



Integrating Knowledge, Attitudes, and Digital Media in Oral Health Literacy

Ardakani MSZ^{1*} and Hoseini Nejad FS²

¹Department of Dental Public Health, School of Dentistry, Shiraz University of Medical Sciences, Shiraz, Iran

²Fatemiyeh Shiraz, Non- governmental, Non- profit High Education Institute, Shiraz, Iran

Dear Editor,

Oral health literacy is a critical component in the promotion of dental health and the prevention of oral diseases. This lecture delves into the multifaceted approach to enhancing oral health literacy through parental knowledge, digital media, and social practice theory [1].

In Pakistan, a cross-sectional study aimed to evaluate parents' knowledge, attitude, and practices toward pits and fissure sealants in children. The results indicated that a significant majority of parents believed in the protective role of fissure sealants against tooth decay and considered their placement a cost-effective measure. This underscores the importance of parental awareness in the adoption of preventive dental strategies [2].

The role of digital media in promoting oral health cannot be overstated. A systematic review assessing the effectiveness of digital media interventions found that such strategies have successfully increased knowledge, attitudes, and practices related to oral health. Digital platforms provide a wider reach, even in areas with limited oral health care services, thereby reducing the economic burden of oral diseases [3].

Adolescents represent a crucial demographic for oral health literacy education. A pilot study evaluated the efficacy of social media outlets—Twitter, Facebook, and YouTube—in supporting adolescents' oral health literacy. The study concluded that Facebook and YouTube were more effective in promoting oral health education among adolescents compared to Twitter, highlighting the potential of these platforms in health literacy campaigns [3].

The COVID-19 pandemic has brought to light the intersection of oral health literacy and general health behaviors. A study investigated the impact of oral health literacy on conceptions of care and behaviors related to COVID-19 prevention. Findings suggested that different dimensions of oral health literacy could influence various aspects of pandemic response, including social distancing and seeking medical assistance [4].

Lastly, applying social practice theory to Australian preschool children's oral health revealed that social practices within parenting and family relations are integral to oral health outcomes. The study emphasized the need to focus on the social context rather than individual behavior, suggesting that social practices related to routine activities like shopping, consumption, and tooth brushing play a pivotal role in children's oral health [5].

In conclusion, enhancing oral health literacy requires a comprehensive approach that incorporates parental education, digital media interventions, and an understanding of social practices. By addressing these elements, we can work towards improving oral health literacy and, consequently, oral health outcomes across different populations.

Competing interests

The authors declare that they have no competing interests.

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***Corresponding author:** Dr. Mohsen Sharif Zadeh Ardakani, Department of Dental Public Health, School of Dentistry, Shiraz University of Medical Sciences, Shiraz, Iran; e-mail: msha7442@gmail.com

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