

# Oral Health Promotion Research: Where Have We Been? Where Should We Go?

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Health Promotion: it is not just  
education!

# Alice M. Horowitz

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A chief event of life is the day in which we  
have encountered a mind that startled us.

R. W. Emerson

# Letter from a Birmingham Jail

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- Injustice anywhere is a threat to justice everywhere. We are caught in an inescapable network of mutuality, tied in a single garment of destiny. Whatever affects one directly, affects all indirectly. ... Anyone who lives inside the United States can never be considered an outsider anywhere within its bounds.

Martin Luther King, Jr.; April 16, 1963

# Health Promotion in Not Just Education

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- 1983-84
- WHO Workshop at UM SPH
- International Panel

# Health Promotion is Not Just Education

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- 2007
- Several professional meetings with dentists and hygienists
- We do it!
- Do what!
- Teach people how to ...!
- Is that health promotion? What model do you use?
- ...

# Health Promotion is Not Just Education

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- Telling patients what to do is relatively a straightforward procedure, but it might not be the most effective or the most rewarding approach to talk with patients.

Rollnick S, et al. 2007

# Health Promotion

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- A combination of health education and/[or] organizational, political, and economic [in addition to social, economic, and behavioral] interventions designed to facilitate behavioral and environmental adaptation that will improve or protect health.

Green 1979

# Health Promotion: WHO

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- It not only embraces actions directed at strengthening the skills and capabilities of individuals, but also actions directed towards changing social, environmental, and economic conditions so as to alleviate their impact on public and individual health

WHO Glossary on Health Promotion



# Health Promotion: Ottawa Chapter (1986)

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- Health promotion is the process of enabling people to increase control over, and to improve their health
  - Building healthy public policy
  - Create supportive environment for health
  - Strengthen community action for health
  - Develop personal skills
  - Re-orient health services

# Health Promotion: Jakarta Declaration (1997)

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- ❑ Comprehensive approaches to health development are the most effective. Those that use combinations of the five strategies are more effective than single-track approaches.
- ❑ Settings for health offer practical opportunities for the implementation of comprehensive strategies.
- ❑ People have to be at the center of health promotion and decision making.
- ❑ Health literacy/health learning foster participation.
- ❑ Access to information and education is essential.

# Train More Surgeons!



We will not drill our way out of the problem!

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# We will not seal our way out of the problem!

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# Golden Phase of Health Promotion

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## □ New Models

- Prevention Marketing
- Social capital theory
- Community coalitions
- Natural helper
- Information-motivation-behavioral skills
- Self-determination theory
- ...

# Golden Phase of Health Promotion

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## □ New Tools

- eMI (motivational interventions)
- Online tailoring (value and culture)
- Motivational interviewing
- ...

# Alice M. Horowitz Legacy

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# National Disgrace

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- When proven methods are available, our failure to protect the entire public from dental caries, particularly our young, is a national disgrace.

J Public Health Dent 1977;37:300

# Home Start Program

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- The home visitors generally have been highly supportive of preventive dentistry program.
- The experience in West Virginia indicates that preventive dentistry can be incorporated successfully in home-based child development programs.

Public Health Rep 1977

# Sealants

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- Although controlled clinical trials have shown that pit-and-fissure sealants effectively reduce the incidence of dental caries in permanent teeth, few public health programs have made use of them.

J Public Health Dent 1979

# Sealants

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- A working conference of sociobehavioral scientists together with sealant researchers and industry should be held to define factors affecting sealant use in different settings, and to generate priorities for research.

J Public Health Dent 1982;42:312-23.

# Self-applied fluorides

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- Considering that the 1970s focused on such things as Watergate--disaster moves—jogging—pornography—and the concept that caries can be prevented by flossing and brushing, we have made remarkable progress.

J Public Health Dent 1980;40:268-75.

# Self-applied fluorides

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- It is now 1980. Although theoretically possible, we have not yet reached utopia with regard to prevention of dental caries. We have, however, moved ahead, especially in use of self-applied fluorides by children in schools.

J Public Health Dent 1980; 40: 268-75

# Oral cancer

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- The disparity between what is known about prevention and early detection of oral cancer and what is provided in private practice, public clinics, dental schools, and community-based programs is often enormous.
- As a result many people continue to die from these cancers or suffer unnecessarily from their sequelae.

J Public Health Dent 1996;56:319-30.

# Minimal Intervention Technique

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- Because incipient lesions can be remineralized, the obvious first minimal intervention technique should be to use remineralizing agents. Any method of minimal cavity preparation should be used in conjunction with primary preventive procedures, which include a recommendation to reduce the frequency of consuming sweets and the routine removal of dental plaque.

J Public Health Dent 1996; 56; 133-34.



# Early Childhood Caries

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- Workshop to define ECC and develop measurement criteria
  - ECC
  - S-ECC
  - The concept that any caries before the age of 3 is unacceptable
  - Where is the dental public health community?

# Dental Education

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- Because dental schools generally teach students to facilitate their passing of state, regional, and national boards, the clinical portion of the boards should require applicants to demonstrate how to provide an oral cancer examination.

JADA 2000;131:453-62.

# Tobacco interventions

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- Of significance is the apparent lack of training in smoking cessation and an opportunity to improve needed skills through continuing education.

Pediatr Dent 2003;25:53-60

# Dental caries

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- In preparing for the NIH consensus conference on dental caries, it became patently clear that if systematic reviews are to be the basis of NIH consensus development conferences, we need to educate researchers throughout the world in these methods and introduce the methods to our students.

J Dent Res 2004;83:C15-17

# Health Literacy

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- ❑ Despite a broad array of preventive measures for most oral diseases, many U.S. adults do not use the proven preventive procedures and are not or cannot use the oral health care system.
- ❑ Furthermore, surveys indicate that the general public is not aware of the relationship between oral health and general health or that most oral disease can be prevented or controlled.

J Dent Educat 2005;69:1018-21.

# Legacy Continues

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- Dental caries
- ECC
- Oral cancer
- Dental education
- Oral health literacy
- Health promotion
- End the national dental disgrace

# Niccolo Machiavelli

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- There is nothing more difficult to carry out, nor more doubtful of success, nor more dangerous to handle, than to initiate a new order of things.

# Thanks

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- Mentoring
- Caring
- Open-mindedness
- Accepting differences
- Collaboration