

Extended Contact Approach

The following steps can guide promotoras to conduct outreach about children's tooth decay prevention in an extended contact with parents.



1. Approach parents of a family with young children and greet them.

Offer a genuine and friendly greeting. Mention your name, the organization you work for, and your role there.

2. Continue the conversation by asking parents if they would like to learn more about preventing tooth decay in their children.

Begin to talk about tooth decay in children to try to gain the parents' interest. Continue if they are interested, but if you sense disinterest, ask more questions, mention their children, or comment on something more general, like the weather, to build rapport.

3. If the parent engages in the conversation, explain that tooth decay is the most common health issue that affects young children.

Share your knowledge about tooth decay but keep the information brief, for example, mention that there are three easy strategies that parents can implement at home to prevent tooth decay, including brushing, flossing, and avoiding sugary foods and beverages.

4. Ask questions about the child and dental health. For example, "Are you familiar with the dental health services in the community?" "What are your child's favorite foods?" or "How often does he or she eat that food?"

Use personal questions to elicit information from the parent.

5. Provide the parent with additional information about tooth decay prevention based on their answers. For example, if a mother says that she does not provide at-home care because her baby just got his or her first tooth, you can explain that parents can begin brushing a child's teeth as soon as the first tooth appears, and provide information about how to brush a child's teeth.

Be equipped with knowledge and tools. Be prepared with resources and information for parents.

6. Give parents your contact information and let them know they can call you if they would like to talk about tooth decay prevention.

This is your opportunity to connect to parents and families and continue your outreach.