



The Effect of Video Counseling on Educating Parents on ECC

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Purpose

To determine the effect of video counseling for educating parents on facts regarding early childhood caries (ECC) in lay terms.

Materials and Methods

- 67 parents of patients at the University of Maryland School of Dentistry completed a pre-video survey created by Columbia University's My Smile Buddy Program to assess baseline knowledge of ECC.
- Following completion of the pre-video survey, parents viewed a 5-minute video containing information on ECC.
- Parents then completed a post-video survey with identical statements from the previous survey.
- The number of responses were compared and analyzed using a Wilcoxon Signed Rank test.

Table 1: Survey Statements

Statement Number	Abbreviated Statement
1	Tooth decay is infectious.
2	All kids get decay.
3	Tooth decay can be prevented.
4	Mom can pass cavities to her child.
5	Decay in baby teeth is not important.
6	Brushing with fluoride toothpaste can prevent decay.
7	For children under 3 years old, use a smear of toothpaste.
8	Eating snacks like goldfish can cause decay.
9	Eating frequent starchy/sugary snacks can cause decay.
10	Drinking sweetened milk can cause decay.
11	Drinking juice can cause decay.
12	Women should see their dentist during pregnancy.

Table 2: Assessment of survey answers, statements (S) 1-12

	S1	S2	S3	S4	S5	S6	S7	S8	S9	S10	S11	S12	Total
% correct pre-survey	41%	46%	87%	26%	74%	82%	68%	43%	82%	78%	68%	93%	
% correct post-survey	94%	34%	90%	88%	84%	99%	91%	72%	99%	94%	94%	100%	
improvement	+48.5	-13.0	+8.0	+60.5	+14.5	+18.0	+28.0	+33.5	+18.5	+23.5	+29.5	+13.0	+282.5
Statistically significant improvement?	YES	NO	NO	YES	YES	YES	YES	YES	YES	YES	YES	YES	
% more assured in correct answer	10%	1%	18%	9%	19%	24%	25%	12%	19%	29%	15%	26%	

Results

- For 10 out of the 12 survey statements, there were statistically significant improvements in scores.
- 24% of responses were changed to the correct answer after viewing the video.
- Video made parents more confident in their knowledge (e.g. changing correct answers from “agree” to “strongly agree”).
- Improvement in post-video scores was highest for statements describing caries as an infectious disease.
- Improvement in post-video scores was lowest for “only some kids get tooth decay” and “brushing with fluoride toothpaste”.

Conclusion

Video counseling can be an effective tool for parental learning of ECC. Parents learned new facts on ECC as well as strengthened their confidence in their knowledge after viewing the video.

References

1. American Academy of Pediatric Dentistry. Policy on early childhood caries (ECC): Classifications, consequences, and preventive strategies. The Reference Manual of Pediatric Dentistry. Chicago, Ill.: American Academy of Pediatric Dentistry; 2020:79-81.

2. American Academy of Pediatric Dentistry. Periodicity of examination, preventive dental services, anticipatory guidance/ counseling, and oral treatment for infants, children, and adolescents. The Reference Manual of Pediatric Dentistry. Chicago, Ill.: American Academy of Pediatric Dentistry; 2021:241-51.