



DATA AND EVIDENCE SUBCOMMITTEE ORAL HEALTH LITERATURE REVIEW

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AWARENESS AMONG US ADULTS OF DENTAL SEALANTS FOR CARIES PREVENTION

Junger ML, Griffin SO, Lesaja S, Espinoza I. Awareness among US adults of dental sealants for caries prevention. *Prev chronic dis* 2019;16:180398. DOI: <https://doi.org/10.5888/pcd16.180398>.

- Sealants are an evidence-based preventive intervention that prevent cavities in the tops of permanent molar teeth, which are the most commonly decayed tooth surface
- Sealants prevent 90% of cavities in the types of permanent molar teeth for one year after placement and about 50% after five years of placement
- SDDT funding will double the number of children reached in school-based sealant programs from 12 to 24 schools

PARENT KNOWLEDGE OF SEALANTS CONTINUED

- Study to assess knowledge of sealants on US adults with the variables of sex, age, race, ethnicity, education, household income and parental status.
- 55% of parents of children younger than 18 had knowledge of dental sealants, which means almost half had no knowledge of dental sealants.
- How can parents successfully demand and obtain evidence-based care for their children if they are unaware of what the evidence-based care is?
- Race/ethnicity and income were significantly associated with parental knowledge of sealants
- The same populations with less knowledge of dental sealants are those with higher rates of cavities

• TOBACCO INDUSTRY INVOLVEMENT IN CHILDREN'S SUGARY DRINKS MARKET

Nguyen Kim H, Glantz Stanton A, Palmer Casey N, Schmidt Laura A. Tobacco industry involvement in children's sugary drinks market *BMJ* 2019s; 364 :l736

- Tobacco companies applied their tobacco based knowledge of flavors and colors to marketing children's sugar sweetened drink brands.
- In the 1960s RJ Reynolds and Phillip Morris begin acquiring soft drink brands to diversify their portfolios (Hawaiian Punch, Kool-aid, Capri Sun and Tang), using marketing strategies originally developed for cigarettes, to market to young people.

• TOBACCO INDUSTRY & SSB CONTINUED

- RJ Reynolds originally developed Hawaiian Punch as an adult brand, but converted it into a children's brand with cartoon character mascot, Punchy.
- In the 1980s, Phillip Morris acquired General Foods which included the Kool-aid and Tang brands and later Capri Sun
- The companies used cartoon mascots, child size packages, new colors and flavors, and messaging that appeal to children to create demand. Similar approaches used to create brand loyalty to cigarettes i.e. Joe camel
- Tobacco companies also promoted their drinks using integrated marketing strategies originally designed to sell cigarettes with consistent across multiple venues.