

Health Communication Campaign Analysis
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Kids' Healthy Mouths

Ad Council Oral Health Campaign



What It Was...

- Launched in 2012 by the nonprofit AdCouncil
- **"Kids' Healthy Mouths"** or more "popularly" known as the **"2min2x"** campaign
- This multimedia campaign included partnership with various networks, including Sesame Street, DreamWorks Animation, Cartoon Network, and several others.
- The public-service campaign contained TV commercials, billboards, radio spots and print advertisements.
- English/ Spanish

Design and Implementation



Ad Council



**The Dental
Trade Alliance**



**American
Association of
Pediatric
Dentistry**



**American
Dental
Association**

A total of 35 groups in the dental community. Partnerships with children's media and networks, including [Sesame Street](#), [DreamWorks Animation](#), [Cartoon Network](#), [Kazoo](#), and several others.

Health Issue



Tooth decay and oral diseases in young children- specifically in low-income, minority households.

“According to an Ad Council survey, 60 percent of parents with children ages 12 or younger reported that they did not regularly help their children brush their teeth or check to make sure they had done a good job.”

“Close to one-third (31 percent) of the parents reported arguing with their kids at least once a week about brushing their teeth.”

Goals

1. Promote a simple change to childrens behaviors.
2. Encourage parents to realize the importance of dental health.
3. To prevent tooth decay in children.

USING EDUTAINMENT

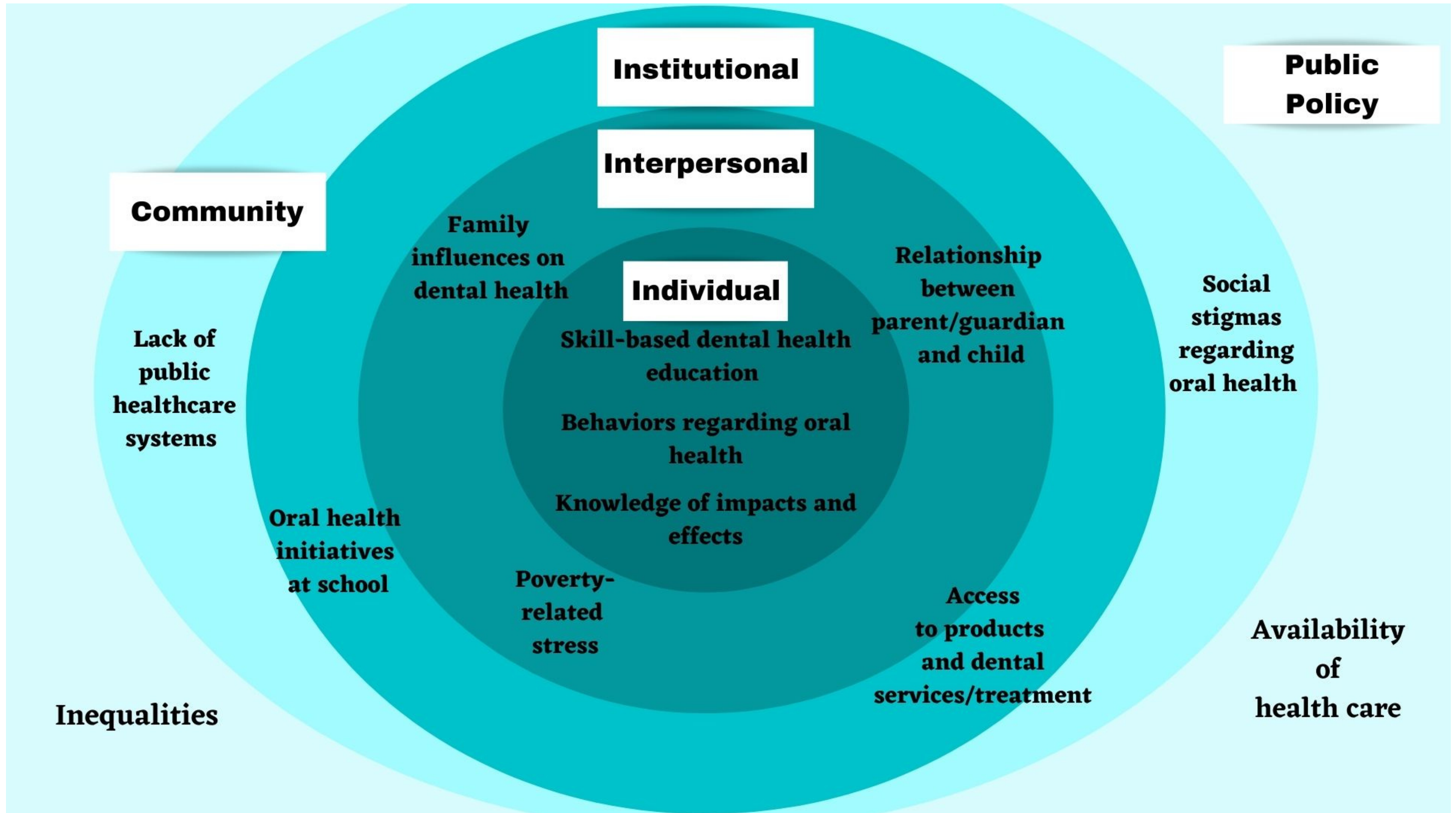
Target Population

- Parents and caregivers from low-income, minority households are the population targeted in this campaign.
- According to Pediatric Dentistry Today, the goal was to “raise oral health awareness among the low-income population of Caucasians, African Americans and Hispanics, specifically, parents of children aged 0-12, whose household income is less than \$40,000.”

How?

- Advertisements aimed towards parents including humor appeals.
- A website with information and resources.
- A text message remind program for parents.
- Fun, captivating videos for children to watch while brushing.





Examples of Messages

For children: Sesame Street, Brushy Brush song

Example of the content made specifically for children to watch while brushing their teeth. Sesame Street had a campaign at the same time titled “Healthy Teeth, Healthy Me”.

Edutainment!

For parents: AdCouncil’s website; 2min2x.org

Housed statistics, resources, and beneficial information for parents as well as videos and songs for their children to watch or listen to.

For parents: The AdCouncil, in partnership with Healthy Mouths Healthy Lives, created the following advertisements specifically aimed towards parents to encourage them that dental health is important and doesn't take much time.



Ad Council: Kid's Healthy Mouths - Dressing



Watch later

Share



Watch on  YouTube



2MIN2X Campaign: Gerbils on a Train

Watch later Share



Watch on YouTube

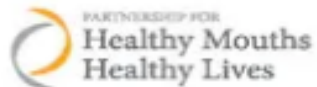
Print Media Examples



Kids will spend 8 minutes decorating their little brothers.

How about two minutes to brush their teeth?

Brushing for two minutes now can save your child from severe tooth pain later. Two minutes, twice a day. They have the time. For fun, 2-minute videos to watch while brushing, go to 2min2x.org.

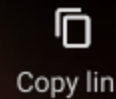


2MIN 2XDAY



Easier than explaining why she can't have a pet unicorn.

SEE THE CAMPAIGN >



123

SESAME STREET



SONGS

Remind/Encourage

Reminder messages to parents at chosen times, twice a day.

If the child had brushed their teeth, the parent would reply “done” to the text messages and would then be congratulated. If they did not respond, the program would inform the parents to consistently encourage their children to brush their teeth (Upland Software).

App Issues/ Relevance

AdCouncil had attempted to create an app for this campaign.

“The Ad Council had found that within their target audience, only 58% of Spanish speaking parents and 50% of English speaking parents owned a smartphone.”

A text message was a more approachable way to reach out to these parents.

Text Message Initiative

Through this specific initiative, the AdCouncil found that this challenge produced results. Children brushed their teeth 5 out of the 10 times.

Dental Associations/ Pediatrics

How was it received?

American Dental Association: “Since the launch of 2min2x in 2012, more than 1.7 million people have visited 2min2x.org, and the English and Spanish-language PSAs have received more than \$64 million in donated media across TV, radio, print, Web and outdoor outlets.”

Dr. Maria Lopez Howell, a San Antonio dentist and ADA spokesperson:

"When my moms say they are so busy, I challenge them by asking 'How much time does your child spend texting or watching TV each day?'

We are seeing that they are reporting that a lot of kids who weren't brushing two years ago are doing it now."

Parents and Children: How was it received?

- Sesame Street used as communication to children accompanied with celebrity features to encourage change
- Focused on bilingual communication and multimedia outreach
- Spanish and English speaking reported an increased knowledge of oral care as well as an increased sense of urgency in monitoring the practices of their children
- Well-received by all and was seen as a necessary way to communicate simply to all parents

Evaluation

The campaign reached over 33,000 media outlets in English and Spanish across television, radio, outdoor, and digital formats.

- Utilized \$25 million of a donated \$30 million
- AdCouncil regularly monitored repetition of PSA

A 2013 survey compared knowledge prior to campaign launch in 2012.

- After the Ad-Council campaign, English and Spanish speaking parents report they have improved at monitoring children brushing significantly for at least two minutes- two times a day
- 79% percent of parents reporting "children should ideally brush for two minutes two times per day" in 2012 to an increase up to 88% of parents recognizing this in 2013."

SUCCESSFUL

Create Your Own "Jingle" for Children

Interactive Element

- 01** Similar to the previously viewed Sesame Street "Brushy Brush" video.
- 02** Create a short jingle/song using a children's show/movie as reference.
- 03** Aim your jingle at children 3-7 years of age and stay on the topic of dental/oral health.