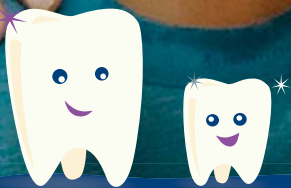


Healthy Teeth, Healthy Kids

CAMPAIGN LAUNCH RECAP



Healthy Teeth
Healthy Kids

Prepared by





Maryland Oral Health Literacy Campaign
Awareness Study Summary Report

August 2012

By:  Maryland
Marketing
Source, Inc.

The logo for Maryland Marketing Source, Inc. consists of a stylized black apple with a white stem and leaf, positioned to the left of the text "Maryland Marketing Source, Inc." which is arranged in three lines.

Executive Summary: Purpose & Methodology

- The Maryland Department of Health and Mental Hygiene (DHMH) wants to communicate with families regarding the importance of oral healthcare for young children. They are working with PRR, a broad-based public affairs firm who provides research, communications, and marketing services, to develop an easy to understand and motivating campaign that will encourage families to engage in proper oral health practices.
- PRR then tasked Maryland Marketing Source, Inc. (MMS) with the following:
 1. Conducting qualitative market research to help determine which communication messages, developed by PRR, were best understood by mothers of young children and which images most appealed to and resonated with them (2 focus groups were conducted at the MMS facility in Catonsville, MD on Thursday, January 5th 2012, at 5:30 PM and 7:30 PM).
 2. Administering a pre-campaign wave of quantitative research (telephone survey) to ascertain a baseline understanding of the target market's awareness and recall of oral health messages.
 3. Upon the completion of the advertising campaign, conducting a follow-up telephone survey to measure potential change that may have occurred among the target population's awareness, recall, and attitude with regard to their children's oral health.
 4. Provide PRR with written, reports summarizing the results.
- This summary report discusses the results of the pre- and post-campaign telephone studies. The pre-campaign wave took place between February 23rd and March 22nd, 2012. The post-campaign wave was in the field from July 30th to August 27th, 2012.

Executive Summary: Purpose & Methodology (cont)

- Eight hundred (800) completed surveys were conducted in total. Per wave 400 surveys were completed, resulting in a margin of error of +/- 4.9% at the 95% confidence level.
- As was the case with the qualitative research, qualified survey respondents met the following criteria:
 - Have children under the age of 6 living in home;
 - Currently receive, or are eligible to receive, Medicaid or Medical Assistance;
 - Are between the ages of 18 and 45; and
 - Represent various racial, educational, and socioeconomic backgrounds.
- Maryland Marketing Source, Inc., in cooperation with PRR, was responsible for:
 - Developing the questionnaire;
 - Programming the survey into our CATI software;
 - Implementing the survey via telephone;
 - Collecting the data; and
 - Analyzing the results and writing a Summary Report.
- Tables and charts within the report may not total 100% due to:
 - Rounding,
 - The exclusion of “no answer” and “don’t know” percentages, and
 - Not all answers being shown in summary tables and charts.

Executive Summary: Focus Group Results Summary

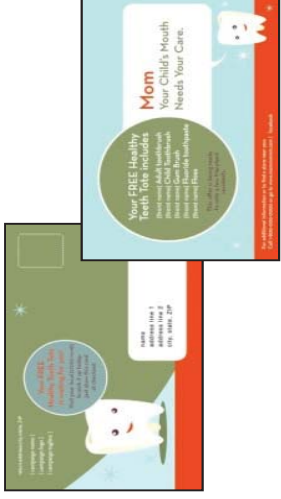
- PRR worked with Maryland Marketing Source, Inc. (MMS) to conduct qualitative market research in January to help determine which communication messages were best understood by the target audience and which images most appealed to them. Qualified participants met the following criteria:
 - Have children under the age of 6 living in home;
 - Currently receive, or are eligible to receive, Medicaid or Medical Assistance;
 - Are between the ages of 18 and 45; and
 - Represent various racial, educational, and socioeconomic backgrounds.

- The focus group participants agreed that proper oral health care for their children is very important, although they aren't always sure what steps they are supposed to take to protect their children's teeth and mouths.

- The moms who participated in the focus groups preferred messages that were:
 - Positive
 - Motivational
 - Focused on "health"
 - Easy to discuss with children
 - Inclusive of more than just mothers
 - Credible

Executive Summary: Focus Group Results Summary (cont)

- The images they stated they would prefer to see:
 - Related directly to oral health care
 - Engaged and excited their children
 - Excluded negative words from their campaign such as *pain*, *never*, and *do not/don't*.
- The concept theme which depicted teeth characters was the preferred concept among mothers overall.



Executive Summary: Key Highlights of Quantitative Results

- Overall, survey participants stated that they were more concerned about *oral health* and *heart health* issues.
- When asked when they last visited a dentist, almost 7% more of the people who participated in the post-campaign wave of the research reported doing so compared to those who participated in the pre-campaign wave.
- The majority of pre- and post-campaign wave participants believe that a child should have their first visit to the dentist sometime after their first birthday.
- The majority of pre-wave study participants took their first child to the dentist between his/her second and third birthday, and the majority of post-wave participants took their first child to visit a dentist between his/her first and second birthday.
- Almost all of the respondents reported that they brush their own teeth with fluoride toothpaste and most brush children's teeth with fluoride toothpaste as well.

Executive Summary: Key Highlights of Quantitative Results (cont)

- Although already among the highest recalled of oral health messages, there was an increase in awareness of the message *Oral Health is Important for Overall Health* after the campaign.
- Overall post-wave awareness of the messages, *Take Your Child To The Dentist By His or Her First Birthday* and *Healthy Teeth, Health Kids* was slightly, although not significantly, lower.

	Pre			Post		
	OVERALL AWARENESS	Unaided	Aided	OVERALL AWARENESS	Unaided	Aided
Take your child to the dentist by his or her first birthday	37.5%	6.0%	31.5%	36.3%	9.0%	27.3%
Oral health is important for overall health	66.3%	4.8%	61.5%	68.3%	13.8%	54.5%
Healthy Teeth, Healthy Kids	66.3%	4.5%	61.8%	62.3%	3.0%	59.3%

Executive Summary: Key Highlights (cont)

- One quarter of respondents recall receiving a *Healthy Kids, Healthy Teeth* brochure in the mail, and the majority of these respondents believed the information to be extremely helpful.
- Just under half of the post-campaign wave respondents recall receiving a free oral health kit from their health center.
- Less than one quarter of pre-wave respondents used the coupon they received, however the majority of study participants who received products did use them.



Detailed Findings

Health Concerns

- Overall, survey participants stated that they were more concerned about *oral health* and *heart health* issues (mean score ratings provided of 4.5 on a 5-point scale) than they are about *diabetes prevention* (4.3 mean score rating) and *cancer* (4.4 mean score rating).

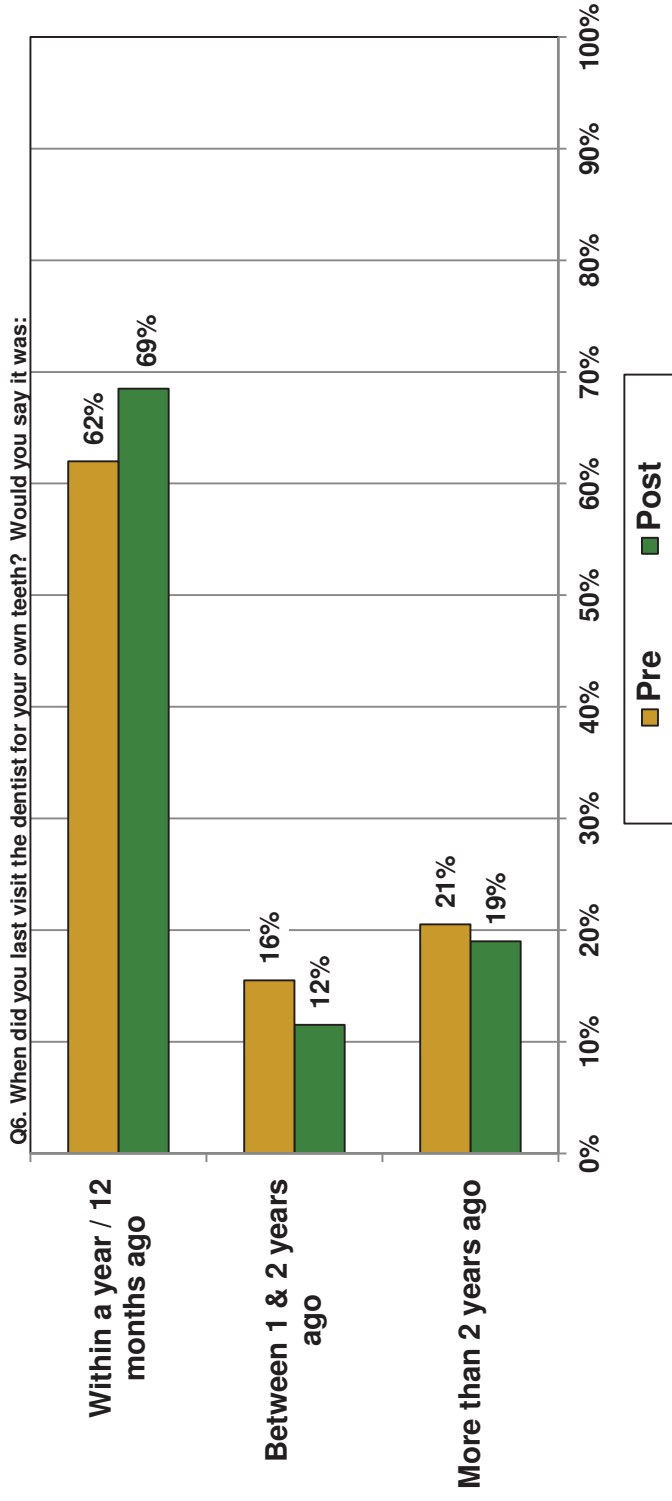
Q5. Please tell me how important each of the following health issues are to your family by using a 0-5 scale, where '0' means 'Not at all important' and 5 means 'Extremely Important'.

	OVERALL		Pre		Post		VARIANCE
	MEAN		MEAN		MEAN		
a. Oral health	4.5		4.6		4.4		+/- -0.3
b. Heart health	4.5		4.6		4.5		-0.1
c. Diabetes prevention	4.3		4.3		4.3		--
d. Cancer	4.4		4.5		4.4		-0.1
N=	800		400		400		

- Respondents reported that the following health issues are also important to their families (via verbatim response):
 - Asthma
 - Affordable health insurance
 - Access to health care

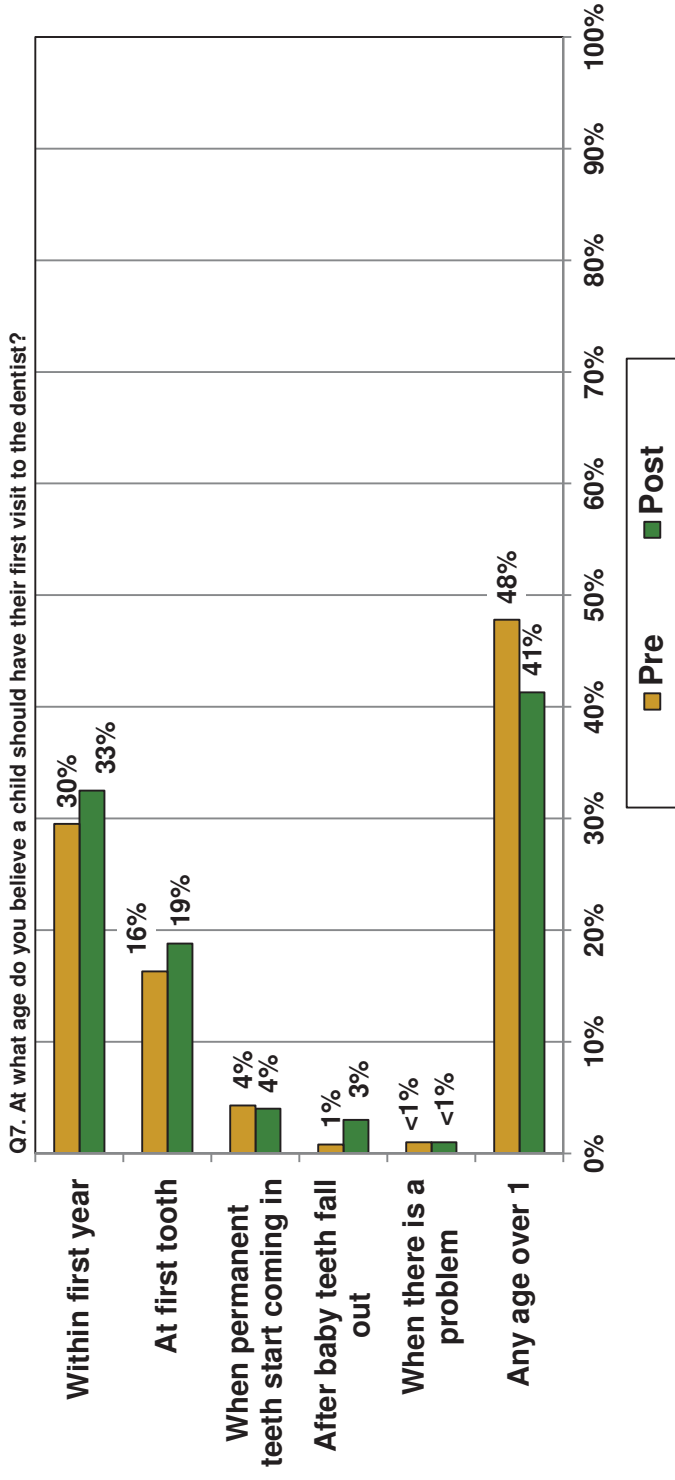
Dentist Visits

- Overall, the majority of respondents in both waves of research report having visited the dentist within the past 12 months.
- Further, almost 7% more of the participants who had visited within the past year reported doing so in post-campaign wave compared to those who did so in the pre-campaign wave (69% as compared to 62% respectively).



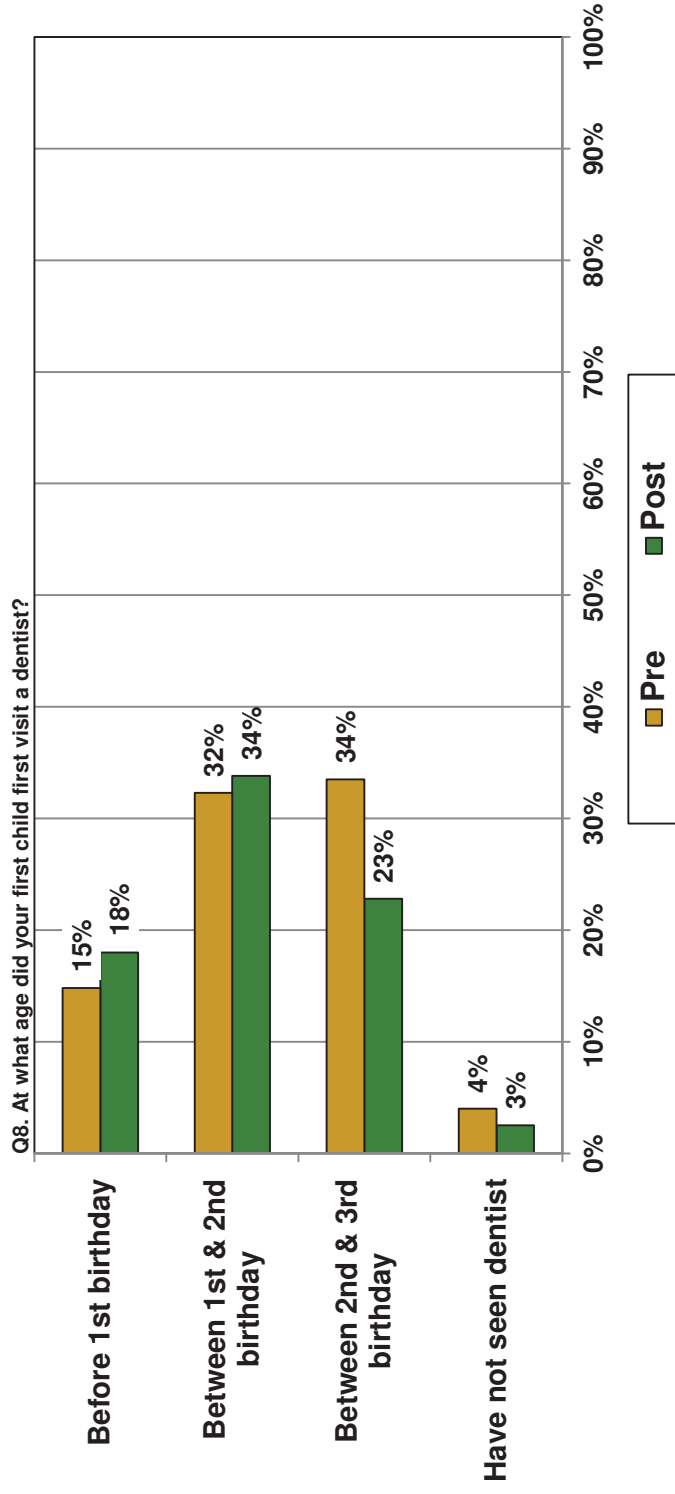
Dentist Visits (cont)

- Just under half of the pre-campaign respondents (48%) believe that a child should have their first visit to the dentist sometime after their first birthday, and 41% of post-campaign wave participants agree.
- One third of the post-wave respondents (33%) believe a child should have their first dentist visit within their first year, as do 30% of pre-wave respondents.



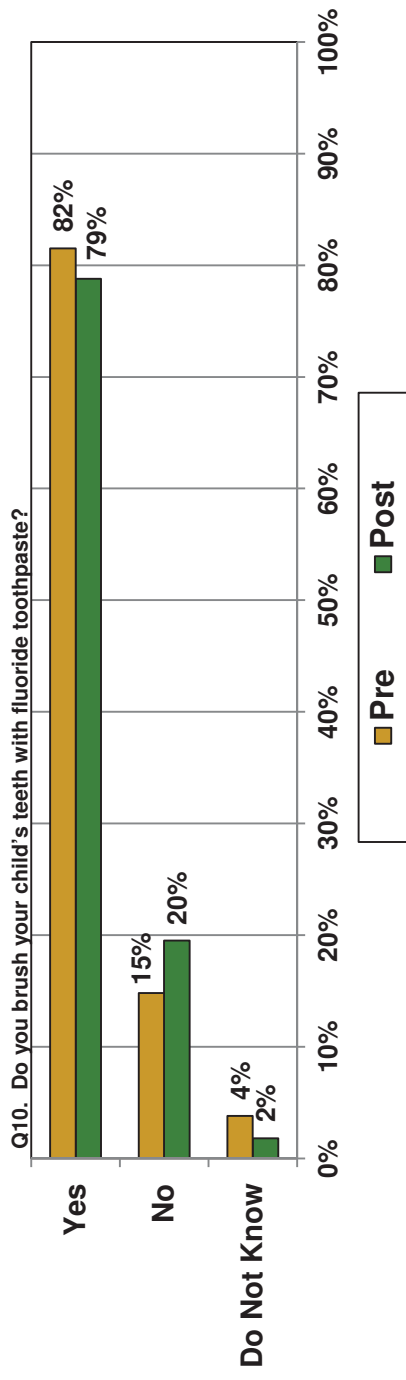
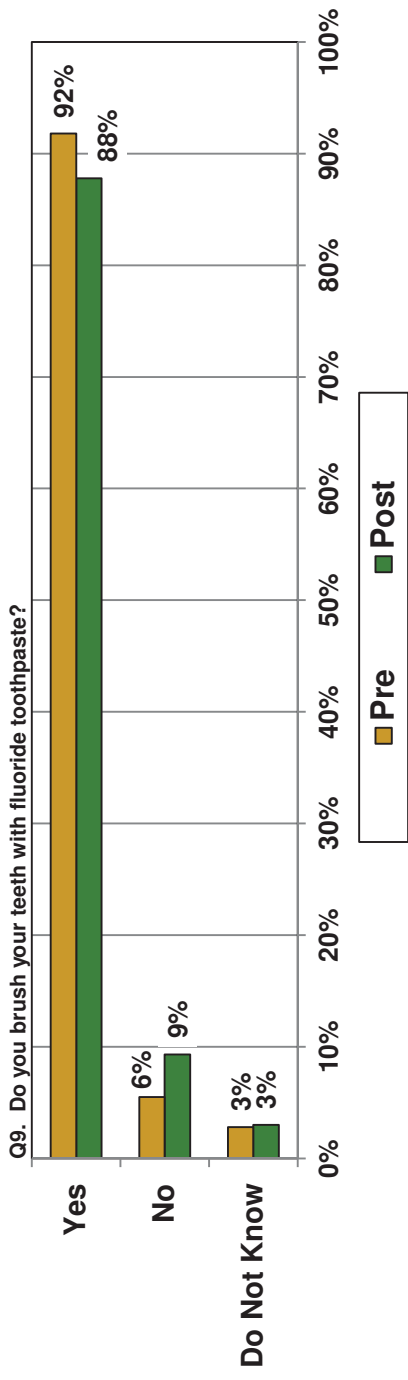
Dentist Visits (cont)

- The majority of pre-wave study participants took their first child to the dentist between his/her first and second birthday (32%) or between his/her second and third birthday (34%).
- The majority of post-wave participants (34%) took their first child to visit a dentist between his/her first and second birthday.
- A small percentage of respondents have not yet had their first child visit a dentist.



Oral Health Care

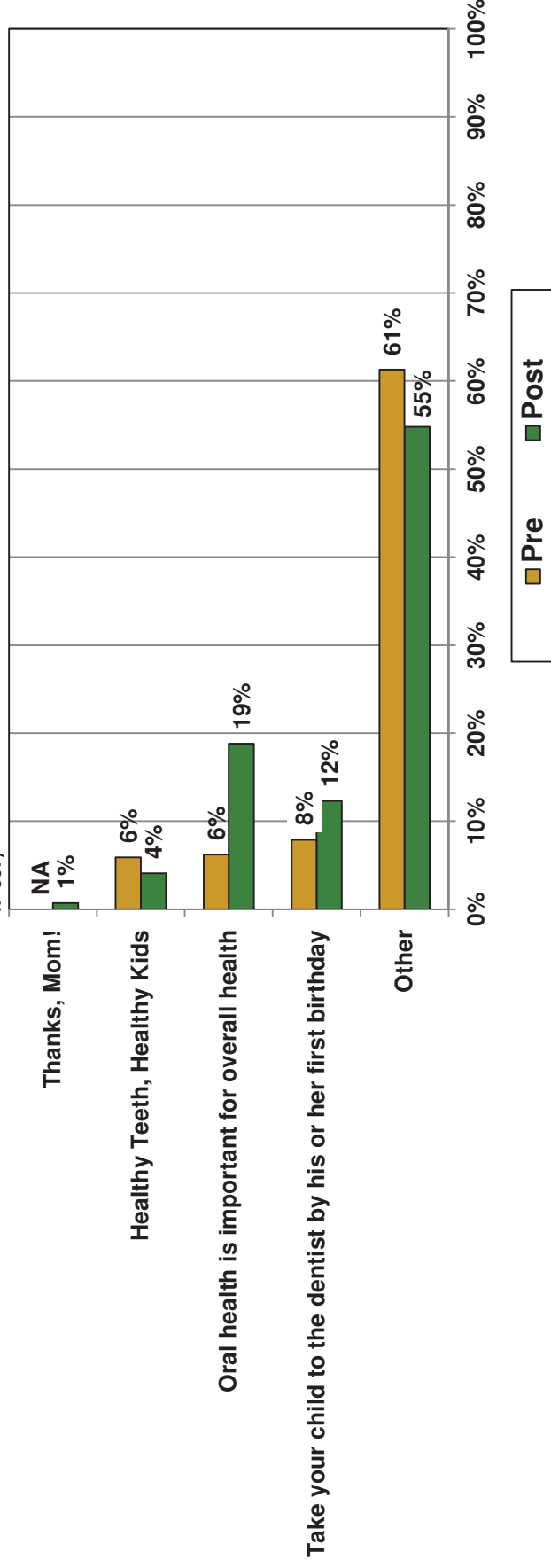
- The vast majority of study participants brush their own teeth with fluoride toothpaste (90% overall), as well as their children's teeth (80% overall).



Unaided Dental Care/Oral Health Messages

- Three quarters of pre-campaign wave respondents (75%) and over three quarters of post-campaign wave respondents (83%) report having heard, read, or seen messages or advertisements that regard dental care or oral health.
- Further, there was a 13% increase in post-campaign awareness of the message, “Oral health is important for overall health”, and a 4% increase by post-wave respondents who are familiar with the message regarding “tak[ing] your child to the dentist by his or her first birthday” as well.

Q 12. What message do you recall hearing, reading, or seeing? (Pre n=305, Post n=292, Overall n=597)

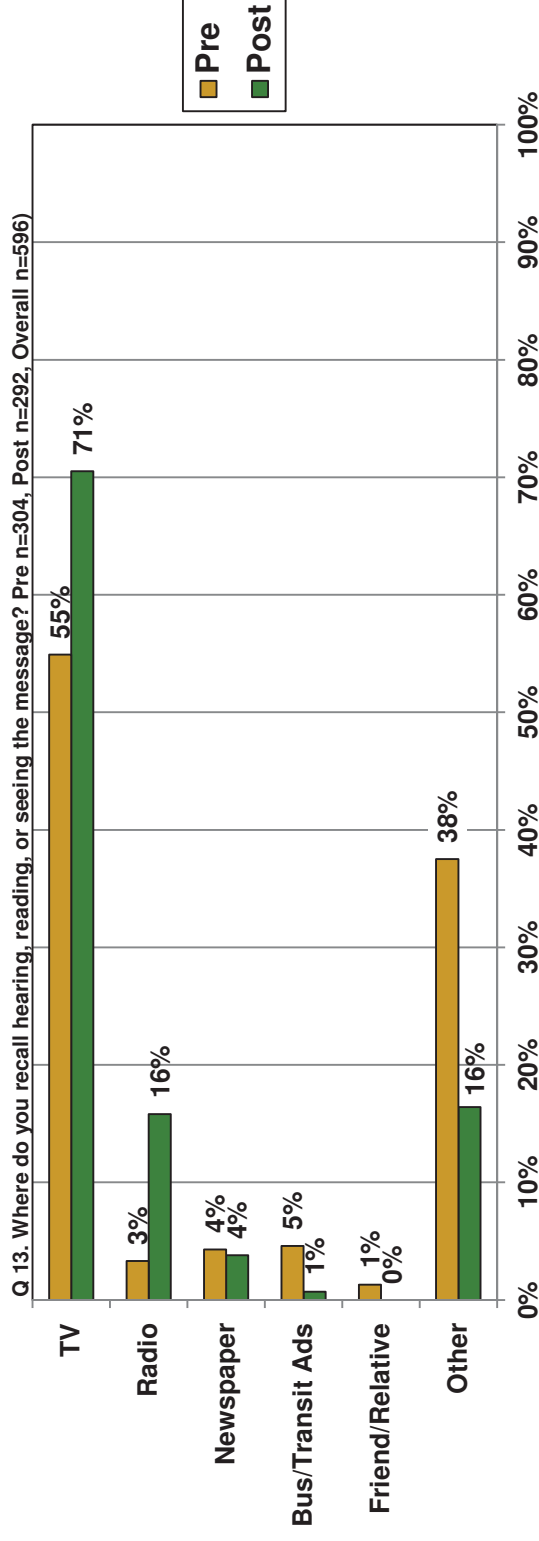


Unaided Dental Care/Oral Health Messages (cont)

- More than half of study participants (61% pre-wave and 55% post-wave) recalled “other” messages as well, including messages about:
 - Flossing, brushing, and using fluoride toothpaste (25% pre-wave, 31% post-wave, and 28% Overall);
 - Oral healthcare products (29% pre-wave, 19% post-wave, and 24% Overall);
 - General oral health info (15% pre-wave, 17% post-wave, and 16% Overall); and
 - Dentist offices (16% pre-wave, 12% post-wave, and 14% Overall).

- There was a marked increase in post-wave message awareness via ‘Television’ (71% as compared to 55% pre-wave) and ‘Radio’ (16% as compared to 3% pre-wave).

- Recall of messages seen on ‘Bus/Transit advertising’ decreased 4% between waves.

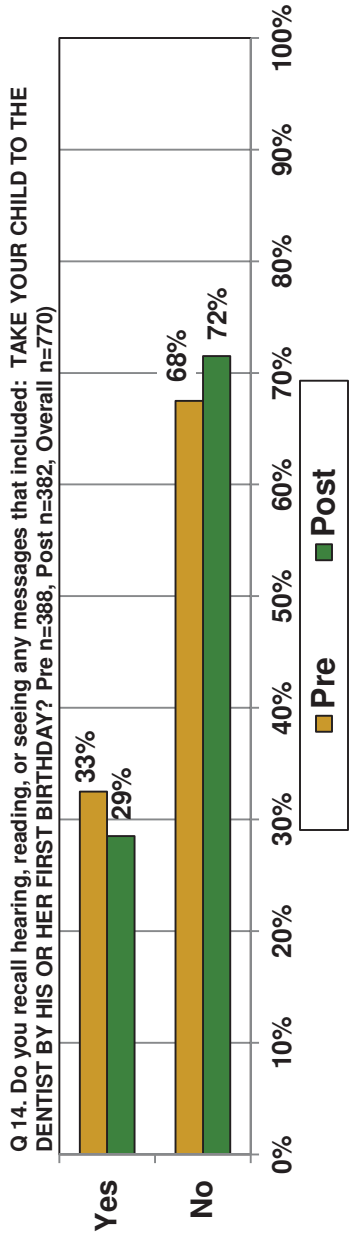


Unaided Dental Care/Oral Health Messages (cont)

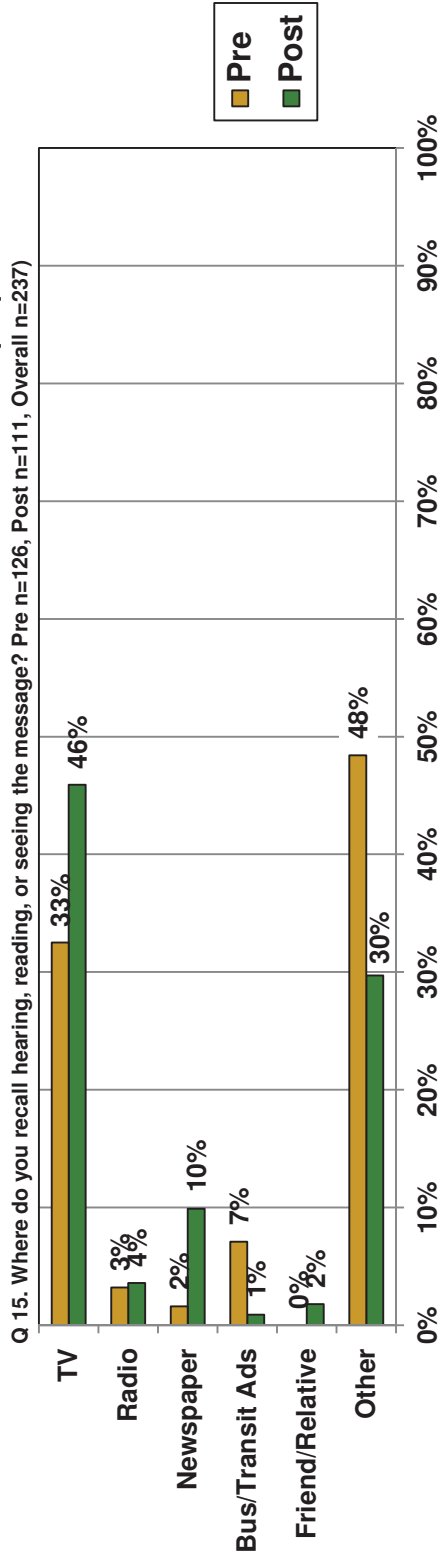
- Those study participants who recalled hearing, reading, or seeing the message elsewhere mentioned the following:
 - In the mail (37% pre-wave, 32% post-wave, and 35% Overall);
 - Dentist's office (24% pre-wave, 30% post-wave, and 26% Overall); and
 - In a magazine (16% pre-wave, 19% post-wave, and 17% Overall).

Aided Dental Care/Oral Health Messages

- When directly asked about messages that included “Take Your Child To The Dentist By His Or Her First Birthday,” there was a 4% decrease in post-campaign wave respondents who could recall any.

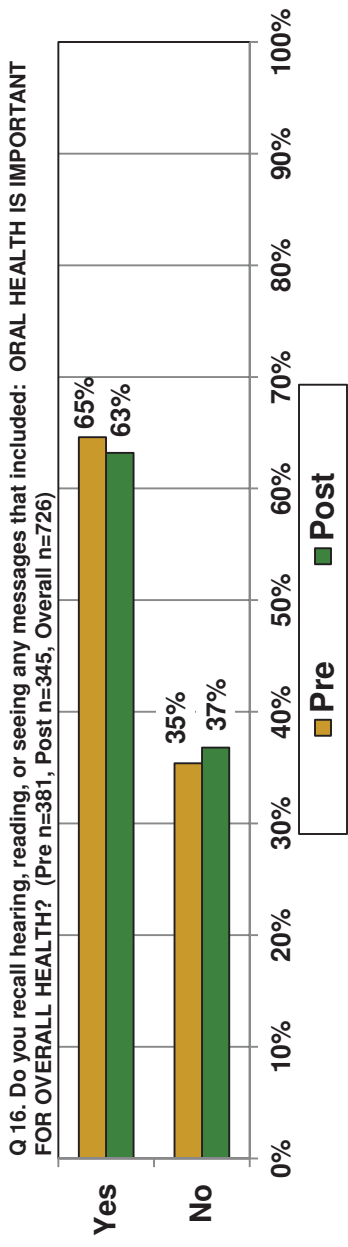


- Of those who recalled this message, there was a 13% increase in participants who did so via ‘Television’, and an 8% increase who saw it in the ‘Newspaper’.

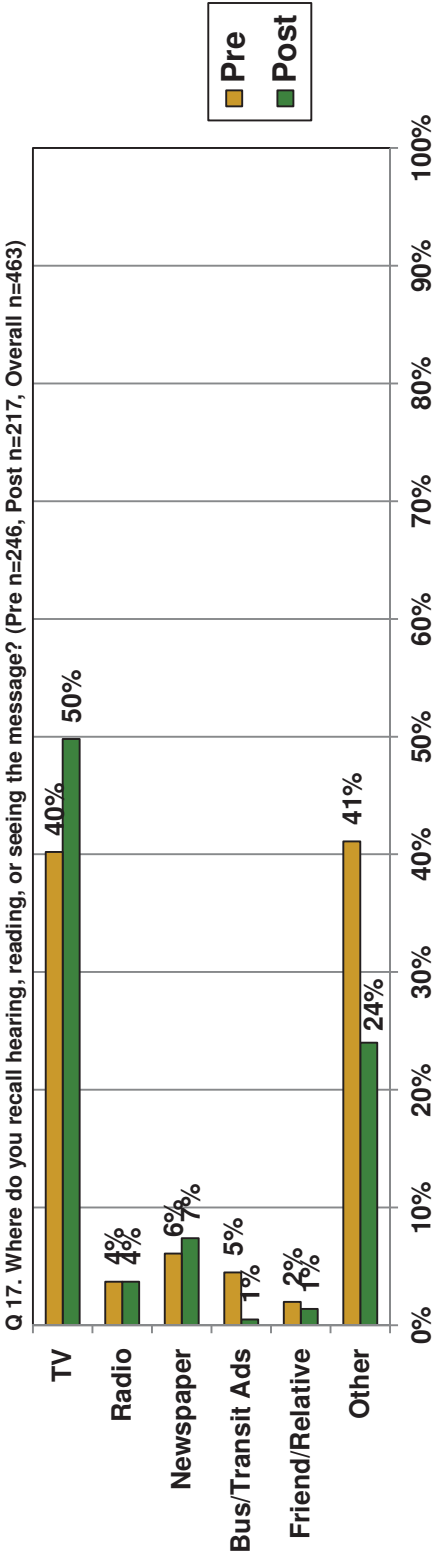


Aided Dental Care/Oral Health Messages (cont)

- When asked specifically about messages that included “Oral Health Is Important For Overall Health,” there was a 2% decrease in post-campaign wave respondents who could be able to recall any.

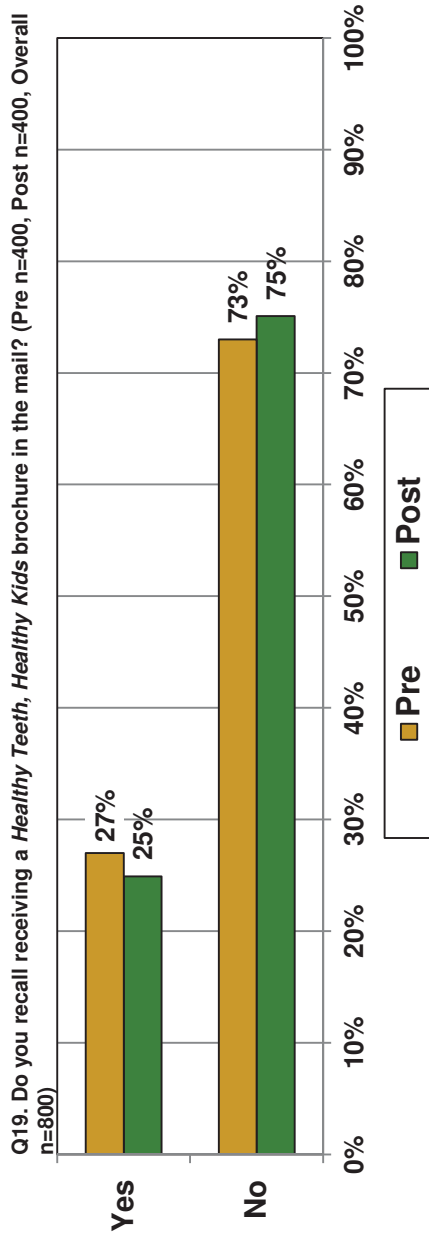
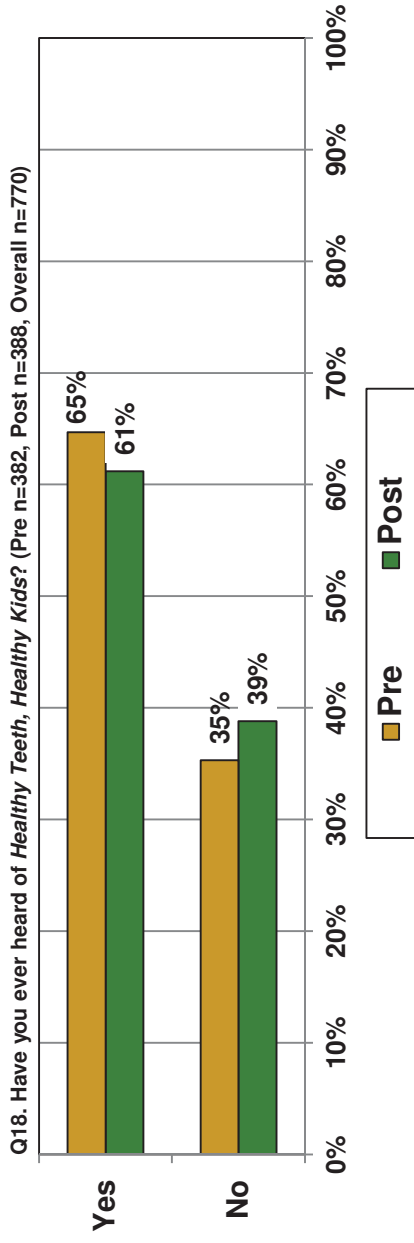


- Of those who recalled this message, there was a 9% increase in participants who recalled this message via ‘Television’.



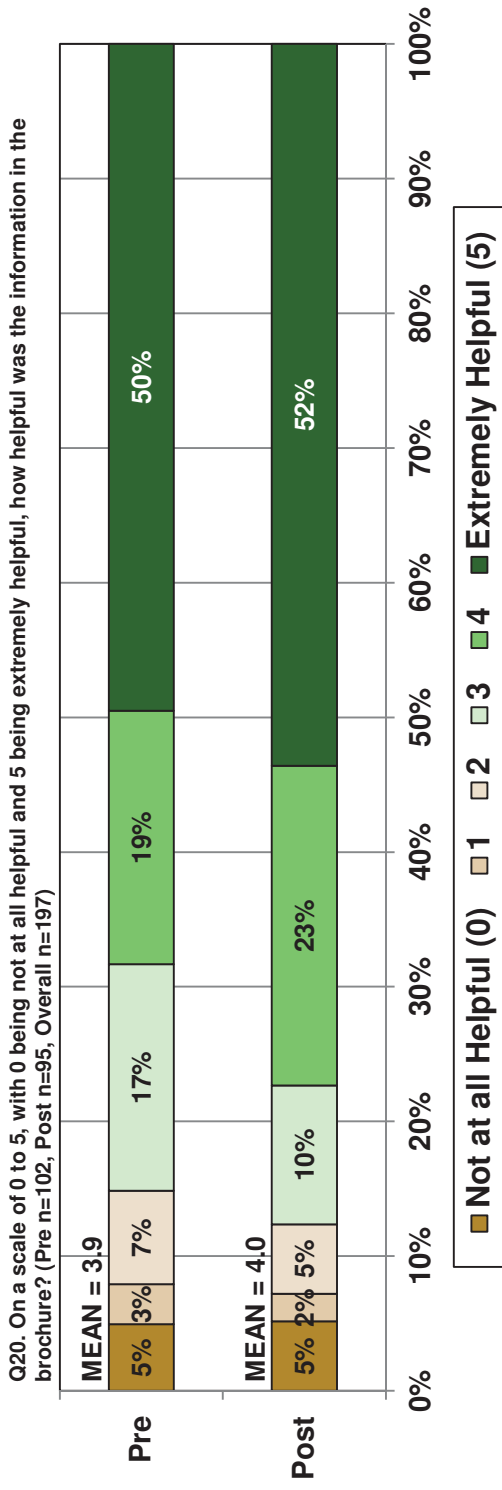
Healthy Teeth, Healthy Kids

- Just under two thirds of overall respondents (63%) report having heard of *Healthy Teeth, Healthy Kids*, and one quarter of overall respondents (26%) can recall receiving a brochure in the mail.



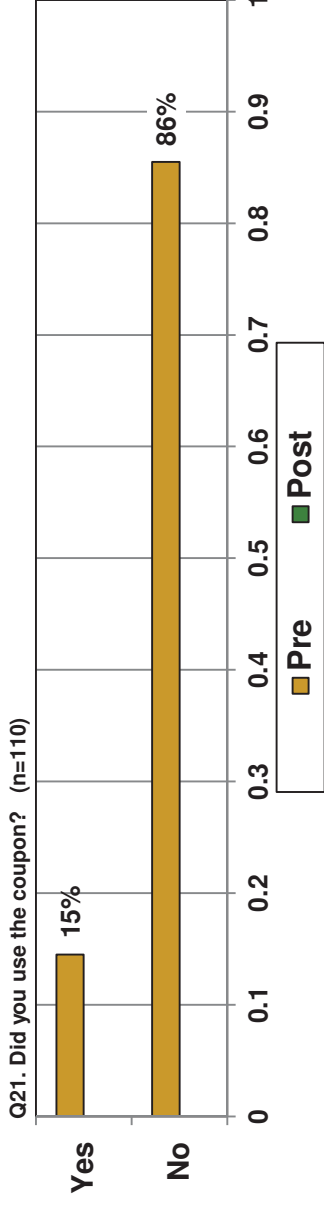
Healthy Teeth, Healthy Kids (cont)

- Half of the survey participants (50% pre-wave and 52 post-wave) who recalled receiving the brochure felt the information in it to be ‘Extremely Helpful’, rating it a 5 out of 5 on a 0-5 scale. The majority or participants Overall (72%) found the information to be at least somewhat helpful (ratings of 4 and 5 on 0-5scale).

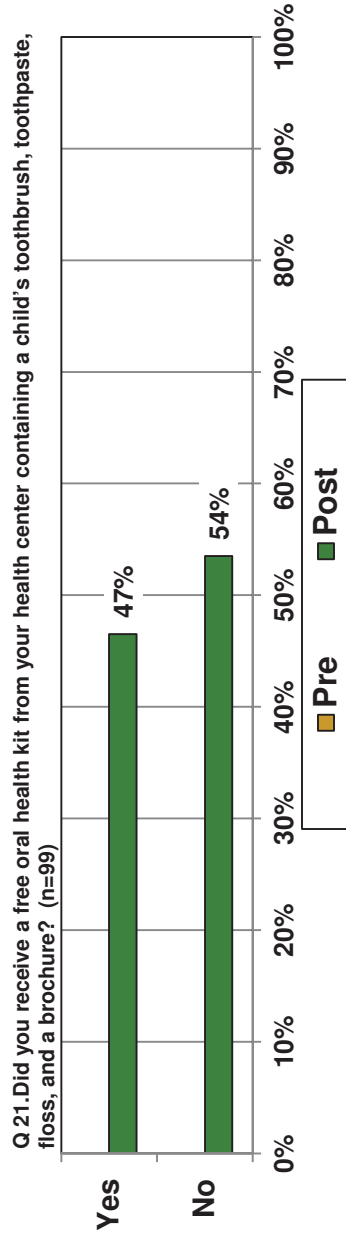


Healthy Teeth, Healthy Kids (cont)

- Fifteen percent (15%) of the respondents who received a coupon report using it.

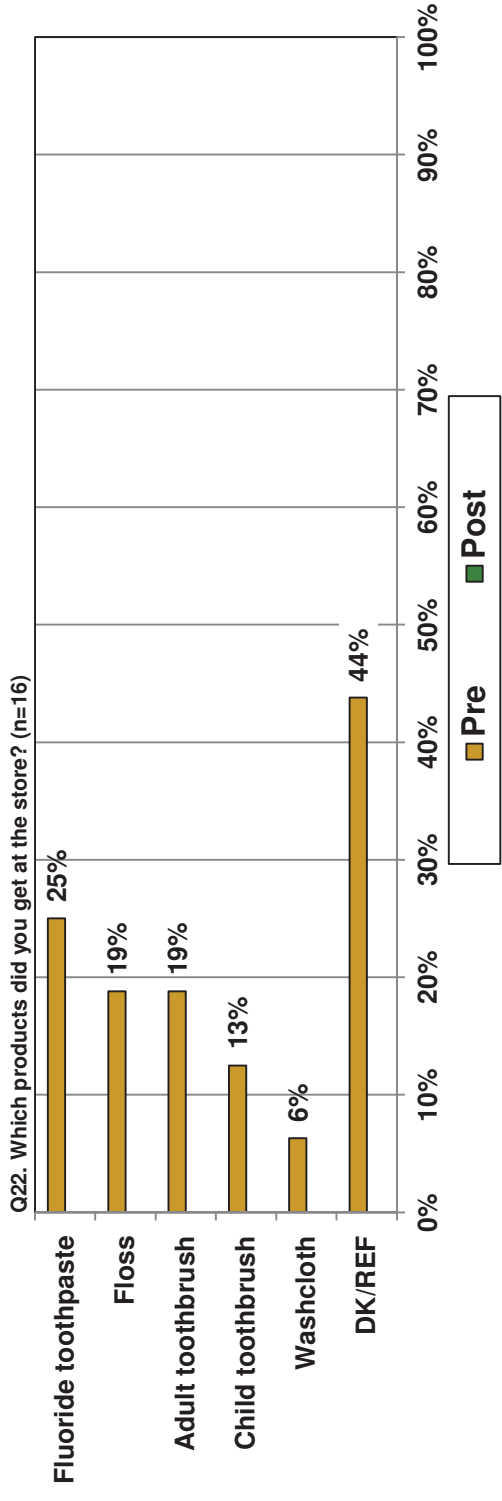


- Just under half of the post-campaign wave respondents recall receiving a free oral health kit from their health center.

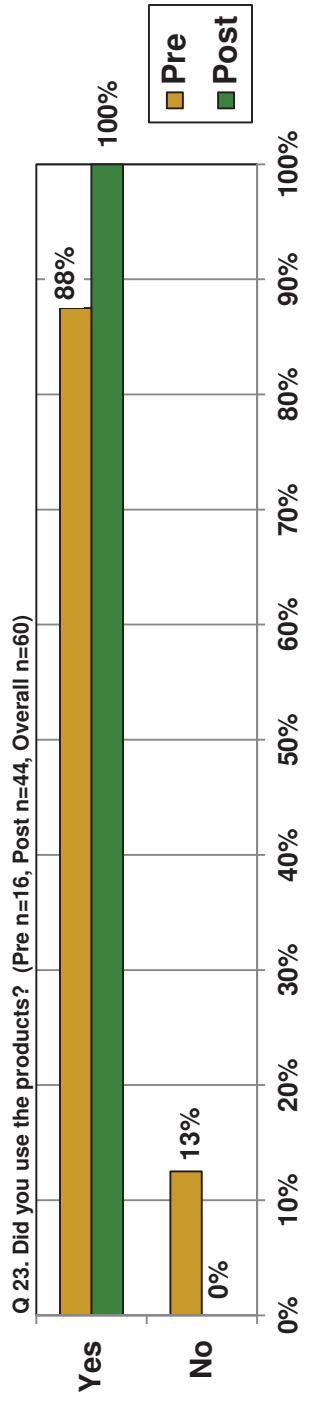


Healthy Teeth, Healthy Kids (cont)

- Fifteen percent (15%) of the respondents used the coupon they received (pre-wave only), a quarter of which (25%) used it to by ‘fluoride toothpaste’.



- One hundred percent (100%) of post-wave study participants, as well as 88% of pre-wave participants, who received products also used them.





Demographics

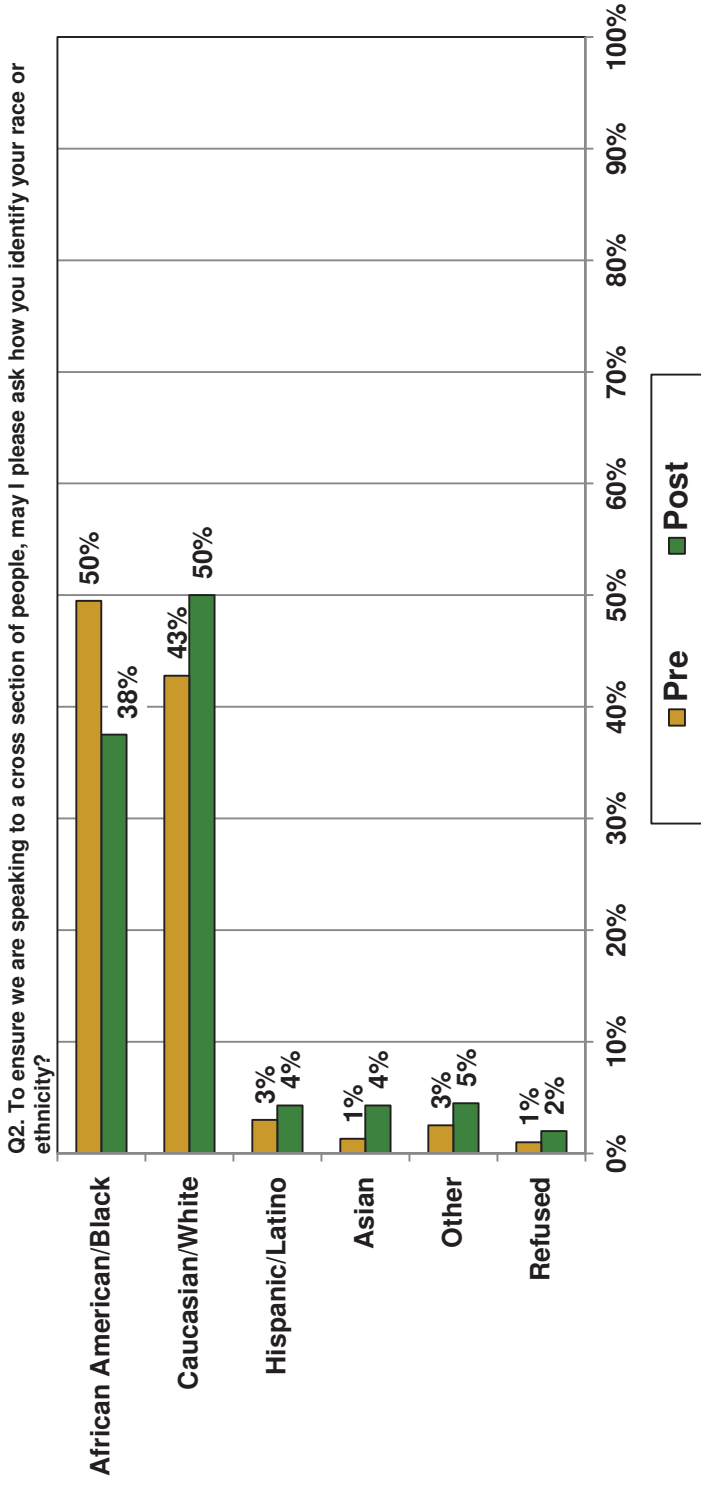
County

Q1. In what county do you live?

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	
Allegany County	50	6.3%	15	3.8%	35	8.8%	+5.0%
Anne Arundel County	51	6.4%	24	6.0%	27	6.8%	+0.8%
Baltimore City	200	25.0%	127	31.8%	73	18.3%	-13.5%
Baltimore County	152	19.0%	86	21.5%	66	16.5%	-5.0%
Calvert County	13	1.6%	4	1.0%	9	2.3%	+1.3%
Caroline County	15	1.9%	6	1.5%	9	2.3%	+0.8%
Carroll County	24	3.0%	10	2.5%	14	3.5%	+1.0%
Cecil County	19	2.4%	5	1.3%	14	3.5%	+2.2%
Charles County	13	1.6%	4	1.0%	9	2.3%	+1.3%
Dorchester County	13	1.6%	2	0.5%	11	2.8%	+2.3%
Frederick County	11	1.4%	7	1.8%	4	1.0%	-0.8%
Garrett County	25	3.1%	8	2.0%	7	1.8%	-0.2%
Harford County	23	2.9%	10	2.5%	13	3.3%	+0.8%
Howard County	13	1.6%	6	1.5%	7	1.8%	+0.3%
Kent County	8	1.0%	1	0.3%	7	1.8%	+1.5%
Montgomery County	49	6.1%	19	4.8%	30	7.5%	+2.7%
Prince George's County	41	5.1%	26	6.5%	15	3.8%	-2.7%
Queen Anne's County	19	2.4%	11	2.8%	8	2.0%	-0.8%
Somerset County	4	0.5%	3	0.8%	1	0.3%	-0.5%
St. Mary's County	5	0.6%	2	0.5%	3	0.8%	+0.3%
Talbot County	9	1.1%	1	0.3%	8	2.0%	+1.7%
Washington County	14	1.8%	10	2.5%	4	1.0%	-1.5%
Wicomico County	23	2.9%	10	2.5%	13	3.3%	+0.8%
Worcester County	6	0.8%	3	0.8%	3	0.8%	--
N=	800		400		400		

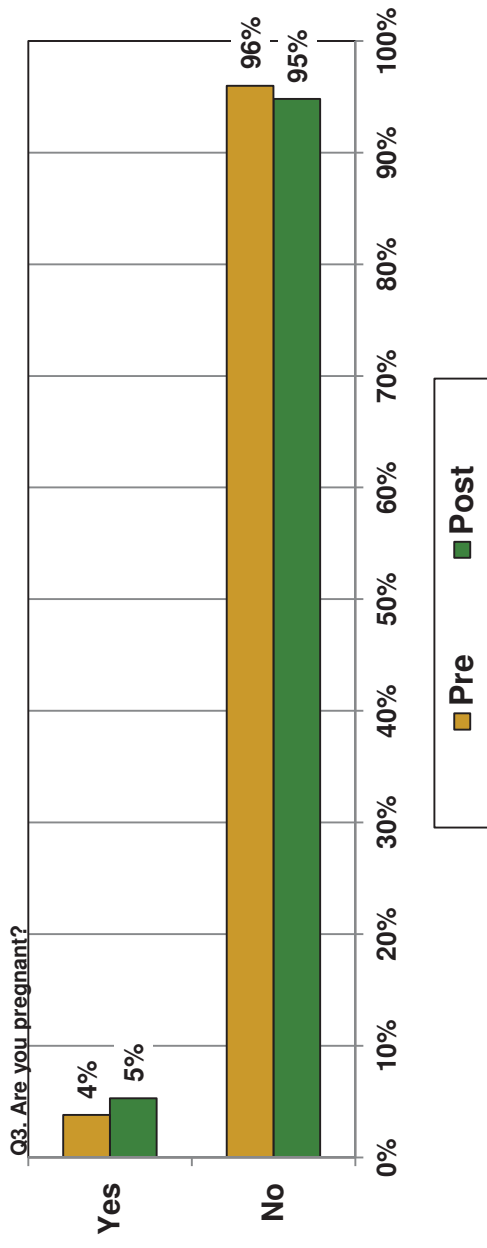
Ethnicity

- The majority of study participants were African American or Caucasian.



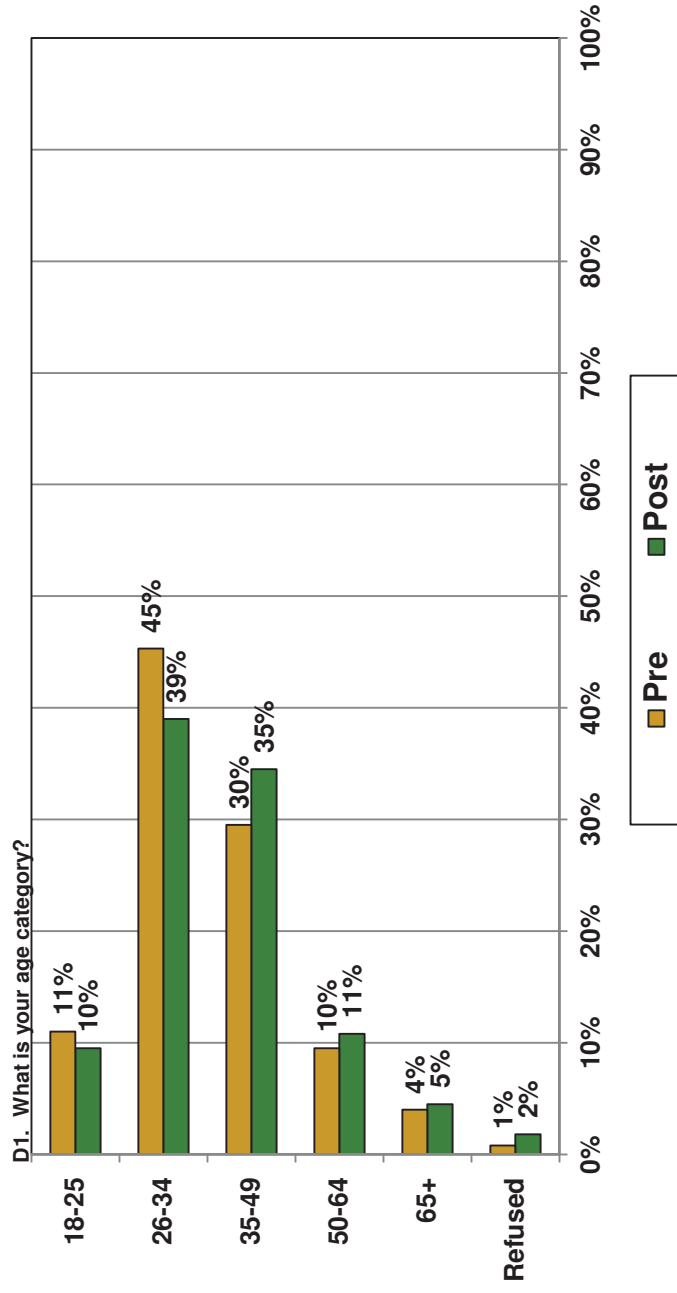
Pregnancy

- The majority of study participants were not pregnant.



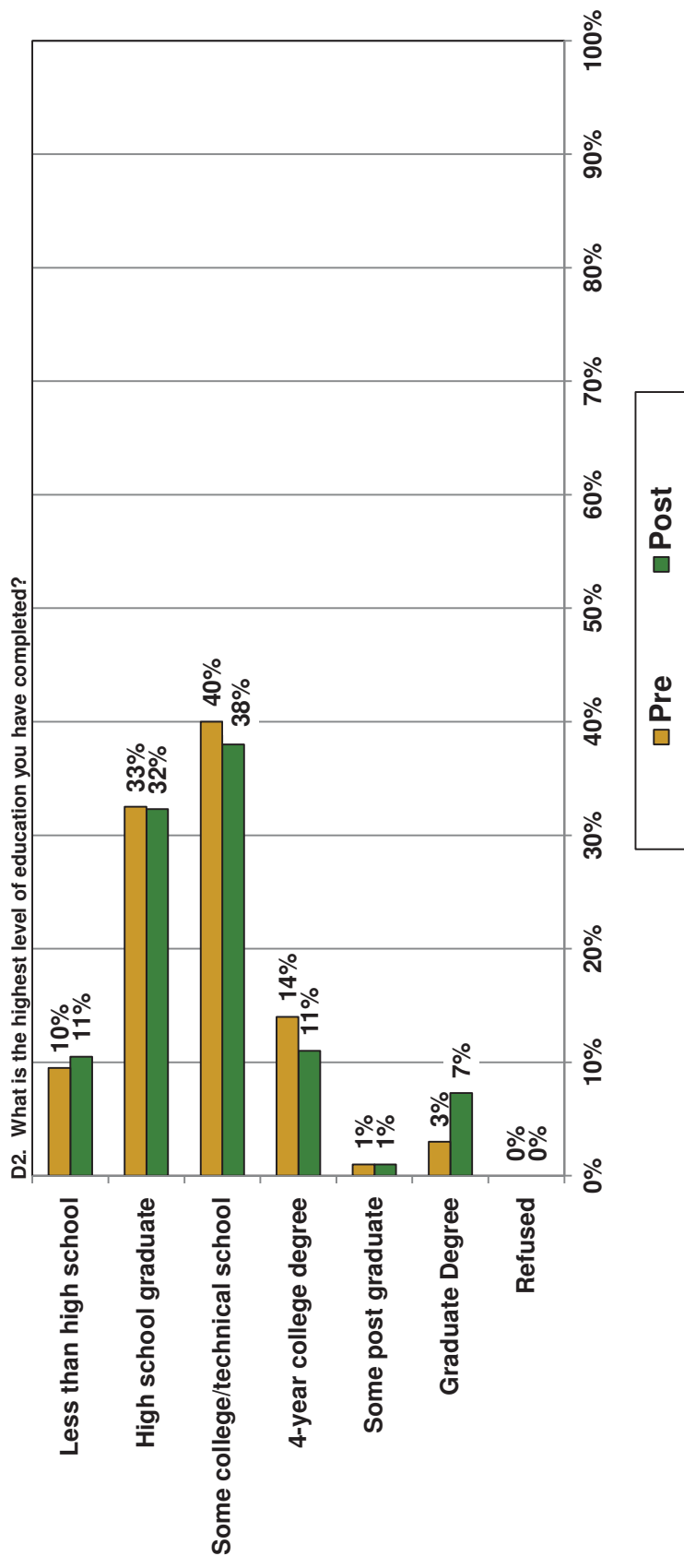
Age

- The majority of respondents between the ages of 26 and 49 years old.



Education

- Most respondents reported having completed high school or some college/technical school.





Appendix A
Open Ended Responses to Q4

Q4. What would you say are the most important health issues for your family?	
All health	
Allergies	
Asthma	
Asthma, nutrition	
Cancer	
Checkups	
Cost of health insurance	
D/k	
Diet	
Don't really have any	
Ear infections, bronchitis	
Eating properly	
Getting medication, eating healthy	
Have medical insurance	
High blood pressure	
High blood pressure	
High blood pressure,cancer,diabetes	
I don't know	
I dont know	
I have no idea probably allergies	
I just want my children to be healthy	
Maintaining health	
Mental health and preventing	
My daughter and i have health issues that we need health assistance for	
My son is an asthmatic and adhd	
No health issues	
None	
None	
Not sure	
Nothing very serious	
Over all health in general	
Perentative	
Physical and mental health	
Preventive care	
Routine checkups and vaccines. Medications.	
Seasonal allergies. Cyst removed. Dnc	
Special woman care	
That they have health insurance, period.	
To make sure they stay well the health and well-being of my children	
Umm bipolar and seisurzes	
Yearly check up. Teeth. Eyes examines and take care of our feet	
	11
A	
Access to health insurance	
Acid reflex.	

ADHC is most important.
Affordabe care
Affordabe private insurance
Affordable coverage and specialist coverage when it was needed
Affordable health insurance. They do not have at present.
Affordable healthcare
Affordable insurance
Affordable Insurance and unbiased medical research
Affording insurance.
Afordability is the most important health issue for my family. Making sure that my four year old has healthcare coverage has been the big concern for me.
All of it is most important.
All of them are important.
All of them important.
Allergies
Allergies
Allergies and asthma.
Allergies and illnesses that seem to just happen like the flu
Allergies and the flu
Allergies, and asthma.
Allergies, asthma, and glaucoma. Son has glaucoma at age 8 and without some assistance it could not be dealt with. Vision in general.
Allergies, eat nutriously
Allergies, flu, stuff like that
Allergies, sinuses.
Allergies.
Allergies.
Allergies.
Allergies.
Allergies.
Allergy and asthma
Always something new you have to worry about
Annual physicals and being able to get quick access to the doctor when we are sick
Annual physicals, and son's mental health, weekly treatments at Kennedy Keiger.
Any Health Problem is a concern
Any kind of illness that can be shared, chicken pox, measles etc.
Anything life threatning.
AS LONG AS THERE ARE HEALTHY, dental healthy.
Ashma, allergies
Ashma, allergies,skin problems
Ashma, my family has it.
Ashthma
Asmatha ADD.
Asthama
Asthma
Asthma

Athuisim, Making sure I am on top of their well check ups.
Autism
Autism. Staying on top of the Well-Child check-ups
Availability to things we need, specialist or doctors.
Availability, cost, and the doctor(s) accepting the insurance.
Baby's vaccines.
Back problems
Back problems
Back problems. Mental Behavior
Bad teeth
Basic checkups
Basic childhood sicknesses. Making sure the co-pay is reasonable
Being able to afford medicines and seeing the doctor
Being able to count on the coverage when needed
Being able to explore elective surgeries
Being able to get help when needed
Being able to go to the doctors.
Being able to go when we need to
Being able to handle emergency situations
Being able to pay for the health insurance and get medications
Being able to pick treatment or care options
Being able to see a Doctor, worrying about paying the bill.
Being healthy, overweight, dentist
Being healthy.
Being over weight.
Better choices of doctors
Better copay systems that accrue credits over time
Better health insurance
Body aches and pain
Breast cancer
Bronchial problems
Bronchitis and my kids need alot of dental work, insurance wont cover
Can't say.
Can't think of anything
Cancer
Cancer
Cancer and diabetes.
Cancer and heart.
Cancer and wellness.
Cancer care
Cancer issues need to be solved
Cancer runs in our family so it is important that we get preventative care regularly
Cancer, dementia, heart diasese, diabeties
Cancer.
Cancers, commom cold
Cannot really answer that
Changing the diet

Cheap effective private coverage choices
Check us vaccines
Checkups
Checkups
Checkups
Child care and childbirthing.
Childhood allergies, broken bones, check ups and shots.
Childhood allergies
Children have sickle cell.
Children healthy dtaying healthy.
Childrens asthma. Always concerned about cancer althogh no one has it.
Childrens healthcare is the most important
Cholesterol, allergies, and asthma.
Chronic Asthmatic, Allergy sufferer.
Clean water, clean air. Eating healthy food and balanced diet and getting outside and getting exercise.
Cold, Hypertension, Thyroid and Asthma.
Colds
Colds
Colds
Colds, MS.
Common cold
Common cold.
Common illnesses, flu.
Cost of getting medical care and cost of perscriptions.
Costs
Costs of everything
Costs of health insurance
Could not answer
Coverage for children when not eligible for state
Coverage for seniors
Coverage in other states
D/k
Daily check-ups for the children, and women issues.
Daughter has ear infections.
Dental
Dental
Dental and glasses
Dental and health.
Dental and medical and vision.
Dental and vision
Dental and vision.
Dental care
Dental care, just overall well care and checkups.
Dental care.
Dental Health and overall health
Dental is very important

Dental, asthma, adhd.
Dental, asthma.
Dental, no sicknesses.
Dental.
Dental.
Dental.
Dental.healthcare
Dentist, Eye and Physical, obesity.
Determining responsibility among divorced parents for child's healthcare
Developmental delay
Diabetes
Diabetes
Diabetes
Diabetes
Diabetes
Diabetes
Diabetes and cancer.
Diabetes and cancer.
Diabetes and heart disease.
Diabetes is the most important along with High blood pressure
Diabetes,
Diabetes,
Diabetes, cancer
Diabetes, cancer.
Diabetes, child-related illnesses: flu, chicken pox
Diabetes, heart health
Diabetes, Heart Health. Weight gain, Oral Health
Diabetes, high blood pressure, heart disease, cancer.
Diabetes.
Diabetes.
Diabetes.
Diabetes.
Diabetes. Keep away from colds.
Diabetic run in my family.
Diabetes and asthma
Diet and dental care.
Diet and nutrition
Diet and Nutrition High Blood Pressure
Diet.
Diet.
Disabled son with autism, no local treatment within the area. They must take their son to Baltimore's Kennedy-Krieger Institute.
Dk
Dk
Dk
Dk

Dk.
Dk.
Dk.
Doctors nowadays do not listen as much because maybe they think they know more.
Dont hav any
Ear infections, avoiding stuff like flu and chicken pox
Ear infections, colds, and flu.
Ear infections.
Ear infections common cold
Eat
Eating habit oral care.
Eating habits.
Eating healthy and exercising.
Eating healthy, nutrition, and exercise. Going to Doctor's on a regular basis as required.
Eating right
Eating right
Eating right.
Eating right. Well child visits
Eating the right foods and doing the right things.
Eating the right foods and exercising regularly.
Eating,diabetes, cholesterol.
Education and fresh air and healthy food.
Emergency care.
Entire house able to be covered
Everday, losing child to an illness. Any sickness that would pull the child out of school, particularly stomach illnesses.
Everyone has the flu. It triggars their asthma.
Everything
Everything healt related
Everything is important to my family.
Everything, keeping kids healthy.
Excellant health care.
Exercise.
Eyes, teeth, and flu.
Fighting long term illnesses
Flu
Flu & cold symptoms. HIV & Cancer.
Flu and cancer.
Flu and nothing else.
Flu,
Flu, cold and cough. Wintertime illnesses.
Flu, respiratory issues that arise during the winter months
Flu, stomach virses, pink eye, ring worm.
Flu.
Fruits and vegetables
General care and coverage for everyone in my home
General care, being able to get it when needed

General health
General health
General health
General health and have proper insurance to cover any emergencies.
General health, access to doctors.
General health, Health maintenance.
General health.
General health.
General well being of family
Generl health.
Gertting there shots.
Getting care whenever needed
Getting coverage when i am on the road
Getting decent care in hospital and not malpractice issue
Getting good health care
Getting in to see my doctors timely manner
Getting long term care
Getting proper care
Getting proper care for my oldest child who has some developmental problems.
Getting regular colds.
Getting seen for the right illness
Getting th best treatments
Getting the best care possible.
Getting the best treatments available and covered
Getting the care i really need
Getting the care we need it when we need it.
Getting the needed care for everyone
Getting to decide on best options for care
Getting to see good doctors
Getting to see our own doctorsw
Good
Good access to healthcare
Good diet
Good diet
Good emergency care
Good health
Good health
Good health and dental.
Good health care, and make sure get to the doctor and have all their shots.
Good nutrition, dental
Good pediatric care is my number one priority.
Have finances for medical treatmen
Have good medical care. Access to good Doctor's and hospital.
Have the needed coverage
Having a say in my treatment option
Having access to medical care.
Having adequate health care when needed.

Having annual checkups and receiving vaccinations.
Having best care availbale
Having care is important enough, many do not
Having coverage for any emergency
Having coverage for the whole family
Having coverage when out of state
Having family covered for care
Having health insurance, and access to doctors. Nutrition.
Having insurance that takes care of everything
Having long term care covered
Having long term coverage care
Having long term illness care
Having more choices and input
Having more choices of doctors
Having necessary treatments covered
Having optical and dental coverage as well
Having option to shift coverage to whatever treatment i choose to benefit me more
Having options for cancer treatment
Having plenty of coverage for entire family
Having plenty of supplemental coverage as well
Having preventive care
Having senior care covered
Having the coverage
Having the option to explore other care
Having whole family coverage
Health
Health concern related to his chest Apectus esvatum.
Health insurance
Health insurance for parents. Rheumotoid arthritis and diabetes.
Health insurance.Vision and Dental.
Health issues
Health shots.
Healthcare, food.
Healthy check ups.
Healthy eating (Nutrition), medicines, and vaccinations for son.
Heart
Heart and lung treatments, and kidney dialysis
Heart and physical fitness.
Heart and respiratory disease
Heart care
Heart condition or cancer
Heart disease care
Heart disease, seizures.
Heart Health and Allergies
Heart problems run in the family.
Heart trouble, and vaginal problems
Heart, high blodd pressuer

High blood pressure
High blood pressure
High blood pressure and some heart issues
High blood pressure and sugar
High blood pressure asmath, glaucoma
High blood pressure, Cancer, Diabetes and Mental Health
High blood pressure, cancer, or diabetes
High Blood pressure, depression, and mental illness.
High blood pressure, obesity.
High blood pressure.
High blood pressure.
High blood pressure.
High cholesteral.
Hopeful for health insurance with no government mandated insurance.
Hospital care, dental and vision and primary care.
Hypertension
Hypertension
Hypertension and Diabetes.
Hypertension.
I cannot answer that
I don't know
I don't know.
I don't know.
I don't know.
I don't know.
I have paid out of pocket before and it is a big hit for the wallet
I just worry that i will have coverage
I need the whole family with coverage
I never thought about health concerns
I think it is more about being able to afford the premiums and getting to see the doctors we want to. Not having to pick from a short list.
I think that we all have health insurance. As a senior I worry about heart trouble and kidney trouble. I have high blood pressure.
I want my kids to be healthy.
I was adopted no family history.
I'm not sure.
If no insurance health care cost.
Immunization and Dental
Immunization and yearly physicals.
Immunization, diabetes
Immunizations and that these are up to date. Not contracting a sickness at school.
Immuzation.
Immuziations for the children. Up to date.
In every area
Infection, bacterial problems.
Infections, flu and bronchitis that seems to happen when you least expect it
Infections, virus, and flu.

Insurance coverage
Insurance doesn't cover mother's teeth being pulled, she has 3 teeth that need pulling. Everyone else is fine.
Insurance.
Jusst keeping them healthy.
Just getting care that is needed
Just getting whatever i might need seen about covered
Just making sure we all stay well. Preventative stuff
Just staying healthy.
Just the normal health; colds.
Just to be healthy in general.
Just to stay healthy.
Keeping costs low
Keeping hands out of your mouth
Keeping healthcare affordable
Keeping immunizations up to date and keeping thier teeth healthy.
Keeping kids healthy
Keeping kids healthy, and having insurance. Having medical assistance as backup to the father's insurance is crucial.
Keeping the care affordable
Keeping the children healthy.
Keeping them healthy
Keeping them healthy.
Keeping them healthy.
Kidney disease, high blood pressure, high cholestrol
Kids have ADHD.
Kids health
Knowing long term care coverage is available
Knowing enough family history for future care
Less copay issues
Long term heart care
Long term illness care
Long term illness needs to be covered
Lung and heart issues
Lung issues
Maintaining a healthy lifestyle
Maintaining your weight, diabetes, or high pressure
Make sure they get there shots.
Making sure children have insurance coverage.
Making sure that there are routine visits to Dentist and eye Doctor.
Making sure the children are not sick. Two children have asthma. Making sure that they have proper medication at home.
Making sure the children get what is best
Making sure the whole family can be seen
Making sure the whole family can be seen
Making sure their shots are up to date.
Making sure they have shots.

Managing chronic pain.
Medical and Dental checkups
Medical care and Doctors.
Medical care, the ability to see a Doctor.
Medical, good health and dental.
Medical, routine checkupsgeneral
Medications or Prescriptions.... Transportations to the Doctors
Mental health
Mental health.,
Metabolism issue, the right balance of foods
Minor allergies.
Minor colds
Mone
More control over my treatment
More input into my own care
MS and Heart disease.
My biggest issue is high blood pressure and COPD.
My child has ear infections regularly. Also, allergies in the family
My concern is them losing their health coverage.
My daughter being premature has to see doctor often.
My son's asthma and pneumonia and sinus and ear infections.
My teeth
N/a
N/a
Nnone
No concerns.
No concerns.
No concerns.
No concerns. Just making sure to have regular checkups.
No contagious diseases
No family health issues.
No health issues for me, that I can think of right now.
No health issues for us. Rather healthy.
No health issues.
No health issues.
No health issues. My child has asthma.
No health related issues.
No health issues.
No issues
No issues.
No issues.
No major health issues. Just colds, viruses.
No problems.
No real issues i guess we are lucky
None
None
None

None.
None.
None.
None.
None.
None.
None.
None.
None.
None.
Normal check up and diabetes
Not any at this time.
Not being in state run medicine
Not being sick.
Not choosing food or medicine
Not going to say but having insurance is a issue
Not having insurances decide on my healthcare
Not having to choose between bills or care
Not having too many testing performed
Not havng insurances decide the best care options should be the doctors advise
Not really at this time
Not really sure about
Not satisfied with current Doctor.
Not sure
Not sure.
Not sure.
Not willing to be specific but having care for the whole household
Nothing
Nothing
Nothing
Nothing comes to mind.
Nothing really
Nothing really, no concerns, just staying healthy.
Nothing really.
Nothing specific but is overall important to have coverage
Nothing.
Nothing.
Nothing.
Nutrition
Nutrition
Nutrition diet
Nutrition, up to date on shots.
Nutrition.
Obesity and heart disease.
Obesity and High Blood Presure
Obesity.
Options for good health care
Oral care, physical health, nutrition, and mental health.

Oral health
Oral helth
Oral pain
Overal health
Overall health
Overall health
Overall health
Overall keeping them well.
Overweight (obesity). Diabetes
Paying for it!
Pediatirics
Physical and everything
Physical and mental health.
Physical health, nutrition, and mental health.
Physical helth.
Physicals
Physicle completed.
Pneumonia
Preventative examinations. Mammograms, pap smears and shots for the children
Preventative medicine
Preventative medicine
Preventative medicine and making sure we have coverage
Preventative medicine and sports physicals for the kids
Prevention.
Prevention.
Preventitive care.
Preventive care
Preventive care
Preventive health care.
Preventive maintainence, immunization.
Privately held insurance premiums lowered
Proper eating habits.
Proper health care when the children need it, Dental insurance, and that the health care provider is trustworthy.
Proper medical care. Having the right doctors.
Proper nutrition, Pre-Lupus,
Providing attentive care to long term issues like add and affordable premiums
Psychiatric, asthma, anxiety, ADHD.
Quality health care
Regular asthma and allergy care
Regular care needs being met
Regular check up and dental care and office visits and well child visit.
Regular check up dental check ups.
Regular checkup
Regular checkups and any emergency issues.
Regular doctor/dental care
Regular health care

Respiratory ailments
Respiratory health.
Respiratory or dental issues.
Routine check up
Safety of the house
Safety.
Screening. My kids and grandkids do not take advantage of the health resources.
Seasonal related issues.
Seeing a specialist without having to fight with the insurance company
Seeing good doctors
Seeing the right doctors for specialty
Seizure disorder
Senior ailments
Sickness
Sickness, flu and coughing.
Sinus problems.
Sinuses and allergies
Skin problems
Sleep
Sleep and taking vitamins.
Sleep issues, preventative medicine, mamograms, sports physicals
Something better than just an annual flu shot
Son has asthma, mom has no insurance.
Son has asthma. Husband has asthma. Mother has allergies.
Son has bronchitis. Mother has anemia.
Son has chronic lead poisoning, ADHD, chronic lung disease, chronic asthma, and a heart murmur.
Son has ear infections.
Son with special needs and making sure that he gets medical care.
Speech therapy, delayed development.
Stay healthy
Staying healthy and not getting sick as much.
Staying healthy
Staying healthy - son is asthmatic.
Staying healthy and dental
Staying healthy, being more active and doing more exercising.
Staying healthy.
Staying healthy.
Still having affordable private insurance
Still having coverage without being offered from employer
Stroke and diabetes arthritis
Targeted care options to keep costs low
Teeth care, eye care, immunization
Teeth.
That they are growing and not have any illness.
That THEY STAY HEALTHY.

That they're properly taken care of. Good dental care and so many children running into problems and kids passing away.
The children getting colds.
The common cold.
The environment. Cancer and heart problems
The most important issue for my family is eating a balance diet and staying active.
The recession
There general check up. Well child check up, and sick visits.
There having allergies and gastroenteritis problems.
They all are important.
Things are getting too out of budget
Thyroid problem runs in the family.
Timely Dr. Appts. ,correct diagnosis.
Timing of proper shots
To be healthy
To be healthy for my family.
To be healthy.
To get therapist closer to the area in which I live for the children. It's sucks.
To go to a doctor when need to
Try to stay healthy by exercising, dieting and having regular checkups.
Trying to lose some weight.
Typical childhood stuff like ear infections and immunizations
Unkn
Unknw
Unknw
Unknwn
Unkwn
Unkwn
Unkwn
Unsure
Vaccinations and immunizations. Keeping track of them.
Vaccinations, not needing a lot of referrals. Everyone should have insurance.
Vaccinations.
Vision and dental.
Vision, dental nutrition.
Vision.
We are actually very blessed. We have no real health issues
We are careful because we have diabetes in both sides of the family.
We are concerned about colds, allergies.
We are pretty healthy no concerns.
We don't have any
We have a child who has asthma. It is important to make sure we can get access to the doctor when it is needed
We have some serious health issues in the family that we have to keep a close eye on. Would rather not say.
We live in a rural. My concern is getting to a doctor quick enough.
We need long term care coverage

We really don't have any health issues
We really don't have any.
We should be able to have choice in doctors
Weight
Weight
Weight
Weight
Weight controll
Weight issues.
Weight management
Weight management, preventative medicine, chronic problems like blood pressure
Well being and immunizations.
Well being.
Wellness benefits, obesity prevention
Wellness, all around health, eating proper nutrition, fitness.
West nile virus. Some of the MCHIP requirements are excessive.
When i retire will i recieve medicaid.
When they're sick
Yearly physicals and follow up



Appendix B
Annotated Questionnaire

Maryland Oral Health Literacy Campaign Pre- and Post-Campaign Awareness Study

ANNOTATED QUESTIONNAIRE

Pre-Campaign Quota = 400	Post-Campaign Quota = 400
TOTAL QUOTA = 800	

Introduction and Screeners

Hello, my name is _____ and I'm calling from Maryland Marketing Source on behalf of the State of Maryland, Department of Health.

- A. May I please speak to the female head of the household?
- B. If female head of household is not home, ask when she will be home and schedule to call back at the indicated time.
- C. If there is no answer:
 - If there is no answer, hang up and move to the next phone number on the list. Once all numbers on the list have been dialed and if you still need to recruit participants, redial the numbers where there was no answer the first time you dialed. An individual number can be dialed a maximum of five times. Continue this pattern until 400 surveys have been collected.
 - If there is no answer and voicemail comes on, do not leave a message. Hang up and move to the next number. Once all numbers on the list have been dialed and if you still need to recruit participants, redial the numbers where there was no answer the first time you dialed. An individual number can be dialed a maximum of five times. Continue this pattern until 400 surveys have been collected.

D. ONCE FEMALE HEAD OF HOUSEHOLD IS ON THE LINE:

[REPEAT IF NECESSARY: Hello, my name is _____ and I'm calling from Maryland Marketing Source on behalf of the State of Maryland, Department of Health.]

I want to assure you that this is not a sales call. We're surveying Maryland residents on health-related issues and I'd like to ask you some questions that will take no more than ten minutes of your time. Your answers will be anonymous and used only for internal use by the State of Maryland, Department of Health for a health communication campaign.

Q1. [IF NOT ALREADY ASKED ABOVE] Do you have children at home who are six years old or younger?

- 1- Yes CONTINUE
- 2- No THANK AND TERMINATE (Thank you for your time and cooperation. Your responses do not qualify you
We appreciate your help, have a great day)

Q2. Are you at least 18 years old?

- 1- Yes
- 2- No THANK AND TERMINATE (Read language under Q1)

Q3. Are you currently receiving Medicaid/Medical Assistance or enrolled in Maryland Children's Health Insurance Program (MCHIP)?

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Yes (SKIP TO Q4)	635	79.4%	341	85.3%	294	73.5%	-11.8%
No (CONTINUE TO Q3a)	158	19.8%	57	14.3%	101	25.3%	+11.0%
Don't Know (CONTINUE TO Q3a)	7	0.9%	2	0.5%	5	1.3%	+0.8%
N=	800		400		400		

Q3a. How many people, including yourself, live in the household? Please consider all people under and over 18 years of age.

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
1	22	13.3%	16	27.1%	6	5.7%	-21.4%
2	35	21.2%	2	3.4%	33	31.1%	+27.7%
3	25	15.2%	9	15.3%	16	15.1%	-0.2%
4	32	19.4%	12	20.3%	20	18.9%	-1.4%
5	27	16.4%	13	22.0%	14	13.2%	-8.8%
6	14	8.5%	3	5.1%	11	10.4%	+5.3%
7	5	3.0%	4	6.8%	1	0.9%	-5.9%
8 or more	5	3.0%	--	--	5	4.7%	--
N=	165		59		106		

Q4. Is now a good time for you to participate in a brief survey?

1- Yes CONTINUE

2- No ASK: WHEN WOULD BE A BETTER TIME?

ARRANGE TIME TO CALL BACK: _____

Main Questionnaire

Thank you for agreeing to participate, I will now read a brief disclosure statement.

1. In what county do you live? (MARK ANSWER – NO QUOTA BUT TRY FOR REPRESENTATIVE SAMPLE)

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Allegany County	50	6.3%	15	3.8%	35	8.8%	+5.0%
Anne Arundel	51	6.4%	24	6.0%	27	6.8%	+0.8%
Baltimore City	200	25.0%	127	31.8%	73	18.3%	-13.5%
Baltimore County	152	19.0%	86	21.5%	66	16.5%	-5.0%
Calvert County	13	1.6%	4	1.0%	9	2.3%	+1.3%
Caroline County	15	1.9%	6	1.5%	9	2.3%	+0.8%
Carroll County	24	3.0%	10	2.5%	14	3.5%	+1.0%
Cecil County	19	2.4%	5	1.3%	14	3.5%	+2.2%
Charles County	13	1.6%	4	1.0%	9	2.3%	+1.3%
Dorchester County	13	1.6%	2	0.5%	11	2.8%	+2.3%
Frederick County	11	1.4%	7	1.8%	4	1.0%	-0.8%
Garrett County	25	3.1%	8	2.0%	7	1.8%	-0.2%
Harford County	23	2.9%	10	2.5%	13	3.3%	+0.8%
Howard County	13	1.6%	6	1.5%	7	1.8%	+0.3%
Kent County	8	1.0%	1	0.3%	7	1.8%	+1.5%
Montgomery County	49	6.1%	19	4.8%	30	7.5%	+2.7%
Prince George's	41	5.1%	26	6.5%	15	3.8%	-2.7%
Queen Anne's	19	2.4%	11	2.8%	8	2.0%	-0.8%
Somerset County	4	0.5%	3	0.8%	1	0.3%	-0.5%
St. Mary's County	5	0.6%	2	0.5%	3	0.8%	+0.3%
Talbot County	9	1.1%	1	0.3%	8	2.0%	+1.7%
Washington County	14	1.8%	10	2.5%	4	1.0%	-1.5%
Wicomico County	23	2.9%	10	2.5%	13	3.3%	+0.8%
Worcester County	6	0.8%	3	0.8%	3	0.8%	--
N=	800		400		400		

2. To ensure we are speaking to a cross section of people, may I please ask how you identify your race or ethnicity? (DO NOT READ LIST – RECORD ANSWER)

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
African American/Black	348	43.5%	198	49.5%	150	37.5%	-12.0%
Asian	12	1.5%	5	1.3%	7	1.8%	+0.5%
Caucasian/White	371	46.4%	171	42.8%	200	50.0%	+7.2%
Hispanic/Latino	29	3.6%	12	3.0%	17	4.3%	+1.3%
Other (Specify):	28	3.5%	10	2.5%	18	4.5%	+2.0%
Refused	12	1.5%	4	1.0%	8	2.0%	+1.0%
N=	800		400		400		

3. Are you pregnant? (NO QUOTA, BUT TRY FOR 10%+)

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Yes	36	4.5%	15	3.8%	21	5.3%	+1.5%
No	763	95.4%	384	96.0%	379	94.8%	-1.2%
Do Not Know	1	0.1%	1	0.3%	--	--	--
N=	800		400		400		

4. What would you say are the most important health issues for your family?
(See Appendix A for Verbatim Responses)

5. We'd like to better understand how you view several health issues and how important they are to your family. Please tell me how important each of the following health issues are to your family by using a 0-5 scale, where '0' means 'Not at all Important' and 5 means 'Extremely Important'. Feel free to use any number in between. Let's begin with... (READ. ROTATE).

	OVERALL	Pre	Post	VARIANCE
	MEAN	MEAN	MEAN	+/-
a. Oral health	4.5	4.6	4.4	-0.3
b. Heart health	4.5	4.6	4.5	-0.1
c. Diabetes prevention	4.3	4.3	4.3	--
d. Cancer	4.4	4.5	4.4	-0.1
N=	800	400	400	

		Not at all Important 0	1	2	3	4	Extremely Important 5	N
Pre	a. Oral health	1.8%	0.8%	--	5.8%	12.5%	79.3%	400
	b. Heart health	2.8%	0.5%	1.8%	4.0%	12.0%	79.0%	400
	c. Diabetes prevention	4.3%	2.0%	3.3%	10.5%	10.5%	69.5%	400
	d. Cancer	4.5%	1.3%	2.0%	7.3%	7.0%	78.0%	400
Post	a. Oral health	1.0%	1.0%	3.3%	8.8%	25.0%	61.0%	400
	b. Heart health	0.5%	1.8%	2.5%	6.0%	25.5%	63.8%	400
	c. Diabetes prevention	1.5%	2.8%	2.8%	9.5%	24.8%	58.8%	400
	d. Cancer	1.8%	3.0%	2.0%	6.3%	23.3%	63.8%	400
OVERALL	a. Oral health	1.4%	0.9%	1.6%	7.3%	18.8%	70.1%	800
	b. Heart health	1.6%	1.1%	2.1%	5.0%	18.8%	71.4%	800
	c. Diabetes prevention	2.9%	2.4%	3.0%	10.0%	17.6%	64.1%	800
	d. Cancer	3.1%	2.1%	2.0%	6.8%	15.1%	70.9%	800

6. When did you last visit the dentist for your own teeth? Would you say it was:

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Within a year/12 months ago?	522	65.3%	248	62.0%	274	68.5%	+6.5%
Between 1 and 2 years ago?	108	13.5%	62	15.5%	46	11.5%	-4.0%
More than 2 years ago?	158	19.8%	82	20.5%	76	19.0%	-1.5%
(DO NOT READ) Never	6	0.8%	3	0.8%	3	0.8%	--
(DO NOT READ) DK/REF	6	0.8%	5	1.3%	1	0.3%	-1.0%
N=	800		400		400		

7. At what age do you believe a child should have their first visit to the dentist? (DO NOT READ, RECORD)

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Within first year	248	31.0%	118	29.5%	130	32.5%	+3.0%
At first tooth	140	17.5%	65	16.3%	75	18.8%	+2.5%
When permanent teeth start coming in	33	4.1%	17	4.3%	16	4.0%	-0.3%
After baby teeth fall out	15	1.9%	3	0.8%	12	3.0%	+2.2%
When there is a problem	2	0.3%	1	0.3%	1	0.3%	--
Any age they indicate over the age of 1	356	44.5%	191	47.8%	165	41.3%	-6.5%
(DO NOT READ) DK/REF	6	0.8%	5	1.3%	1	0.3%	-1.0%
N=	800		400		400		

8. At what age did your first child first visit a dentist?

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Before first birthday	131	16.4%	59	14.8%	72	18.0%	+3.2%
Between first and second birthday	264	33.3%	129	32.3%	135	33.8%	+1.5%
Between second and third birthday	225	28.1%	134	33.5%	91	22.8%	-10.7%
Other (SPECIFY)	5	0.6%	--	--	5	1.3%	--
Have not seen dentist	26	3.3%	16	4.0%	10	2.5%	-1.5%
(DO NOT READ) DK/REF	88	11.0%	53	13.3%	35	8.8%	-4.5%
N=	800		400		400		

9. Do you brush your teeth with fluoride toothpaste?

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Yes	718	89.8%	367	91.8%	351	87.8%	-4.0%
No	59	7.4%	22	5.5%	37	9.3%	+3.8%
Do Not Know	23	2.9%	11	2.8%	12	3.0%	+0.2%
N=	800		400		400		

10. Do you brush your child's teeth with fluoride toothpaste?

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Yes	641	80.1%	326	81.5%	315	78.8%	-2.7%
No	137	17.1%	59	14.8%	78	19.5%	+4.7%
Do Not Know	22	2.8%	15	3.8%	7	1.8%	-2.0%
N=	800		400		400		

11. In the last year, have you heard, read, or seen any messages or advertisements regarding dental care or oral health? (RECORD RESPONSES) (IF NO, SKIP TO #14)

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Yes	597	74.6%	305	76.3%	292	73.0%	-3.3%
No (SKIP TO Q14)	192	24.0%	87	21.8%	105	26.3%	+4.5%
Do Not Know (SKIP TO Q14)	11	1.4%	8	2.0%	3	0.8%	-1.2%
N=	800		400		400		

12. What message do you recall hearing, reading, or seeing? (DO NOT READ LIST. ACCEPT ALL THAT APPLY. PROBE FOR MULTIPLE RESPONSES. RECORD MESSAGE AS THEY DESCRIBE IT)

	OVERALL		Pre		Post		VARIANCE
	#	% of	#	% of	#	% of	+/-
Take your child to the dentist by his or her first birthday	30	5.0%	24	7.9%	36	12.3%	+4.4%
Oral health is important for overall health	74	12.4%	19	6.2%	55	18.8%	+12.6%
Healthy teeth, Healthy Kids	31	5.2%	18	5.9%	12	4.1%	-1.8%
Thanks, Mom!	2	0.3%	--	--	2	0.7%	--
Other (SPECIFY)	347	58.1%	187	61.3%	160	54.8%	-6.5%
Don't recall/Don't remember	126	21.1%	75	24.6%	50	17.1%	-7.5%
N=	597		305		292		

13. Where do you recall hearing, reading, or seeing the message? (DO NOT READ LIST, BUT RECORD RESPONSES – MARK ALL THAT APPLY)

	OVERALL		Pre		Post		VARIANCE
	#	% of Cases	#	% of Cases	#	% of Cases	+/-
Television	373	62.6%	167	54.9%	206	70.5%	+15.6%
Radio	56	9.4%	10	3.3%	46	15.8%	+12.5%
Newspaper	24	4.0%	13	4.3%	11	3.8%	-0.5%
Bus/Transit advertising	16	2.7%	14	4.6%	2	0.7%	-3.9%
Friend/Relative	4	0.7%	4	1.3%	--	--	--
Other (SPECIFY)	162	27.2%	114	37.5%	48	16.4%	-21.1%
Don't recall/Don't remember	48	8.1%	25	8.2%	23	7.9%	-0.3%
N=	596		304		292		

14. Do you recall hearing, reading, or seeing any messages that included: TAKE YOUR CHILD TO THE DENTIST BY HIS OR HER FIRST BIRTHDAY?

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Yes	235	30.6%	126	32.5%	109	28.5%	-4.0%
No (SKIP TO Q16)	535	69.5%	262	67.5%	273	71.5%	+4.0%
N=	770		388		382		

15. Where do you recall hearing, reading, or seeing the message? (DO NOT READ LIST BUT RECORD – MARK ALL THAT APPLY)

	OVERALL		Pre		Post		VARIANCE
	#	% of Cases	#	% of Cases	#	% of Cases	+/-
Television	92	38.8%	41	32.5%	51	45.9%	+13.4%
Radio	8	3.4%	4	3.2%	4	3.6%	+0.4%
Newspaper	13	5.5%	2	1.6%	11	9.9%	+8.3%
Bus/Transit advertising	10	4.2%	9	7.1%	1	0.9%	-6.2%
Friend/Relative	2	0.8%	--	--	2	1.8%	--
Other (SPECIFY)	94	39.7%	61	48.4%	33	29.7%	-18.7%
Don't recall/Don't remember	24	10.1%	12	9.5%	12	10.8%	+1.3%
N=	237		126		111		

16. Do you recall hearing, reading, or seeing any messages that included: ORAL HEALTH IS IMPORTANT FOR OVERALL HEALTH

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Yes	464	63.9%	246	64.6%	218	63.2%	-1.4%
No (SKIP TO Q18)	262	36.1%	135	35.4%	127	36.8%	+1.4%
N=	726		381		345		

17. Where do you recall hearing, reading, or seeing the message? (DO NOT READ LIST BUT RECORD – MARK ALL THAT APPLY)

	OVERALL		Pre		Post		VARIANCE
	#	% of Cases	#	% of Cases	#	% of Cases	+/-
Television	207	44.7%	99	40.2%	108	49.8%	+9.8%
Radio	17	3.7%	9	3.7%	8	3.7%	--
Newspaper	31	6.7%	15	6.1%	16	7.4%	+1.3%
Bus/Transit advertising	12	2.6%	11	4.5%	1	0.5%	-4.0%
Friend/Relative	8	1.7%	5	2.0%	3	1.4%	-0.6%
Other (SPECIFY)	153	33.0%	101	41.1%	52	24.0%	-16.1%
Don't recall/Don't remember	73	15.8%	31	12.6%	42	19.4%	+7.2%
N=	463		246		217		

18. Have you ever heard of *Healthy Teeth, Healthy Kids*?

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Yes	484	62.9%	247	64.7%	237	61.2%	-3.5%
No	286	37.1%	135	35.3%	151	38.9%	+3.6%
N=	770		382		388		

19. Do you recall receiving a *Healthy Teeth, Healthy Kids* brochure in the mail?

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Yes	207	25.9%	108	27.0%	99	24.9%	-2.1%
No (SKIP TO D1)	593	74.1%	292	73.0%	301	75.3%	+2.3%
N=	400		400		400		

20. On a scale of 0 to 5, with 0 being not at all helpful and 5 being extremely helpful, how helpful was the information in the brochure?

	Not at all Important 0	1	2	3	4	Extremely Important 5	MEAN	N
OVERALL	5.1%	4.1%	6.1%	13.2%	20.8%	50.8%	3.9	197
Pre	4.9%	2.9%	6.9%	16.7%	18.6%	50.0%	3.9	102
Post	5.3%	5.3%	5.3%	9.5%	23.2%	51.6%	4.0	95
VARIANCE (+/-)	+0.4%	+2.4%	-1.6%	-7.2%	+4.6%	+1.6%	<0.1	

21. Did you use the coupon? (Pre wave question only)

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Yes	16	14.5%	16	14.5%	--	--	--
No (SKIP TO D1)	94	85.5%	94	85.5%	--	--	--
N=	110		110		--		

21. Did you receive a free oral health kit from your health center containing a child's toothbrush, toothpaste, floss, and a brochure? (Post wave questions only)

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Yes	46	46.5%	--	--	46	46.5%	--
No (SKIP TO D1)	53	53.5%	--	--	53	53.5%	--
N=	99		--		99		

22. Which products did you get at the store? (Pre wave question only)

	OVERALL		Pre		Post		VARIANCE
	#	% of cases	#	% of cases	#	%	+/-
Adult tooth brush	3	18.8%	3	18.8%	--	--	--
Child tooth brush	1	12.5%	1	12.5%	--	--	--
Fluoride toothpaste	4	25.0%	4	25.0%	--	--	--
Washcloth	1	6.3%	1	6.3%	--	--	--
Floss	3	18.8%	3	18.8%	--	--	--
(DO NOT READ) DK/REF	7	43.8%	7	43.8%	--	--	--
N=	16		16		--		

22. Did you use the products?

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Yes	58	96.7%	14	87.5%	44	100.0%	+12.5%
No	2	3.0%	2	12.5%	--	--	--
N=	60		16		44		

WE HAVE JUST A FEW MORE QUESTIONS FOR CLASSIFICATION PURPOSES ONLY. (THESE QUESTIONS ARE OPTIONAL)

D1. What is your age category?

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
18-25	82	10.3%	44	11.0%	38	9.5%	-1.5%
26-34	337	42.1%	181	45.3%	156	39.0%	-6.3%
35-49	256	32.0%	118	29.5%	138	34.5%	+5.0%
50-64	81	10.1%	38	9.5%	43	10.8%	+1.3%
65 or over	34	4.3%	16	4.0%	18	4.5%	+0.5%
Refused	10	1.3%	3	0.8%	7	1.8%	+1.0%
N=	800		400		400		

D2. What is the highest level of education you have completed?

	OVERALL		Pre		Post		VARIANCE
	#	%	#	%	#	%	+/-
Less than high school	80	10.0%	38	9.5%	42	10.5%	+1.0%
High school graduate	259	32.4%	130	32.5%	129	32.3%	-0.2%
Some college/technical	312	39.0%	160	40.0%	152	38.0%	-2.0%
4-year college degree	100	12.5%	56	14.0%	44	11.0%	-3.0%
Some post graduate	8	1.0%	4	1.0%	4	1.0%	--
Graduate degree	41	5.1%	12	3.0%	29	7.3%	+4.3%
Refused	--	--	--	--	--	--	--
N=	800		400		400		

THOSE ARE ALL THE QUESTIONS I HAVE. THANK YOU VERY MUCH FOR YOUR TIME. HAVE A NICE EVENING/DAY. IF YOU HAVE QUESTIONS, FEEL FREE TO CONTACT THE FOLLOWING:

- Maryland Department of Health and Mental Hygiene, Office of Oral Health
John Welby
Phone: 410-767-6735