

Introduction

A 3-day Oral health campaign with educational activities was organized in November 2011 in a prominent shopping center in Sungai Petani, Kedah by AIMST Dental Students Association (ADSA). The purpose of the campaign was to improve oral health knowledge of the local population and to promote the proportion of people using oral health care services. The aim of the study was to assess the effectiveness of the campaign from the visitor's perspective..

Materials and Methods

Oral health education posters on causes, prevention and treatment options of oral diseases were on display in English, Bahasa Malaya and Chinese.

Painting competition for school children, fun and games activities related to oral health were organized along with free dental screening by dental surgeons.

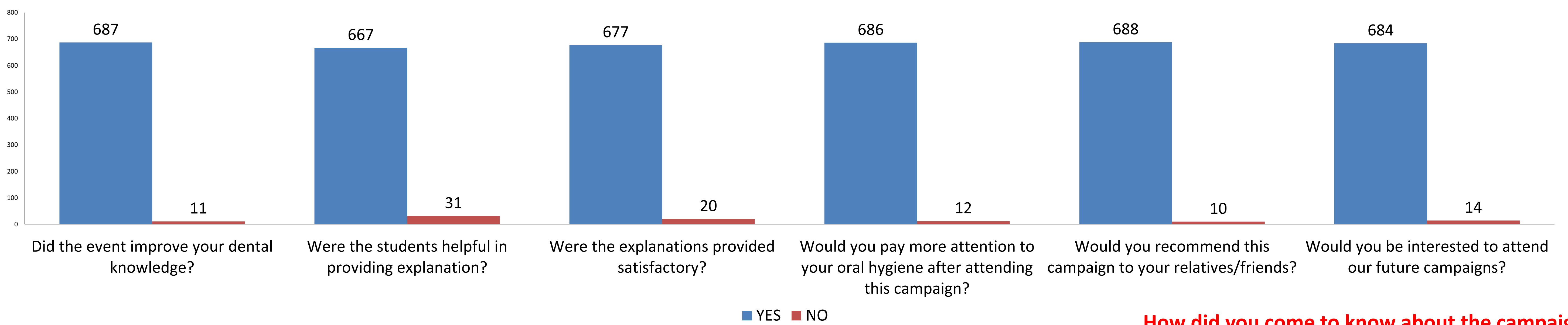
The campaign was promoted using posters, newspaper and radio. A self explanatory structured feedback form developed to capture the effectiveness of the campaign was provided to those who participated in the campaign.

Feedback forms were made available in three different languages.

Students and staff of AIMST University were excluded and public aged above eighteen years were given the forms.



Results



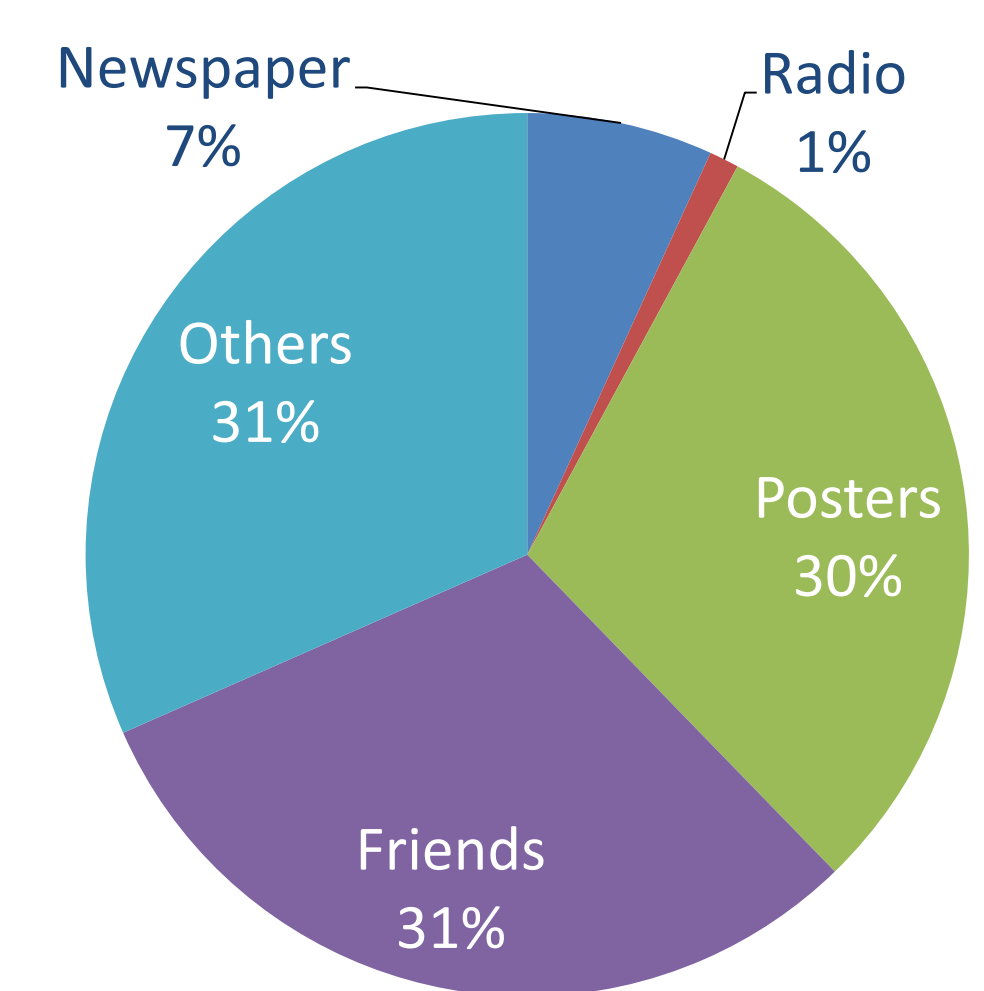
A total of 698 individuals completed the feedback form. 98.4% of individuals agreed that the campaign improved their knowledge on oral health.

96% of the individuals were able to understand the explanations given by the students and staff through posters and other awareness activities.

97% of the public who participated in the study want the campaign to occur often and want similar programmes in their neighborhood.

New patient registration at AIMST University Dental Centre has increased in the following week after the programme.

How did you come to know about the campaign



Conclusion

A social marketing of oral health campaign including radio ads, posters, and education sessions can effectively draw the attention of population and thereby increase the knowledge, attitudes and utilization of oral health services.

References

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