

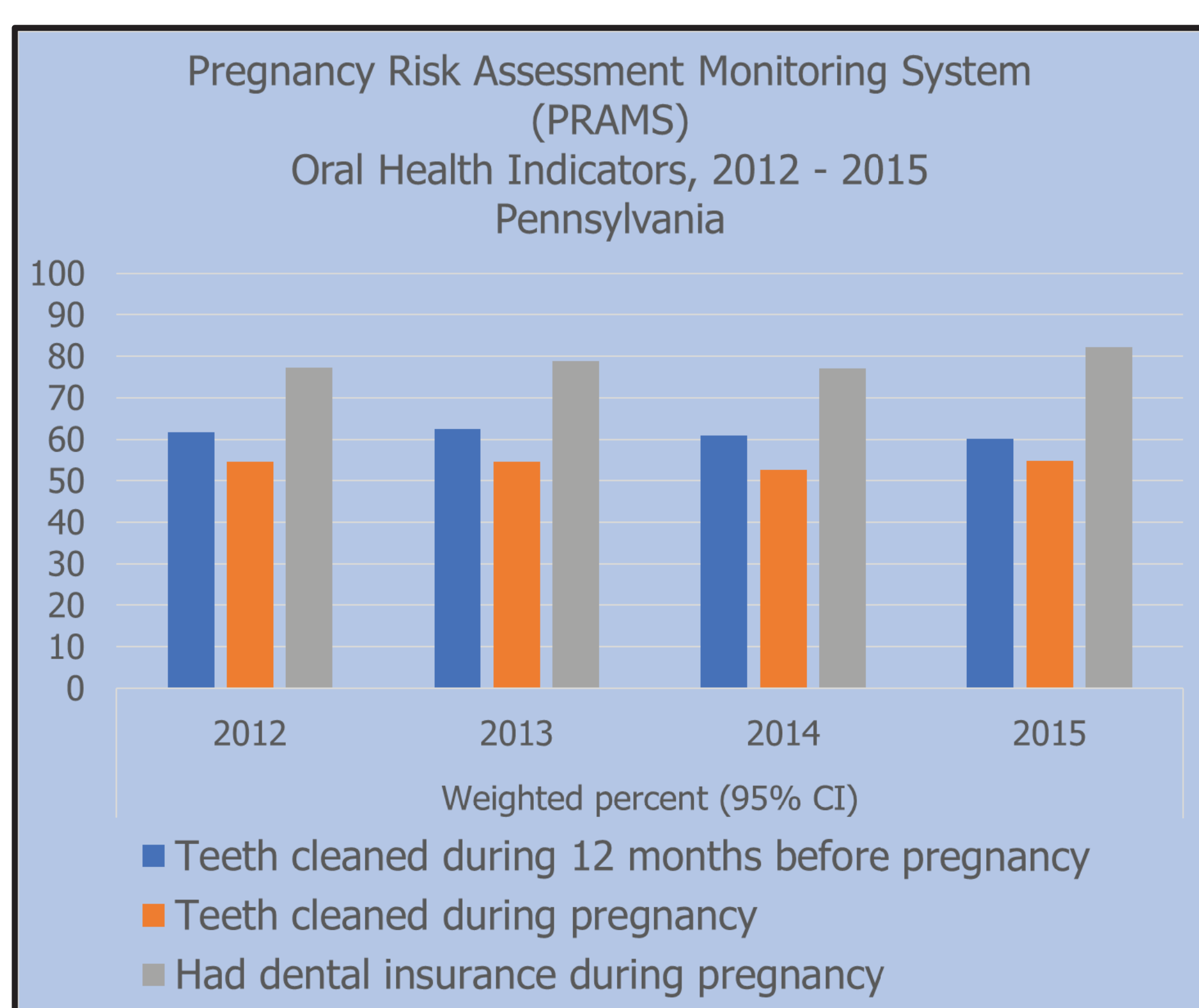
Pregnancy and Oral Health: An Important Connection

A Successful Outreach Campaign in Pennsylvania

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Pennsylvania Coalition for Oral Health

Background

- Preventive dental work during pregnancy is essential to avoid gum disease, which has been linked to pre-term birth.¹
- Low-income and minority women are disproportionately affected by dental disease.²
- In Pennsylvania, 85% of obstetricians participate in medical assistance³ as opposed to just 22% of general dentists.⁴
- A woman's oral health status during pregnancy is a good predictor of her future child's risk for developing dental disease.⁵
- Tooth decay is the most common chronic disease in childhood.⁶
- Women should be routinely counseled about the maintenance of good oral health habits and about the safety and importance of oral health care during pregnancy.⁷



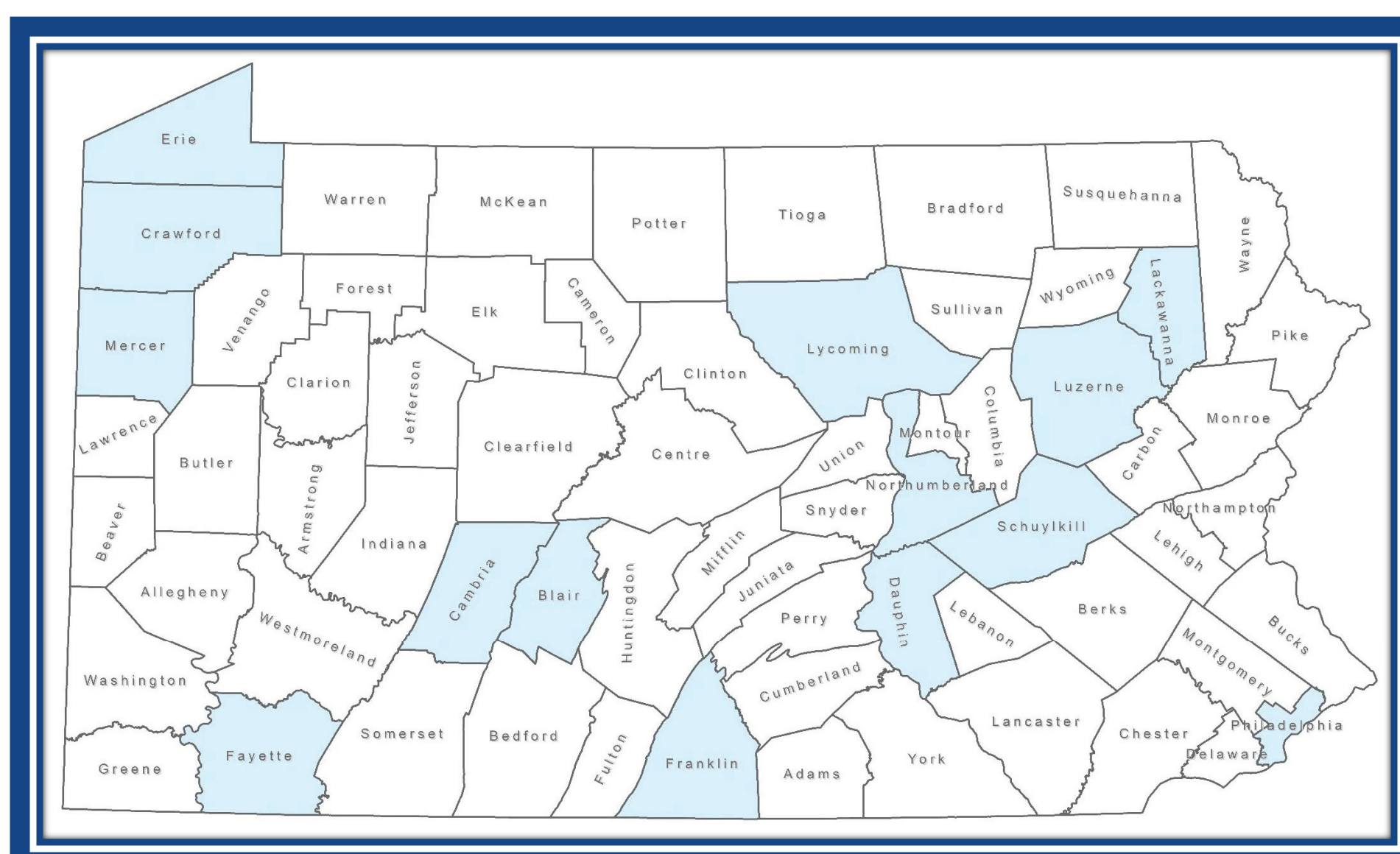
Goals

- ✓ Educate patients and providers about the importance of regular oral health care during pregnancy.
- ✓ Focus on women enrolled in state medical assistance insurance program and providers residing in fourteen (14) at-risk counties in Pennsylvania.

Media Parameters

- Target Audience:** Potentially childbearing or pregnant women ages 18- 44, English- or Spanish-speaking, enrolled in or eligible for medical assistance
- Timing:** October - November 2017
- Budget:** \$250,000

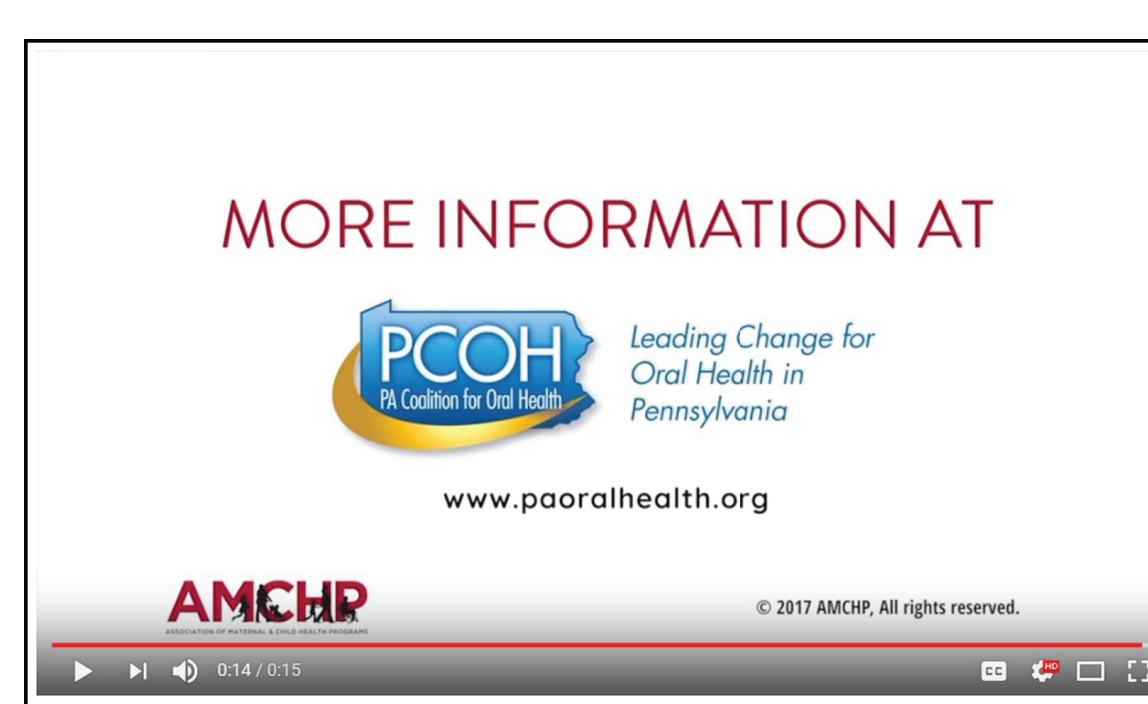
This map highlights the at-risk counties targeted based on demographics, income levels, overall health assessments, and location within major media markets.



Digital and TV/Cable Materials



Cable/Broadcast Pregnancy and Oral Health Ad - #1



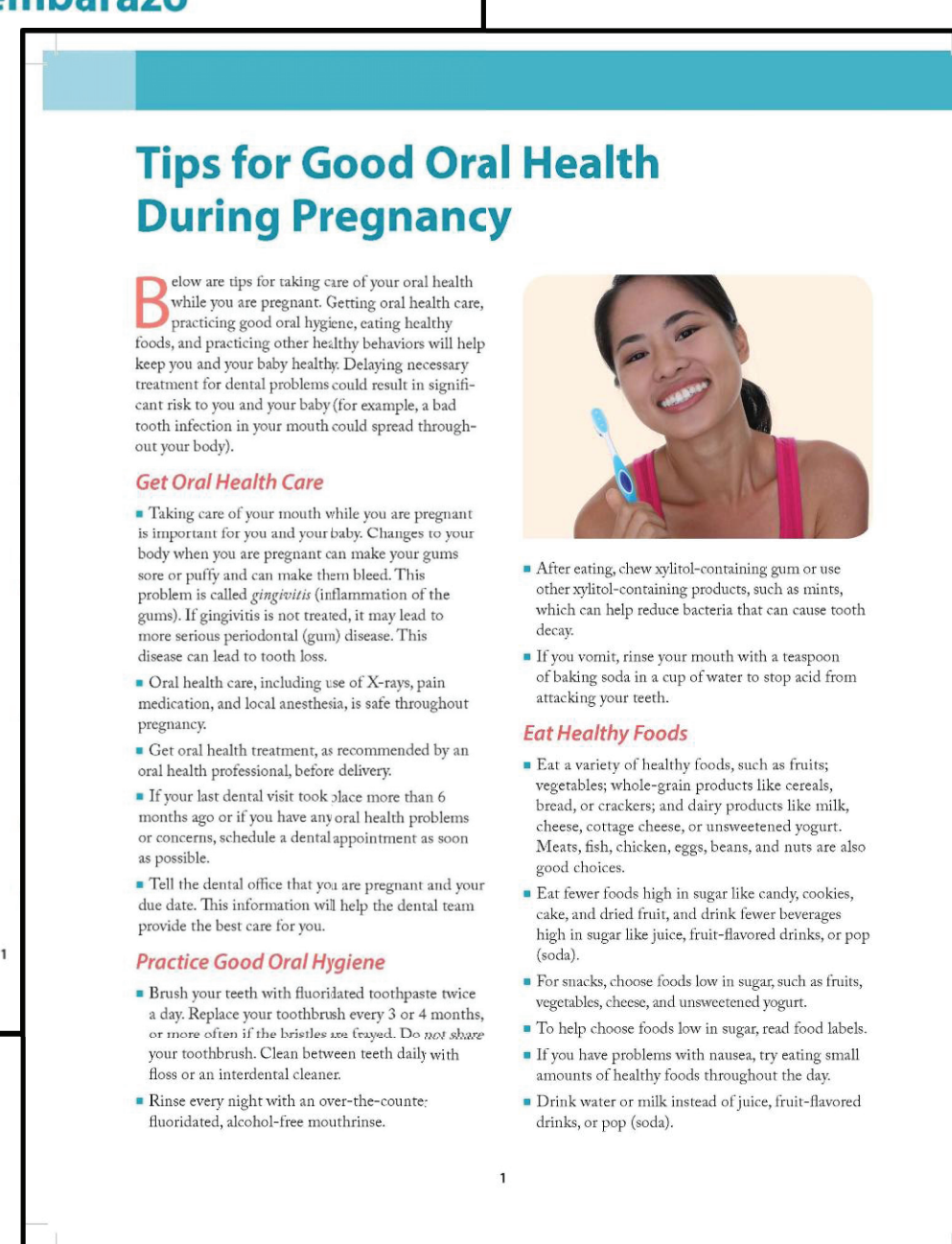
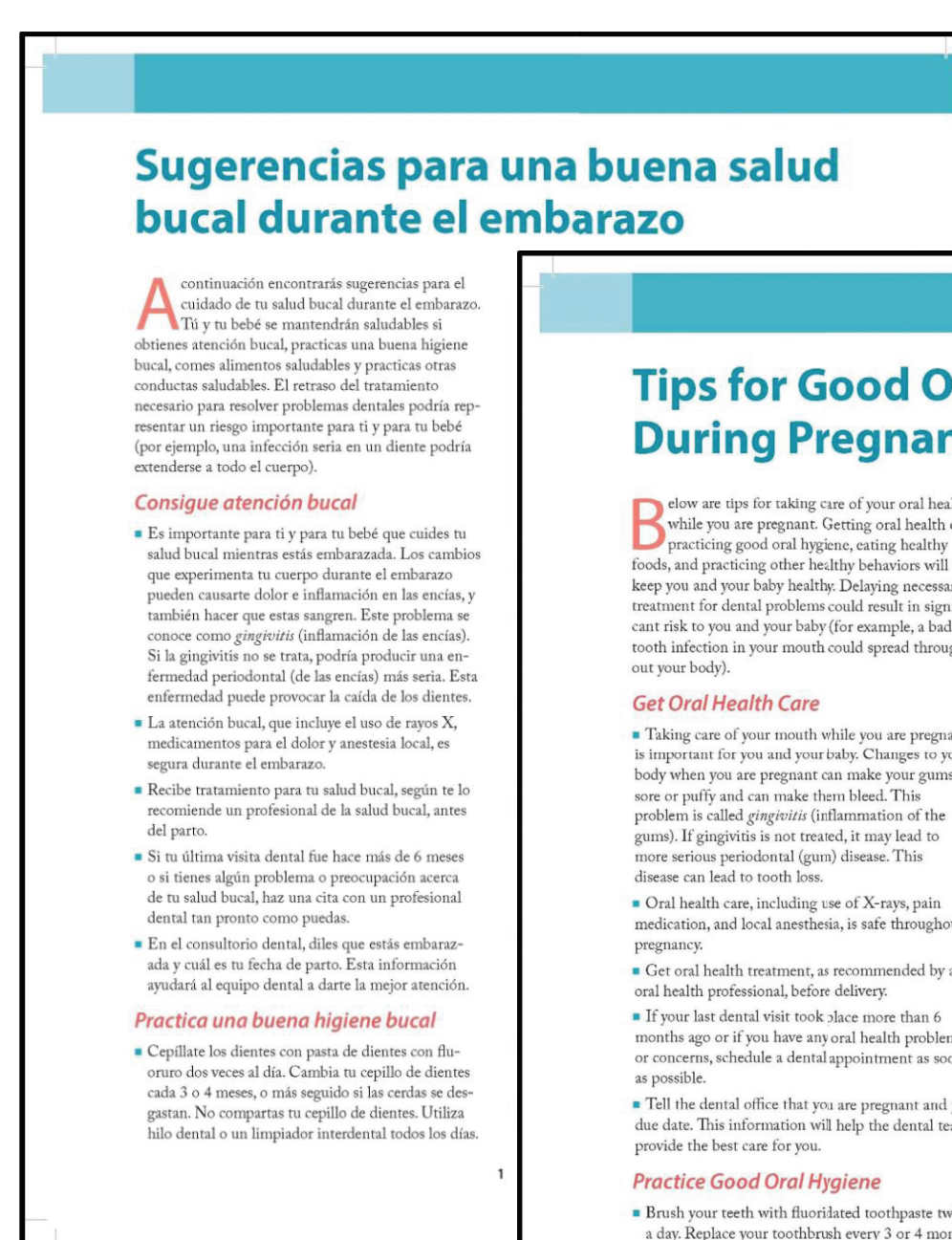
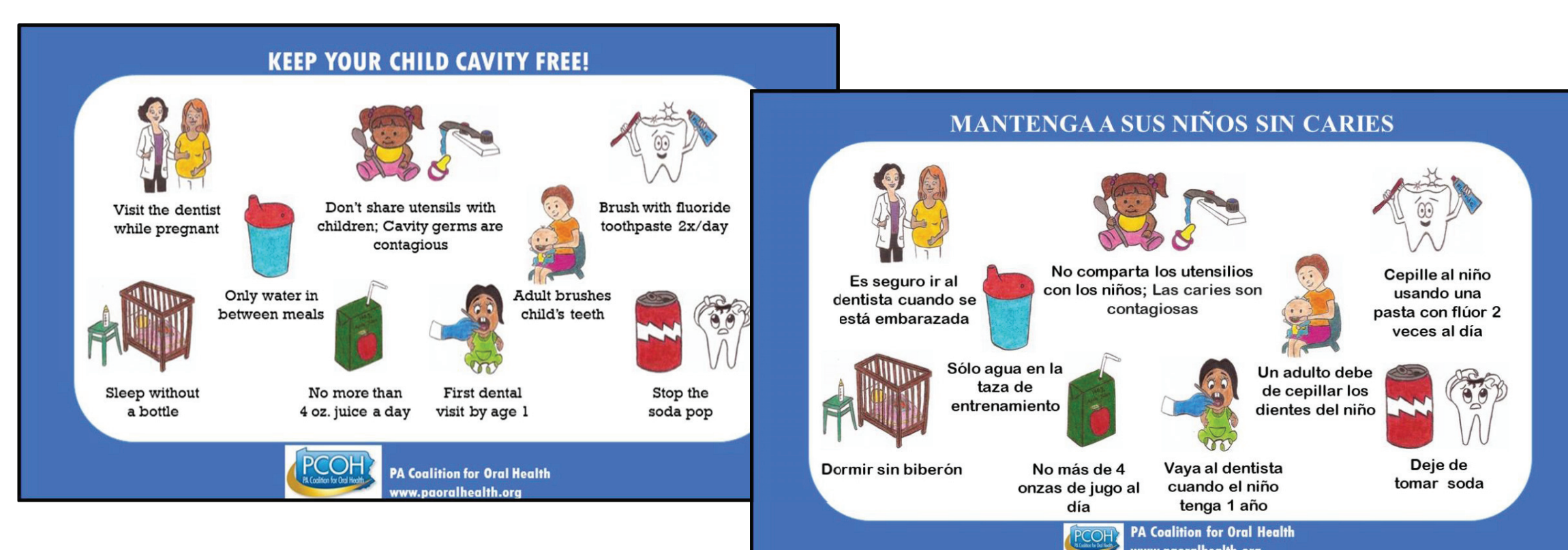
Media materials included (1) 15-second YouTube/TubeMogul video and (2) 30-second television commercials with links to resource website.

Print Materials

Bi-lingual magnets, tip sheets, and baby spoons were mailed to 180 obstetrical practices in target counties, based on number of deliveries paid by Medicaid in 2016.

Total Materials Distribution

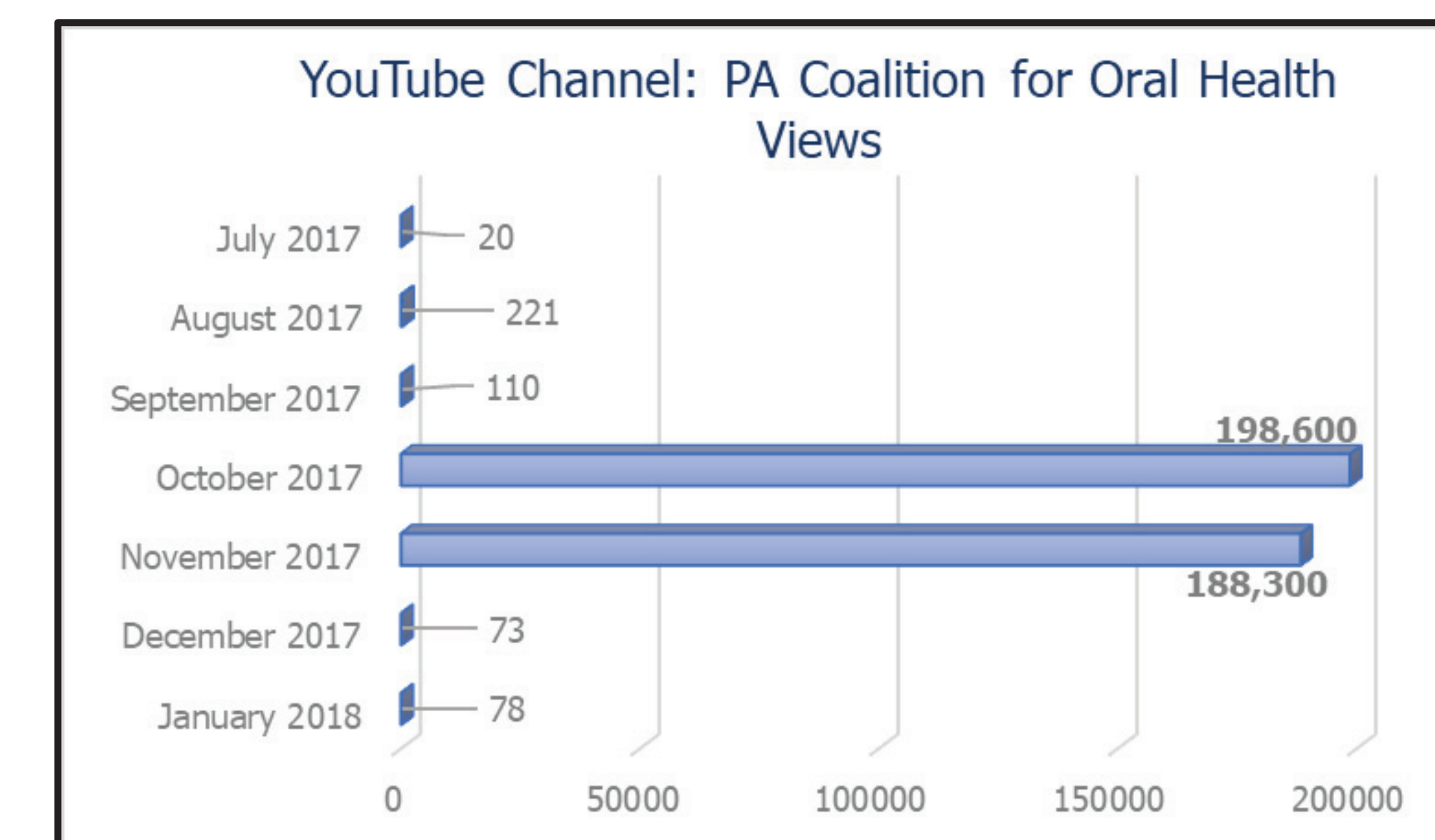
- 20,000 English Pregnancy Tip Sheets
- 4,000 Spanish Pregnancy Tip Sheets
- 20,000 English 3" X 5" magnets
- 5,000 Spanish 3" X 5" magnets
- 8,025 Infant Spoons with "For Baby's Mouth Only - Cavities are Contagious"



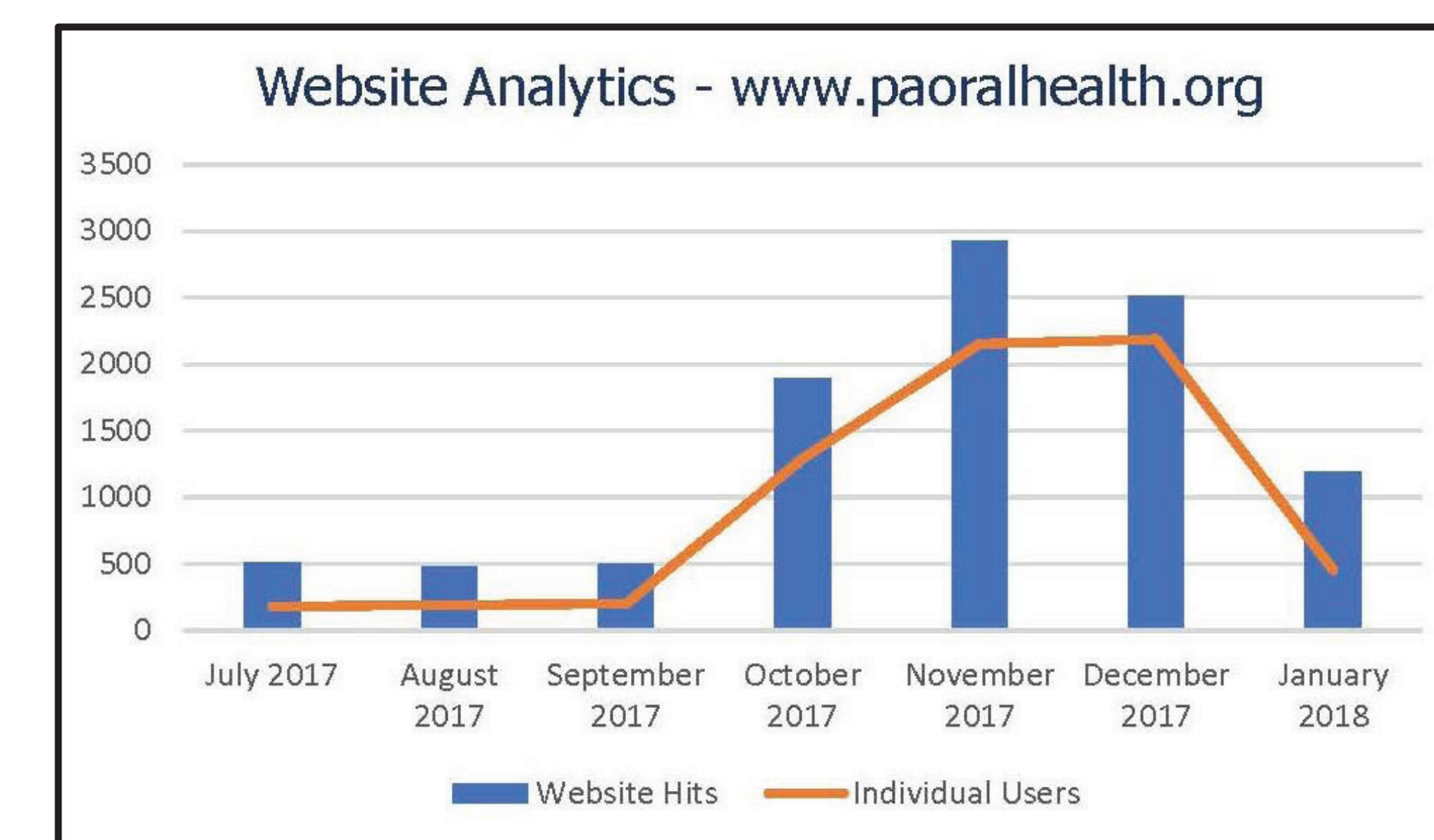
Timeline

Media	Ad Size	October	November	TOTAL WEEKS	
TV/Cable	25	2	9	16	
TV: Broadcast/Cable			10/16 - 11/12	11/21-11/26	5
Digital					
Online Video			10/4-11/29		8
Print					
Magnets, Tip Sheets, and Baby Spoons Mailed to Obstetricians				11/1 - 11/30	

Outcomes



Adults 18+ Total Video Impressions Digital and TV: **7,455,704**



Next Steps

- Analyze changes in CDC PRAMS Survey to evaluate if media distribution was effective in driving pregnant women to the dental office.
- Compare medical assistance dental utilization rates from 2016-2018 for pregnant women.
- Collect additional feedback from medical and dental providers.
- Offer additional materials to offices that request flyers and magnets and use materials in electronic form for social media and press releases.

References

¹Pregnancy and Dental Work: Safety & Medications. (2017, March 12). Retrieved September 10, 2017, from <http://americanpregnancy.org/pregnancy-health/dental-work-and-pregnancy/>

²Azofeifa, A., Yeung, L., Alverson, C.J., & Beltran-Aguilar, E. (2016, May 6). Dental caries and periodontal disease among U.S. pregnant women and nonpregnant women of reproductive age, National Health and Nutrition Examination Survey, 1999-2004. *Journal of Public Health Dentistry*. Retrieved from: <https://ncbi.nlm.nih.gov/pmc/articles/PMC5097890/>

³2014 Pulse of Pennsylvania's Physician and Physician Assistant Workforce. (2017, August). Retrieved September 10, 2017, from https://www.health.pa.gov/topics/Documents/Programs/WorkforceReports/FINAL_2014_Pulse_of_Pennsylvania's_Physician_and_Physician_Assistant_Workforce.pdf

⁴2013 Pulse of Pennsylvania's Dentist and Dental Hygienist Workforce Report. (2014, September). Retrieved September 10, 2017, from <https://www.health.pa.gov/topics/Documents/Programs/WorkforceReports/2013PulseofPADentistandDentalHygienistWorkforceReportFinal.pdf>

⁵Chaffee, B.W., Gansky, S.A., Weintraub, J.A., Featherstone, J.D.B. & Ramos-Gomez, F.J. (2014, March). Maternal Oral Bacterial Levels Predict Early Childhood Caries Development. *Journal of Dental Research*, 93(3), 238-244. doi:10.1177/0022034513517713

⁶Centers for Disease Control and Prevention. (2016, September 22). "Hygiene-related Diseases: Dental Caries (Tooth Decay)". Retrieved from https://www.cdc.gov/healthywater/hygiene/disease/dental_caries.html

⁷Manchir, M. (2016, May 16). Survey: More Pregnant Women in the US are Visiting the Dentist. Retrieved September 10, 2017, from <https://www.ada.org/en/publications/ada-news/2016-archive/may/survey-more-pregnant-women-in-us-visiting-a-dentist>

Acknowledgments

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