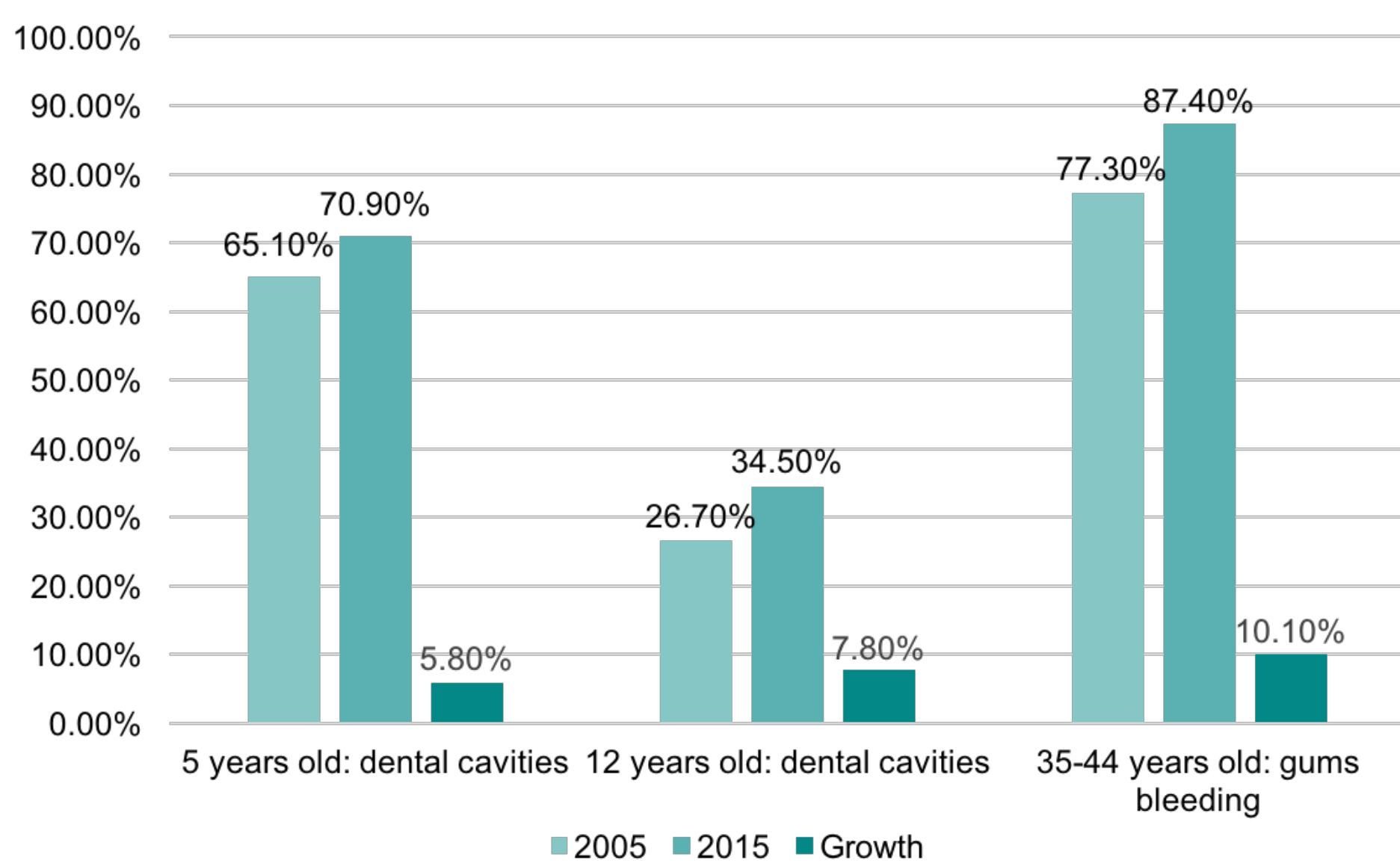




Background

- Dental health is a very important, though underexplored, component of physical health.
- Due to economic, social and policy factors, few people pay attention to their dental health in developing countries compared to developed countries. As a developing country, China faces very serious dental problems.

Fourth National Oral Health Epidemiology Survey in China



- Despite these troubling increases in poor dental health, a lack of research and health promotion activities addressing Chinese dental health exist.
- As the rapid growth in the availability of health information, particularly through the Internet, it is important for researchers to consider routes of dental health related information acquisition from multiple channels.

Research Questions

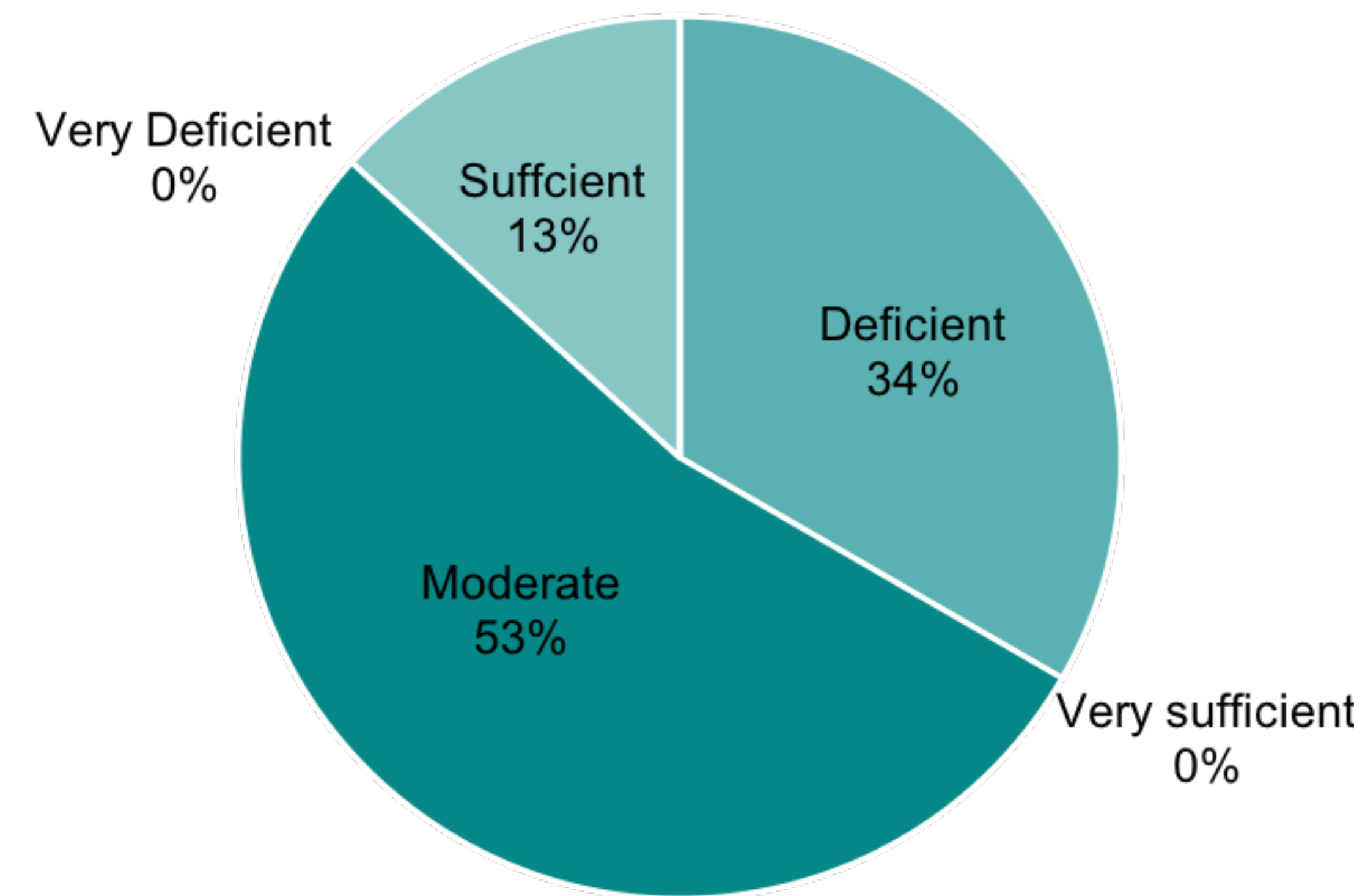
- RQ1: What are the dental health beliefs among Chinese college students based on health belief model?
- RQ2: What source(s) do Chinese college students prefer to scan dental health related question?
- RQ3: What source(s) do Chinese college students prefer to seek dental health related question?

Method

The participants were recruited in an activity which was held by Chinese Students and Scholars Association (CSSA) of University of Dayton. They were asked to respond to a series of questions related to dental prevention behaviors (daily tooth brushing and flossing, annual dental check-ups) based on health belief model. 15 Chinese college students participated this survey, 8 female students, 7 male students.

Results

Most respondents come across information about health-related knowledge through social media and mass media; most respondents search information about health-related knowledge through dentist and social media.



Dental health-related knowledge

Implications

- The result of this research might be helpful for the design of dental health message promotion. For example, since participants think eat sugar and do not brush will make people more likely to develop dental cavities, health campaign practitioners should emphasize the causal relationship.
- The survey data also can provide clues for future study which target at Chinese college students. Researchers can use these answers as questionnaire items, then ask participants to rate them on Likert scales to predict target audience dental health promotion behavior.

Components of HBM	Dental Health Behaviors		
	Daily Brushing	Daily Flossing	Annual Dental Check-ups
Susceptibility		<ul style="list-style-type: none"> Eat sugar (n = 11, 73.3%) Do not brush (n=10, 66.7%) 	
Severity		<ul style="list-style-type: none"> Toothache (n=12, 80%) Influence eating (n=4, 26.7%) Get other diseases (e.g. inflammation, migraine, tooth extraction) (n=3, 20%) Spend money (n=2, 13.3%) 	
Benefits	<ul style="list-style-type: none"> Health (n=7, 46.7%) No tooth cavities (n=3, 20%) White tooth (n=3, 20%) Tooth clean (n=2, 13.3%) 	<ul style="list-style-type: none"> Clean (n=8, 53.3%) Prevent dental cavities (n=3, 20%) 	<ul style="list-style-type: none"> Realize the condition (n=6, 40%) Health (n=5, 33.3%) No cavities (n=2, 13.3%)
Barriers	<ul style="list-style-type: none"> Lazy (n=8, 53.3%) Busy schedule (n=3, 20%) No good habits (n=3, 20%) So tired (n=2, 13.3%) 	<ul style="list-style-type: none"> Don't know about flossing (n=5, 33.3%) No flossing (n=2, 13.3%) Lazy (n=2, 13.3) No habits (n=2, 13.3%) 	<ul style="list-style-type: none"> Spend money (n=4, 26.7%) Disregard of tooth health (n=3, 20%) No habits (n=2, 13.3%) Lazy (n=2, 13.3%) No time (n=2, 13.3%) No idea (n=2, 13.3%)
Cues to Action	<ul style="list-style-type: none"> Habits (n=3, 20%) For health (n=3, 20%) Know the benefits (n=2, 13.3%) Intimate contact (kiss) (n=2, 13.3%) Fresh breath (n=2, 13.3%) Good toothpaste or toothbrush (n=2, 13.3%) 	<ul style="list-style-type: none"> Knowledge (n=3, 20%) For clean (n=3, 20%) Uncomfortable (n=2, 13.3) Friends or families' recommendation (n=2, 13.3%) Good habits (n=2, 13.3%) 	<ul style="list-style-type: none"> Poor tooth conditions (n=4, 26.7%) Free check-ups (n=3, 20%) No idea (n=3, 20%) Check-up discount (n=2, 13.3%)
Self-Efficacy	<ul style="list-style-type: none"> Smile looks good (n=3, 20%) Good toothbrush (n=2, 13.3%) Have good tooth condition (n=2, 13.3%) No idea (n=2, 13.3%) 	<ul style="list-style-type: none"> No idea (n=7, 46.7%) For comfortable (n=2, 13.3%) Fell flossing is useful (n=2, 13.3%) 	<ul style="list-style-type: none"> No idea (n=6, 40%) For good looking (n=2, 13.3%)