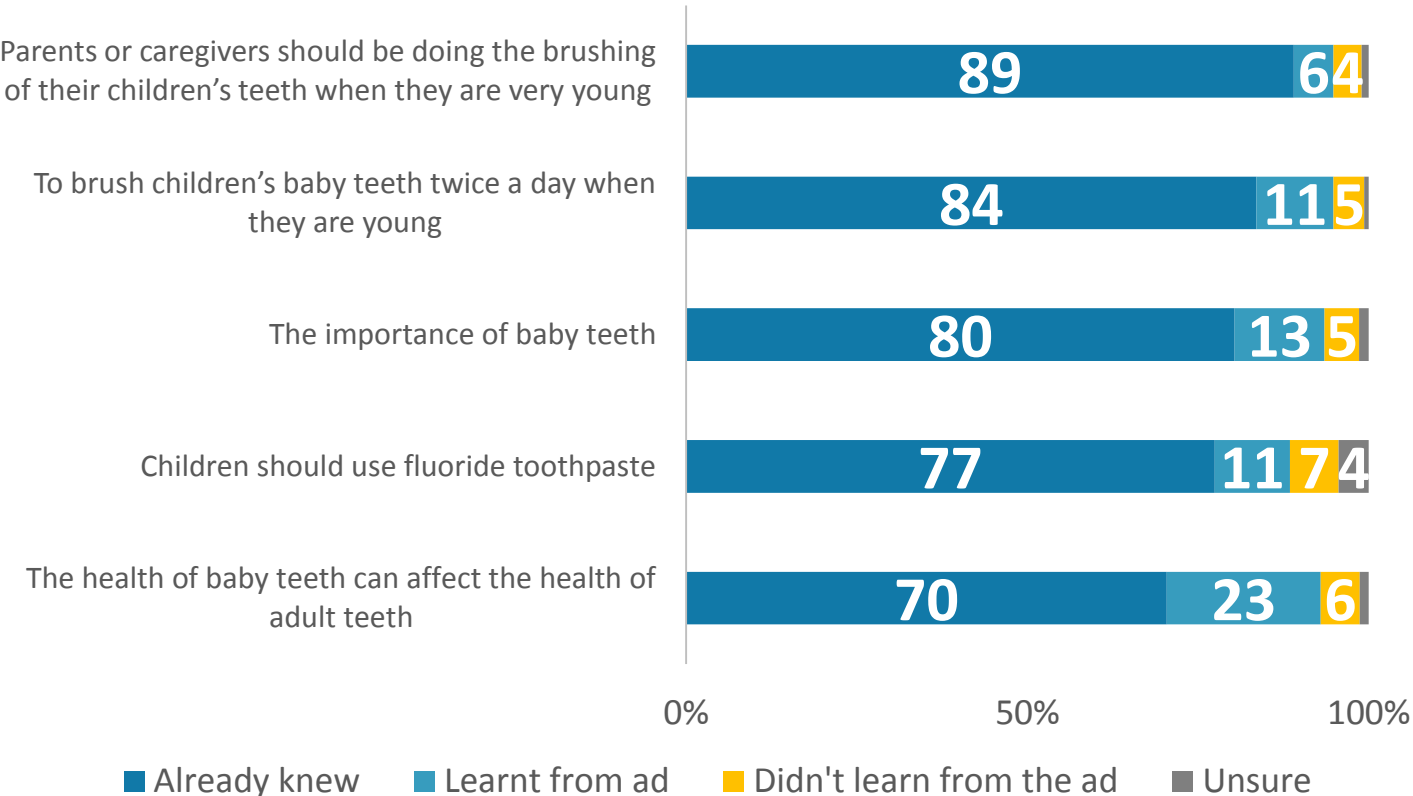
Insights from 'Baby Teeth Matter' campaign



Facts learnt from the Baby Teeth Matter campaign – All



Did you learn the following facts relating to children brushing their teeth after seeing or hearing this ad in the past month or so – or did you already know this information?



- The vast majority of respondents (89%) stated they already knew that parents should be doing the brushing of their children's teeth.
- One in nine (11%) respondents indicated they learnt that children's baby teeth need to be brushed twice a day from the Baby Teeth Matter campaign.
- 13% of respondents stated they learnt the importance of baby teeth from the ad.
- One in nine (11%) respondents indicated they learnt that children should use fluoride toothpaste.
 - Over three-quarters (77%) of respondents stated they already knew children should use fluoride toothpaste. Females were significantly more likely than males to state they already knew children should be using fluoride toothpaste (79% compared to 65%).
- Around one-fifth (23%) of respondents said that they learnt that the health of baby teeth can affect the health of adult teeth from the ad.

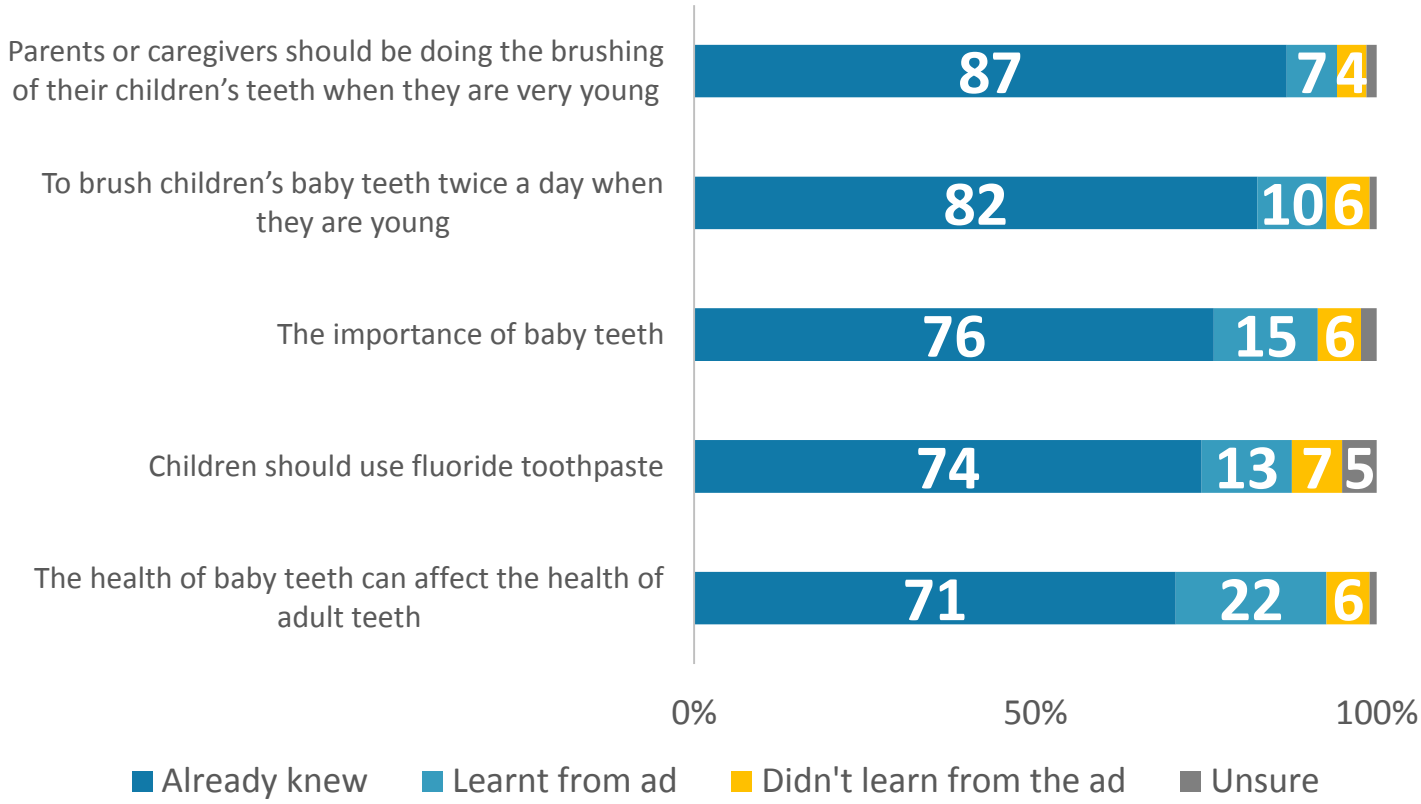
Base: All respondents (n=1,064)



Facts learnt from the Baby Teeth Matter campaign – Māori



Did you learn the following facts relating to children brushing their teeth after seeing or hearing this ad in the past month or so – or did you already know this information?



- Again the majority of Māori respondents (87%) stated they already knew that parents should be doing the brushing of their children's teeth.
- One in 10 Māori respondents claimed they learnt that children's baby teeth need to be brushed twice a day from the ad.
- 15% of Māori respondents stated they learnt the importance of baby teeth from the ad.
- 13% of Māori respondents stated they learnt that children should use fluoride toothpaste from the Baby Teeth matter campaign.
- Around one-fifth of Māori respondents (22%) said that they learnt that the health of baby teeth can affect the health of adult teeth from the ad.

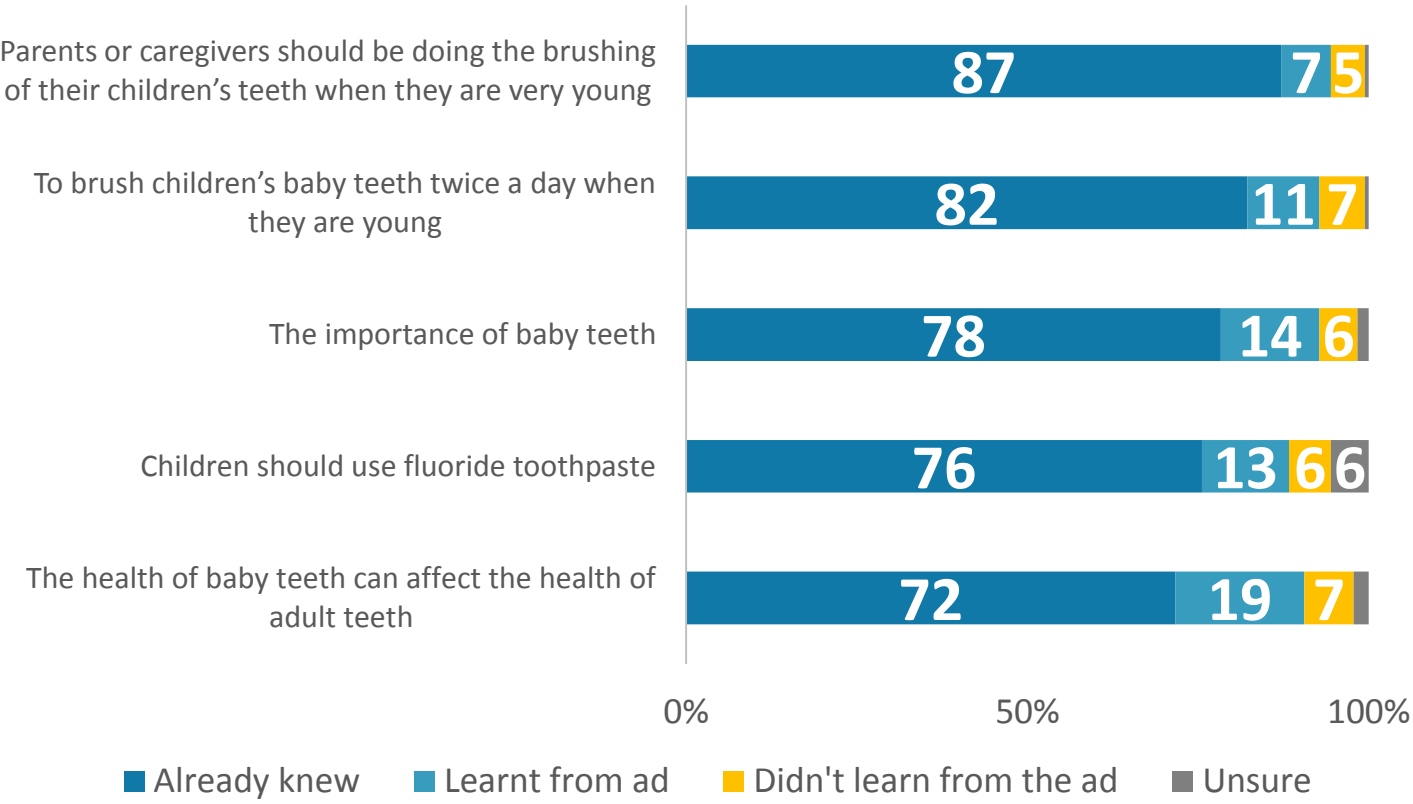
Base: Māori respondents (n=394)



Facts learnt from the Baby Teeth Matter campaign – Pacific



Did you learn the following facts relating to children brushing their teeth after seeing or hearing this ad in the past month or so – or did you already know this information?



- Similar to Māori respondents, 87% of Pacific respondents stated they already knew that parents should be doing the brushing of their children's teeth.
- One in nine (11%) Pacific respondents stated they learnt that children's baby teeth need to be brushed twice a day from the ad.
- 14% of Pacific respondents said they learnt the importance of baby teeth from the ad.
- 13% of Pacific respondents stated they learnt that children should use fluoride toothpaste from the Baby Teeth Matter campaign.
- Around one-fifth of Pacific respondents (19%) said that they learnt that the health of baby teeth can affect the health of adult teeth from the ad.

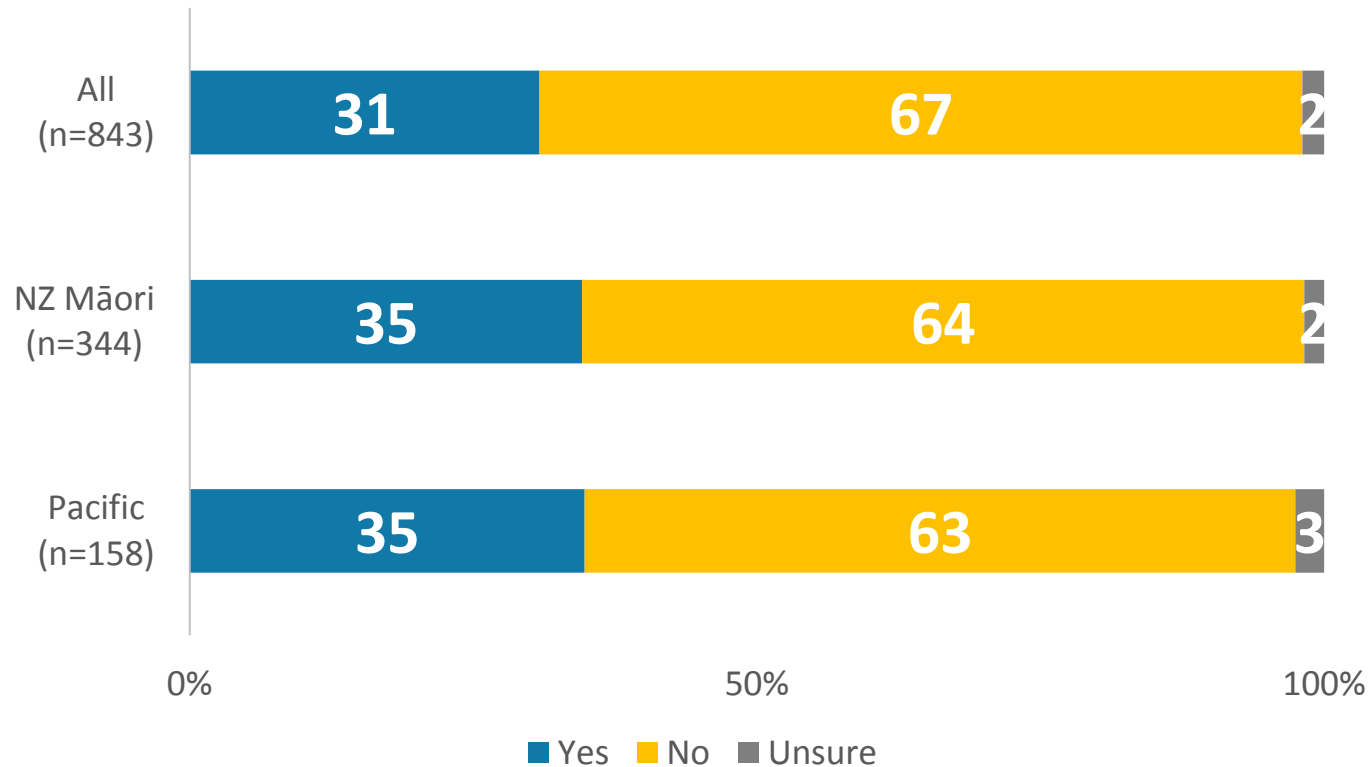
Base: Pacific respondents (n=180)



Behaviour change since seeing the 'Baby Teeth Matter' campaign



As a result of seeing or hearing the ad, have you changed anything in the last month about your child's tooth brushing, or dental care?



- A third (31%) of all respondents who had seen the Baby Teeth Matter campaign said they have made changes to their child's dental care in the last month.
- A slightly higher percentage of Māori and Pacific respondents (both 35%) said they had made changes to their child's dental care over the last month as a result of seeing or hearing the ad.

Base: Respondents who had seen the 'Baby Teeth Matter' campaign

Changes to dental care in last month – Top mentions



What have you changed in the last month about your child's tooth brushing, or dental care?

	All %	Māori %	Pacific %
<i>Base: n=</i>	260	119	55
Brush twice daily	23	22	31
Brush more - General comment	19	20	16
Present at brushing time	8	4	5
Adult doing the brushing when children are young	7	5	7
Changed toothpaste	7	7	11
Reminded child more	7	8	5
Let child do some and then adult brushes as well - let child learn	7	8	5
Buying toothbrush	6	7	15
Attention to the quality of the brushing	6	8	5
Talked with child	4	3	4
Buying fluoride toothpaste	3	3	2
Eat less sugary food/drink	3	4	7
Persisted with brushing even when child refuses or has a tantrum	3	5	-
Brush once daily	3	3	4
Enrolled in community dental care/ Had dental check-up	3	3	4

- Of the respondents that said they had made changes to their children's dental care since seeing the ad, the two most common actions mentioned were to brush their child's teeth twice daily (23%) and to brush their child's teeth more (both 19%).
- The next most common actions that Māori respondents mentioned were to remind their child more, let their child do some of the brushing and paying attention to the quality of the brushing.
- Pacific respondents mentioned buying a toothbrush and changing toothpaste, 15% and 11% respectively.

*Base: Respondents who had seen the 'Baby Teeth Matter' campaign and had made changes since seeing the campaign
 Note: Small samples size for Pacific respondents.
 Note: Multiple response question*

Key insights

- **Insight 11:** A majority of respondents indicated they already knew facts relating to children brushing their teeth.
- **Insight 12:** New information has the potential to cut through – the campaign raised knowledge in particular around the fact that the health of baby teeth can affect the health of adult teeth.
- **Insight 13:** The campaign has had a substantial large impact with around a third of respondents who had seen the Baby Teeth Matter campaign saying they had made changes to their child’s tooth brushing in the last month.
 - The two most common changes were to brush twice daily or to generally brush more.
 - Among Māori respondents the next most common changes were to remind their child more, let their child do some of the brushing, and paying attention to the quality of the brushing.
 - Among Pacific respondents the next most common changes were to purchase a toothbrush and changing toothpaste.
 - The diversity of changes indicate the challenges different groups face in brushing twice a day.

Attitudes towards oral health

Note:

Responses to attitude and behaviour statements related to oral hygiene may not reflect advice and guidance from the Ministry of Health for children under 5 years of age.



Attitudinal statement testing

– All



On a scale of 1 to 5 where 1 means strongly agree and 5 means strongly disagree, how much do you agree or disagree with the following?

I am aware that access to dental check-ups for children is available for free



You should use low strength fluoride toothpaste for children



Many children under 5 years can brush teeth by themselves



Just because you have bad baby teeth it does not mean your adult teeth will turn out bad



Fluoride toothpaste is not necessary



When baby is being breast fed they don't need their teeth brushed



Baby teeth are not that important as they are going to fall out



0% 50% 100%

■ 1 - Strongly agree ■ 2 ■ 3 ■ 4 ■ 5 - Strongly disagree ■ Unsure

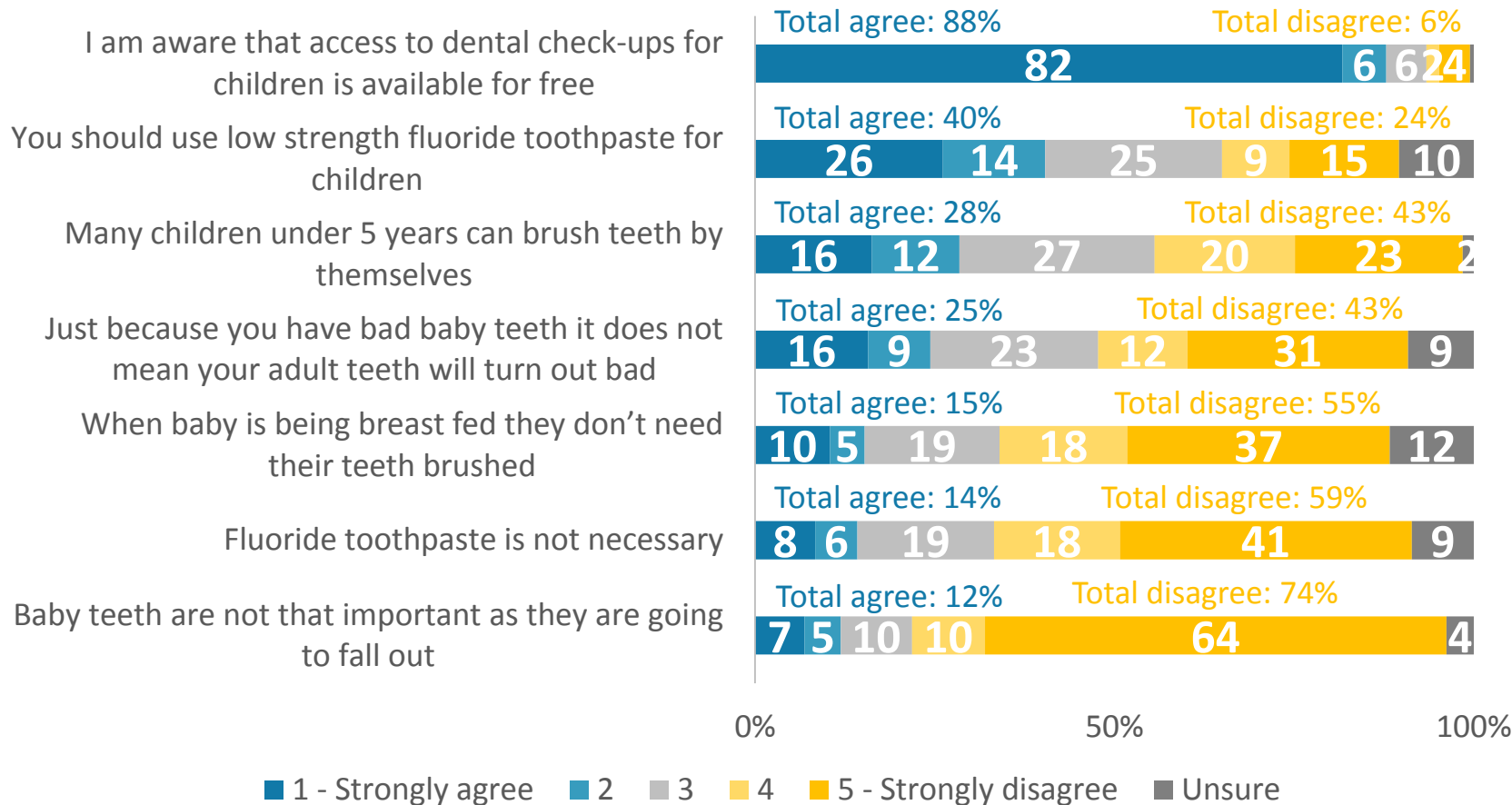
Base: All respondents (n=1,064)

- The majority of respondents (86%) agreed that they were aware dental check-ups for children are free.
 - Females (89%) were significantly more likely to be aware of free dental check-ups than males (66%).
- Close to two-fifths (38%) of respondents agreed that children should be using low strength fluoride toothpaste.
 - Aucklanders were significantly more likely to agree with this statement (46% compared to 38% overall).
 - 61% of respondents who had seen the ad disagreed with this statement, disagreement with this statement was slightly lower amongst those who hadn't seen the ad (55%).
- Three-quarters of respondents (77%) disagreed that 'Baby teeth are not that important as they are going to fall out'.
 - Females (79%) were significantly more likely to disagree with this than males (60%).
- Around three-fifths of respondents disagreed with:
 - 'Fluoride toothpaste is not necessary' (60% disagreed).
 - Rural respondents were significantly more likely to agree with this statement (27% compared to 13% of non-rural respondents).
 - 'When baby is being breast fed they don't need their teeth brushed' (59% disagreed).
 - Females (62%) were significantly more likely to disagree with this than males (42%).
- Close to half (46%) of respondents disagreed that many children under five years can brush their teeth by themselves.

Attitudinal statement testing – Māori



On a scale of 1 to 5 where 1 means strongly agree and 5 means strongly disagree, how much do you agree or disagree with the following?



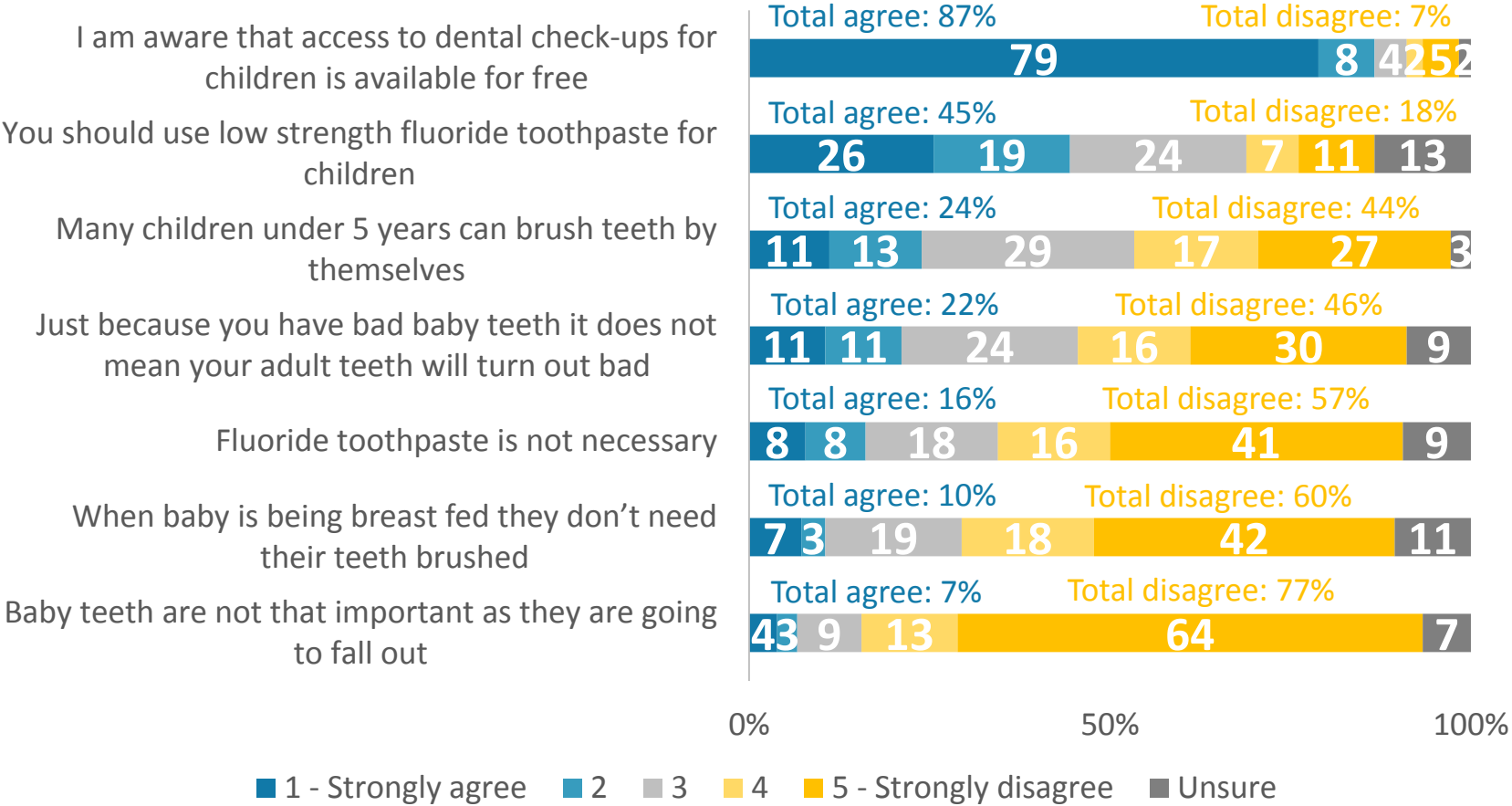
- The vast majority of Māori respondents (88%) agreed that they were aware dental check-ups for children are free.
- Three-quarters of Māori respondents (74%) disagreed that 'Baby teeth are not that important as they are going to fall out'.
- Around three-fifths of Māori respondents disagreed that 'Fluoride toothpaste is not necessary' (59% disagreed).
- Over half of Māori respondents disagree with the statement 'When baby is being breast fed they don't need their teeth brushed' (55% disagreed).

Base: Māori respondents (n=394)

Attitudinal statement testing – Pacific



On a scale of 1 to 5 where 1 means strongly agree and 5 means strongly disagree, how much do you agree or disagree with the following?



- The majority of Pacific respondents (87%) agreed that they were aware dental check-ups for children are free.
- A little over three-quarters of Pacific respondents (77%) disagreed that 'Baby teeth are not that important as they are going to fall out'.
- Three-fifths of Pacific respondents disagree with the statement 'When baby is being breast fed they don't need their teeth brushed' (60% disagreed).
- Close to three-fifths of Pacific respondents disagreed that 'Fluoride toothpaste is not necessary' (57% disagreed).

Base: Pacific respondents (n=180)



Key insights

- **Insight 14:** The vast majority were aware that access to dental check-ups for children is available for free.
- **Insight 15:** There were substantial proportions that agreed to some statements around oral hygiene - evidence of some misconceptions.
 - 38% agreed that you should use low fluoride toothpaste for children.
 - 25% agreed that children under 5 years can brush their own teeth.
 - 24% agreed that just because you have bad baby teeth it does not mean your adult teeth will turn out bad.
 - 15% agreed fluoride toothpaste is not necessary.
 - 14% agreed that while a baby is being breastfed they don't need their teeth brushed.
 - 9% agreed that baby teeth are not that important as they are going to fall out.
 - 7% disagreed that they were aware dental check-ups for children are free.
- **Note:** Responses to attitude and behavioural statements related to oral hygiene may not reflect advice and guidance from the Ministry of Health for children under 5 years of age.

Conclusions



Conclusions

Baby Teeth Matter campaign

- The campaign has been successful - both prompted and unprompted awareness of the Baby Teeth Matter campaign was high, with 79% aware of the advertising on a prompted basis.
- Around a third that had seen the campaign claimed to have made changes to their child's teeth brushing as a result.
- The key messages from the campaign were to look after their child's teeth, brush teeth twice a day, and that baby teeth matter.
 - A key new learning from the campaign was that the health of baby teeth can affect the health of adult teeth.