



2011 Children's Oral Health Survey

Background and Objectives

- Delta Dental Plans Association (DDPA) is comprised of 39 independent Delta Dental member companies operating in all 50 states, the District of Columbia, and Puerto Rico.
- These member companies provide coverage to over 56 million people, enrolled in over 95,700 groups.
- As the first company to specialize in dental benefits, Delta Dental is passionate about oral health and its importance to future generations.

Method

- Email surveys were completed nationally with 907 primary caretakers of children from birth to age 11 between March 16 through March 22, 2011.
- Respondents with multiple children were asked to think about their youngest child when answering the survey questions about children’s oral health.

Average # Children in Home

1.7

Relationship to Child

Mother	69%
Father	21%
Grandparent	7%
Aunt/Uncle	1%
Brother/Sister	1%
Other	1%

Age of Youngest Child

1 year or less	19%
2-3 years	19%
4-6 years	27%
7-9 years	18%
10-11 years	17%

Sample and Weighting

- In order to target a pool of respondents representative of the U.S. population, quotas were set by education, income, ethnicity, and region according to National norms found in U.S. Census data. The total sample of $n=907$ yields a margin of error of $\pm 3.25\%$ at a 95% confidence level.
- Oversamples of African Americans and Hispanics were obtained to gain a sample size large enough for analysis ($n=150$) in each of these subgroups. At a sample size of 150 the margin of error is $\pm 8\%$.
- Final data was weighted by ethnicity to control for African American and Hispanic oversampling.

Sample Demographics

Age

18-24 years old	9%
25-34 years old	29%
35-44 years old	36%
45-54 years old	19%
55-64 years old	7%
65 years or older	1%

Education

Some high school	4%
High school graduate	35%
Some college	21%
Associate degree	8%
College graduate	17%
Some post-graduate	3%
Graduate Degree	13%

Income

Less than \$20,000	19%
\$20,000 - \$49,999	36%
\$50,000 - \$89,999	23%
\$90,000 or more	22%

Ethnicity

African American	13%
Asian	2%
Hispanic	15%
White/Caucasian	68%
Other	2%

Gender

Male	23%
Female	77%

Region

Northeast	20%
Midwest	25%
South	35%
West	20%

Survey Language

English	98%
Spanish	2%

Key Findings

- Reported brushing and flossing habits of American children indicate the following discrepancies from Delta Dental's recommendations:
 - About one-third brush less than the recommended two times per day.
 - One-third brush for less than two minutes.
 - Half of American children never have their teeth flossed, and only two in ten children floss daily.
- About seven in ten respondents report that their child has visited a dentist. However, only one in ten children under age two and only half the children age two or three have been to the dentist. By age four to six, close to nine in ten children have visited the dentist.
- Nearly nine in ten Americans (85%) agree that dental and medical coverage are equally important.
- Two in ten report that their child is not covered by dental insurance. Of those with no dental coverage, only one in ten have obtained free dental care for their child.
 - Lack of coverage is related to a higher average age at first dentist visit for children not covered versus children who are covered by dental insurance (3.7 years versus 3.0 years, respectively).
 - Also, since respondents most prefer to receive children's oral health information through their dentist office, those with no coverage are less likely to obtain this information. Given that eight in ten Americans indicate that parents have the greatest influence on children's oral health, this possible lack of information may be a concern.
- If purchasing dental coverage, significantly more Americans strongly agree (45% 9-10 rating on 10 point scale) that they would like more options when choosing a dental plan for their family rather than fewer options to choose from (25% 9-10 rating).

Results

Overall Oral Health Rating

- Nearly two in five Americans (37%) report that their child’s overall oral health is excellent.
- A similar proportion report that their child’s oral health is very good. Only about a quarter say their child’s oral health is good, fair, or poor.

Child’s Overall Oral Health
(Total Sample)

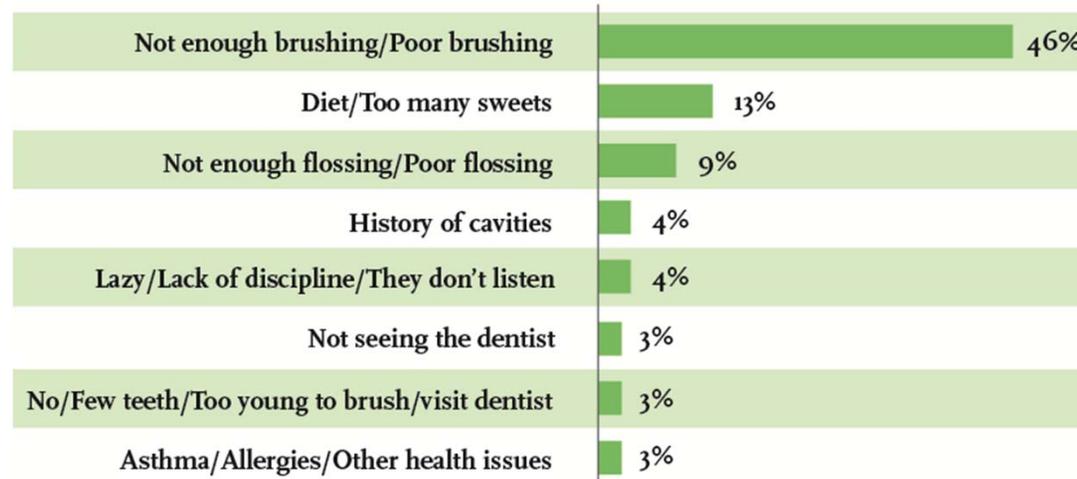


Sample Size: (907)

Excellent Oral Health Inhibitors

- Among those who rate their child’s oral health as less than excellent, not enough brushing/poor brushing is most often mentioned as an obstacle to excellent oral health (46%).
- A much smaller proportion say diet/too many sweets (13%), or not enough flossing/poor flossing (9%) prevents their child from having excellent oral health.

What Prevents Child From Having Excellent Oral Health
 (Among Those Who Rate Less Than Excellent - Top Mentions)

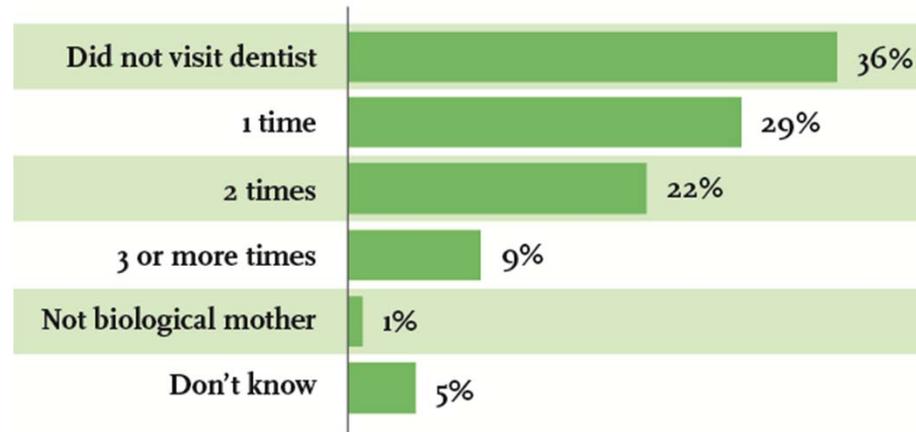


Sample Size: (573)

Dentist Visits During Pregnancy

- Nearly four in ten American mothers (36%) say they did not visit the dentist while they were pregnant.
- About three in ten report visiting the dentist one time while pregnant and two in ten report visiting the dentist twice.

Dentist Visits During Pregnancy
(Among Mothers)

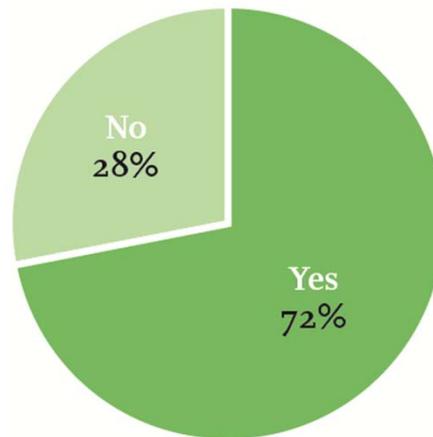


Sample Size: (621)

Cleaning Baby's Gums

- Roughly three-quarters of Americans say they cleaned their baby's gums when the child was under age one (72%).

Clean Baby's Gums?
(Total Sample)



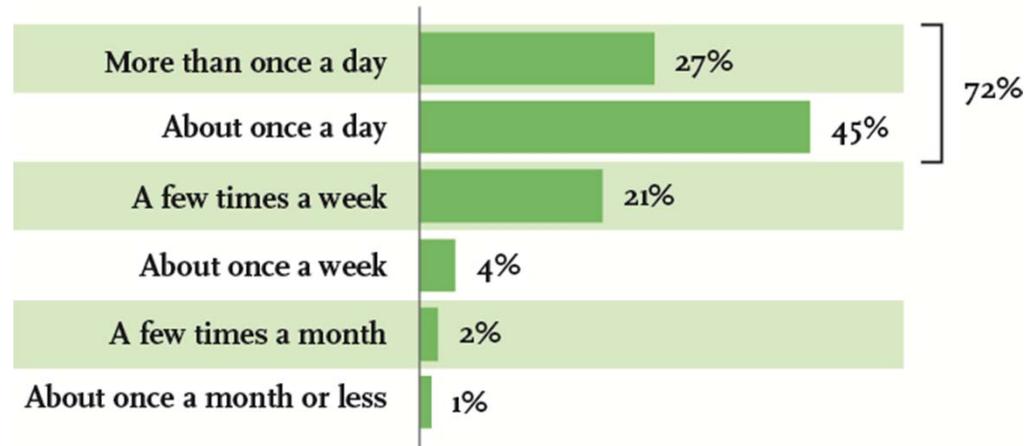
Sample Size: (907)

- Q4. You mentioned you have a child under age one. Do you clean your baby's gums?
Q5. Thinking about when your (child/youngest child) was under age one, did you clean his or her gums?

Frequency of Cleaning Gums

- Among those who cleaned their baby’s gums, the majority (72%) report cleaning their baby’s gums at least once a day and nearly all report cleaning their baby’s gums at least a few times a week.

Frequency of Cleaning Gums
(Among Those Who Have Cleaned Baby’s Gums)

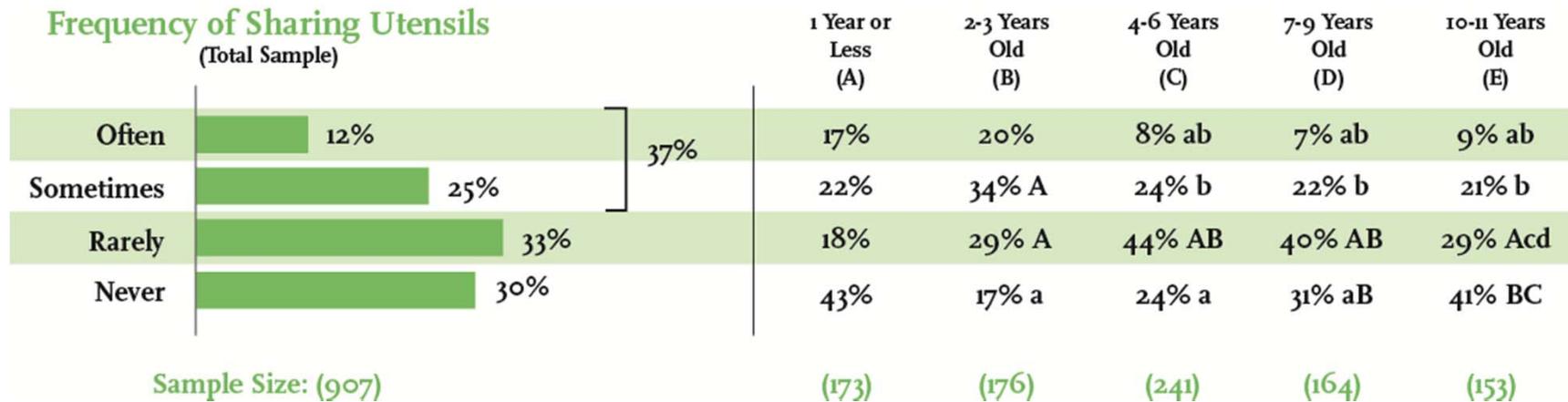


Sample Size: (658)

Q4B. How often do you clean your baby’s gums? Would you say... ?
Q5B. How often did you clean your baby’s gums? Would you say... ?

Frequency of Sharing Eating Utensils

- Nearly two in five respondents (37%) say they often or sometimes share utensils such as a spoon, fork, or glass with their child.
- Respondents with children ages two or three are most likely to share utensils with their children.

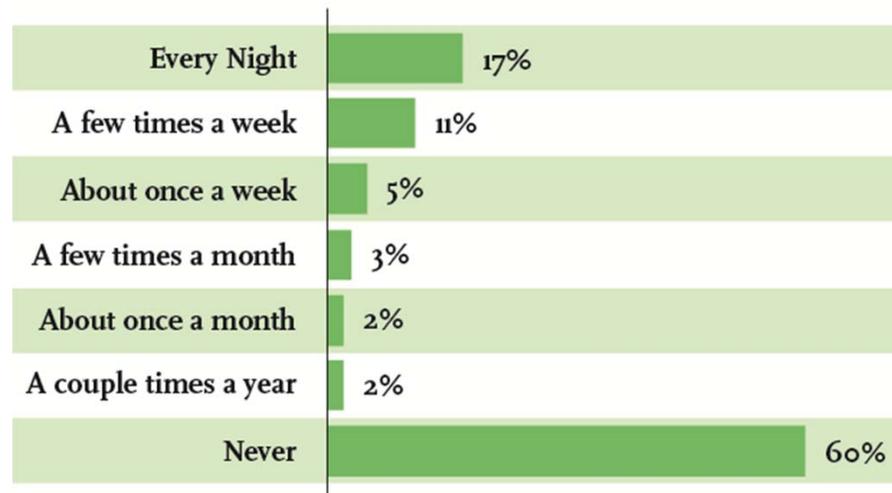


Uppercase/lowercase letters = Significantly higher/lower than indicated column at the 95% confidence level.

Frequency of Going to Bed with Bottle Containing Milk or Juice

- Nearly one in five Americans with children four years or younger report that their child goes to bed every night with a bottle or sippy cup containing milk or juice. This proportion is larger among those with children under age two; one-quarter of these Americans report that their child goes to bed with a bottle every night.
- Three in five respondents say their child never goes to bed with a bottle or sippy cup.

Frequency of Going to Bed with Bottle or Sippy Cup
(Among Children 4 Years or Younger)

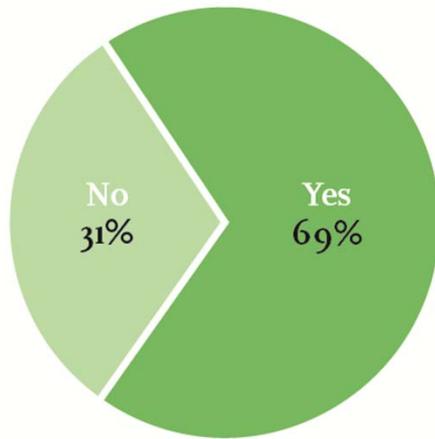


Sample Size: (432)

Has Child Visited Dentist?

- Seven in ten Americans surveyed say their child has been seen by a dentist.
- However, only half of those with children ages two or three, and only one in ten with children under age two report that their child has visited the dentist.

Has Child Visited Dentist? (Total Sample)



Sample Size: (907)

Has Child Visited Dentist?

	Age of Youngest Child				
	1 Year or Less (A)	2-3 Years Old (B)	4-6 Years Old (C)	7-9 Years Old (D)	10-11 Years Old (E)
% Yes	10%	51% A	86% AB	95% ABC	99% ABCD

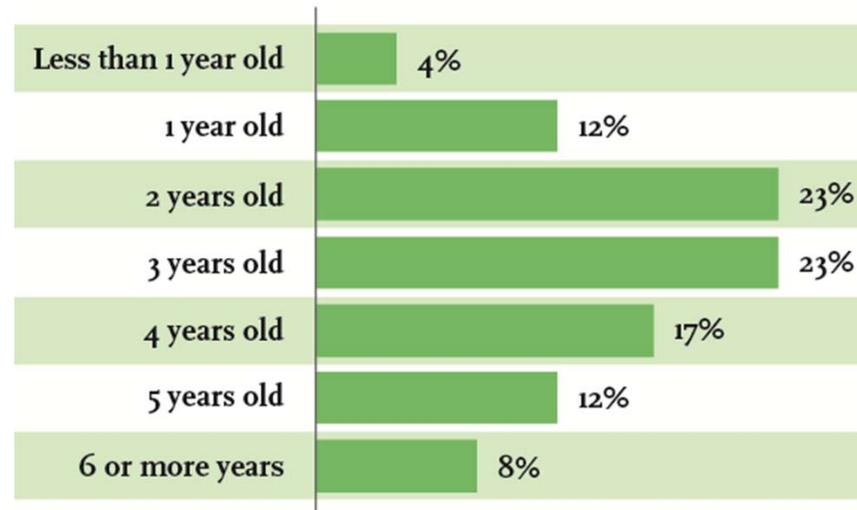
Sample Size: (173) (176) (241) (164) (153)

Uppercase/lowercase letters = Significantly higher/lower than indicated column at the 95% confidence level.

Age of Child at First Dentist Visit

- Among children who have visited the dentist, the average age at first visit is 3.1 years.

Age of Child When First Visited Dentist
(Among Those Who Have Been to Dentist)

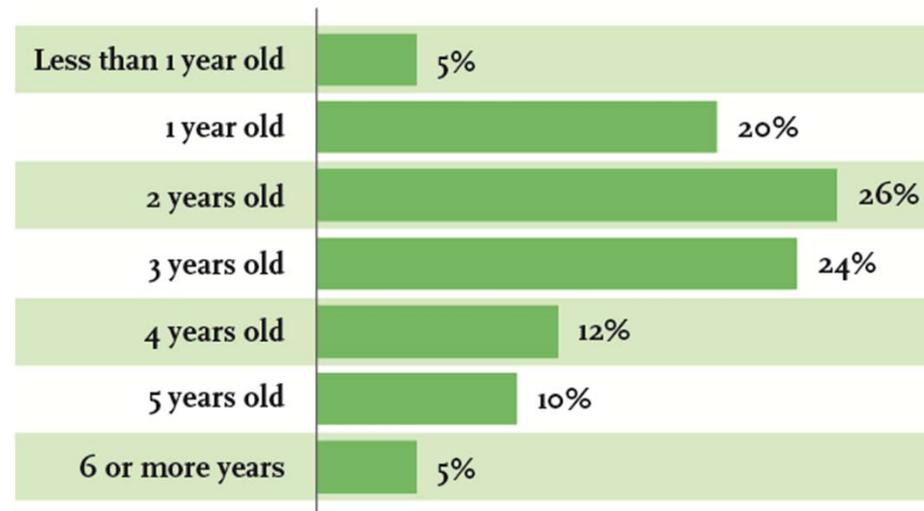


MEAN: 3.1
Sample Size: (625)

Age Child *Should* First See Dentist

- The average age Americans say that a child should see a dentist (2.7 years old) is slightly lower than the average age children do see the dentist (3.1 years old; see previous slide).

Age Child *Should* First See Dentist
(Total Sample)



MEAN: 2.7

Sample Size: (907)

Dentist Visits in Past 12 Months

- Half of Americans whose child has been to the dentist report that their child has seen the dentist twice in the past 12 months.

Dentist Visits in Past 12 Months
(Among Those Who Have Been to Dentist)



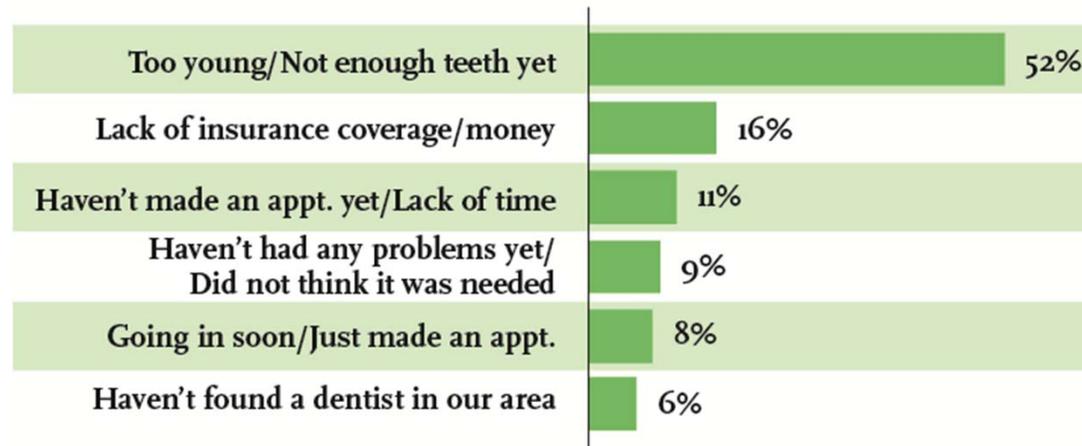
MEAN: 1.9 visits
Sample Size: (625)

Why Child Has Not Visited Dentist

- Among children who have never visited the dentist or who have not visited the dentist in the past 12 months, the most mentioned reason is that the child is too young/does not have enough teeth yet.
- Lack of insurance coverage/money is also a contributing factor (16%).

Reason for Not Visiting Dentist - Top Mentions

(Among Those Who Have Never Visited Dentist or Who Have Not Visited in Past 12 Months)

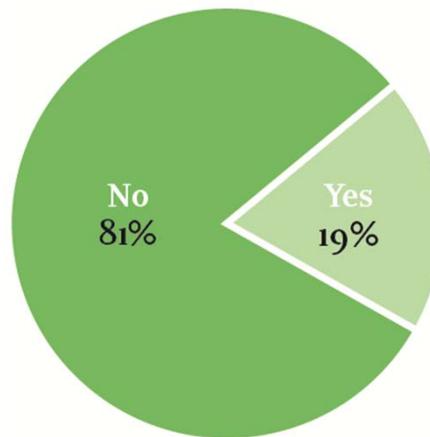


Sample Size: (324)

Cavities

- One in five Americans say their child has had a cavity in the past year.

Cavities in Teeth?
(Among Children with Teeth Already)

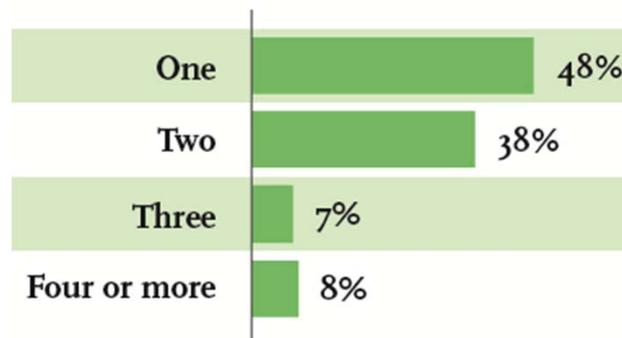


Sample Size: (840)

Number of Cavities

- Among children who had a cavity in the past year, about half (48%) had only one cavity. Another four in ten had two cavities.

Number of Cavities in Past Year
(Among Those Who Had Cavities)

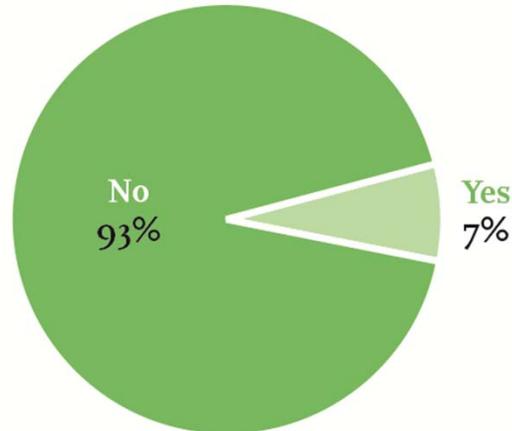


Sample Size: (159)

Missing School Due to Oral Health Problems

- Only 7% of Americans with school-age children say their child has missed school due to oral health problems.

**Child Missed School
Due to Oral Health Problems**
(Among Children 4 Years or Older)

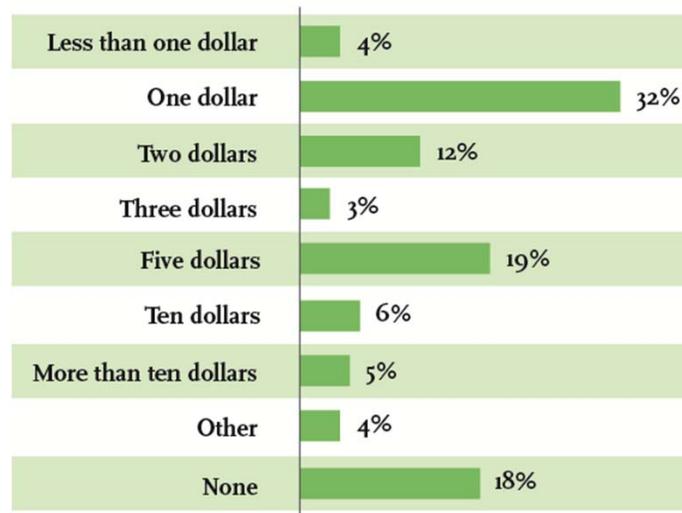


Sample Size: (539)

Money Received From the Tooth Fairy Per Visit

- Most Americans with children age five or older report giving their child one dollar per visit (32%) or five dollars per visit (19%).
- About two in 10 report that they do not give money from the “Tooth Fairy.”
- The median amount of money given per visit (among those who give money), is two dollars.

Money Received From Tooth Fairy Per Visit
(Among Children 5 Years or Older)



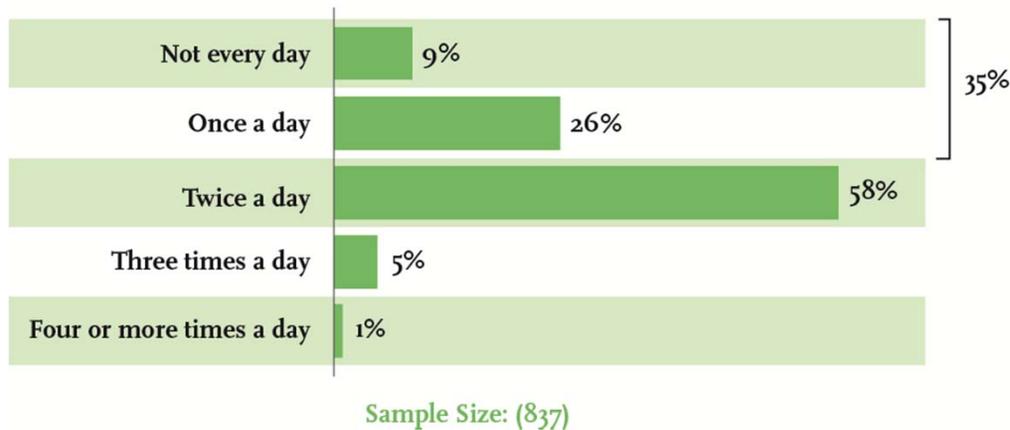
MEDIAN (Among those who give money): \$2.00

Sample Size: (475)

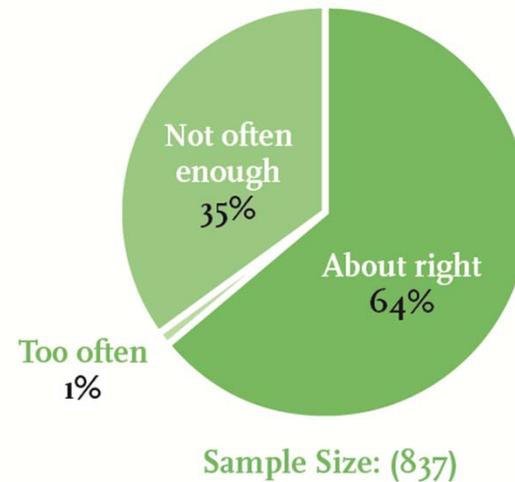
Frequency of Brushing Teeth

- About one-third (35%) of those surveyed admit that their child brushes his/her teeth less than twice a day. The remaining two-thirds report their child brushes the recommended two times a day or more.
- Parallel to this finding, about one-third of Americans report that their child does not brush often enough, and about two-thirds think their child’s brushing frequency is about right.

Frequency Child Brushes Teeth
(Among Children who Have Teeth Already)



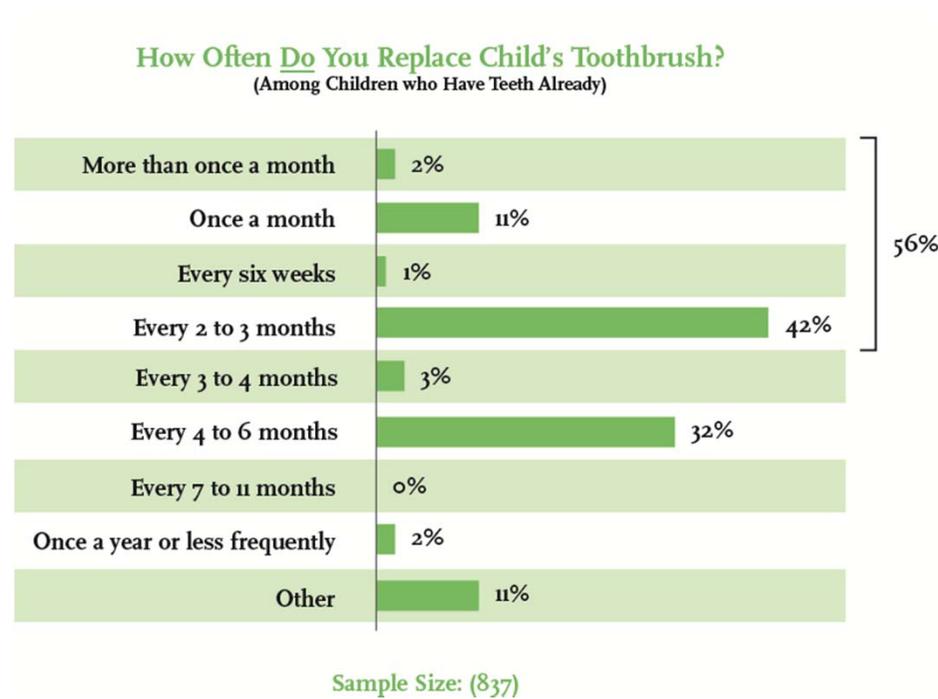
Number of Times Child Brushes Teeth Is:
(Among Children who Have Teeth Already)



Q19. On average, how many times per day does your (child/youngest child) brush his or her teeth?
 Q20. Do you think the number of times per day that your (child/youngest child) brushes his or her teeth is...

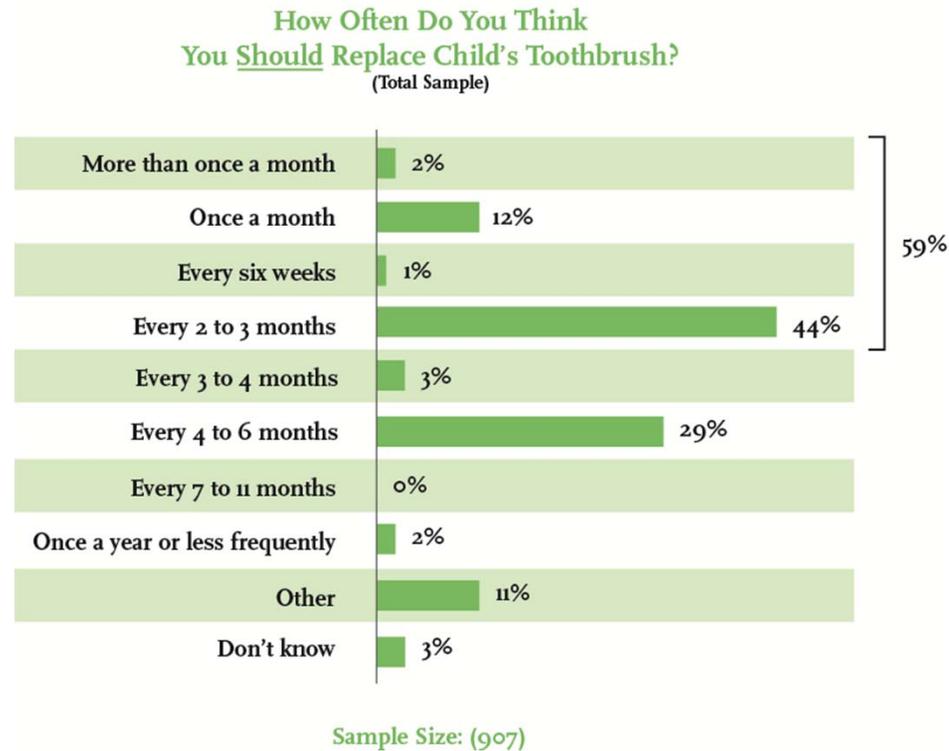
How Often Do You Replace Toothbrushes?

- When responding to an open end question about how often Americans replace their child’s toothbrush, over half (56%) report replacing it every two to three months or more frequently, as recommended by Delta Dental.



How Often *Should* You Replace Toothbrushes?

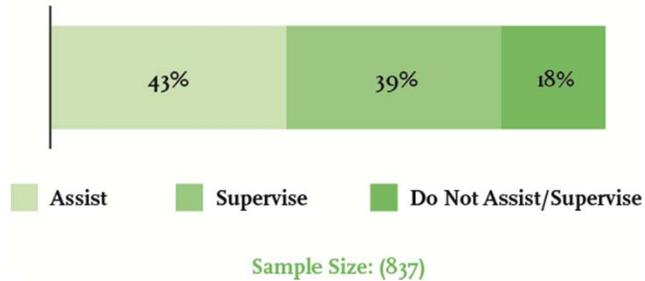
- Americans report similar actual replacement frequency for their child’s toothbrush (see previous slide) as they report for how often one should replace a child’s toothbrush: 56% do replace toothbrushes at least every two to three months, and 59% think one should replace toothbrushes at least every two to three months.



Assisting/Supervising Brushing

- About two in five Americans assist while the child brushes their teeth, and another two in five supervise.
- Nearly all Americans with children age six or younger say they at least supervise when their child brushes their teeth.

Assisting/Supervising Child With Brushing Teeth
(Among Children who Have Teeth Already)



Assisting/Supervising Child With Brushing Teeth

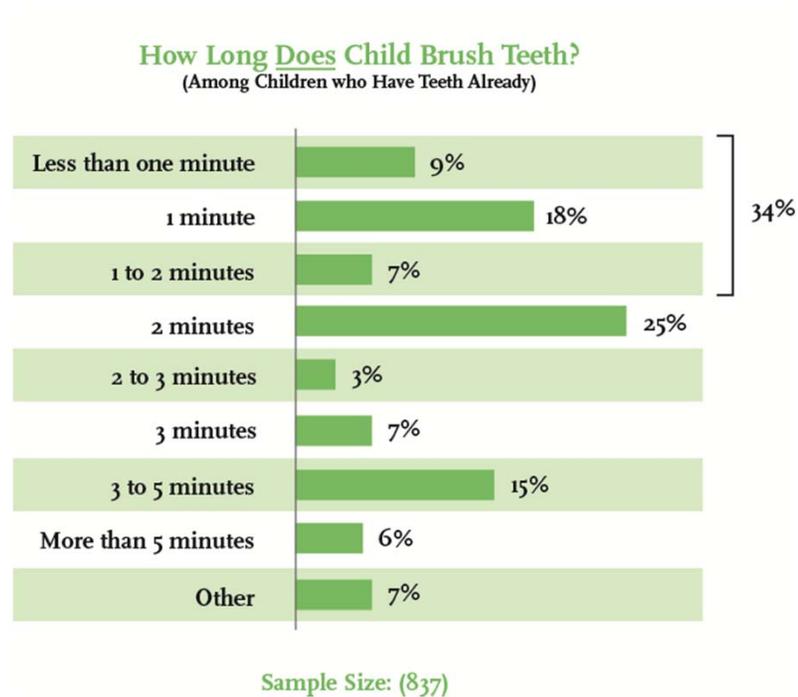
	Age of Youngest Child				
	1 Year or Less (A)	2-3 Years Old (B)	4-6 Years Old (C)	7-9 Years Old (D)	10-11 Years Old (E)
Assist	86%	78%	43% ab	16% abc	5% abcd
Supervise	10%	21% A	51% AB	55% AB	41% ABcd
Do Not Assist or Supervise	4%	2%	6% B	29% ABC	55% ABCD
Sample Size:	(105)	(176)	(241)	(162)	(153)

Uppercase/lowercase letters = Significantly higher/lower than indicated column at the 95% confidence level.

Q23. When it comes to assisting and supervising children as they brush their teeth, which statement best reflects what happens in your household with your (child/youngest child)?

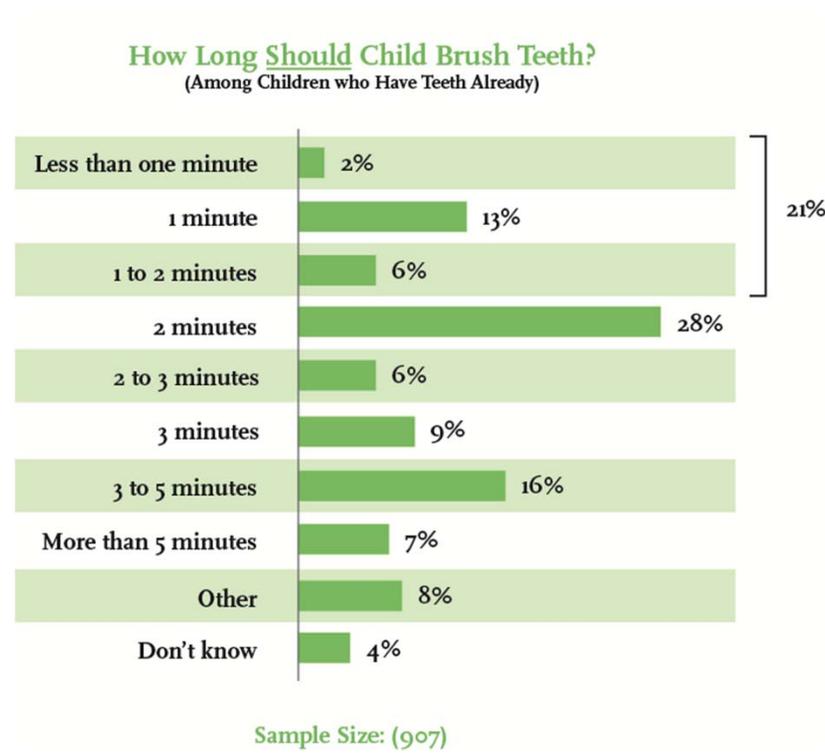
How Long *Does* Child Brush Teeth?

- When asked as an open end question, about one third (34%) of Americans say that their child brushes for less than the Delta Dental recommendation of at least two minutes.



How Long *Should* Child Brush Teeth?

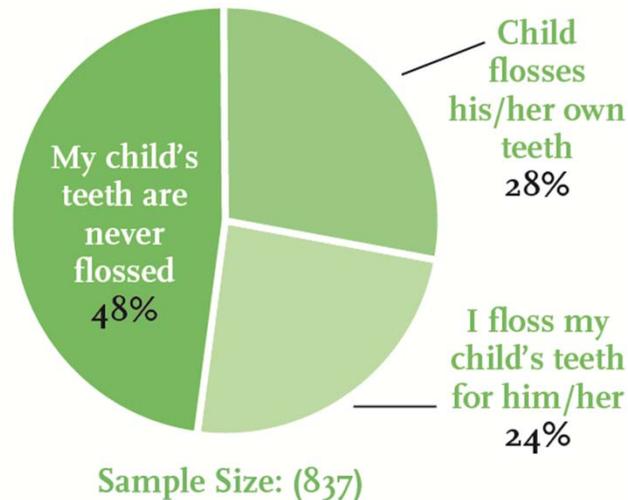
- Compared to the 34% of Americans surveyed who say their child brushes less than two minutes (see previous slide), 21% of Americans believe that this is an appropriate amount of time to brush.
- The largest proportion of respondents (28%) believe that their child should brush for two minutes.



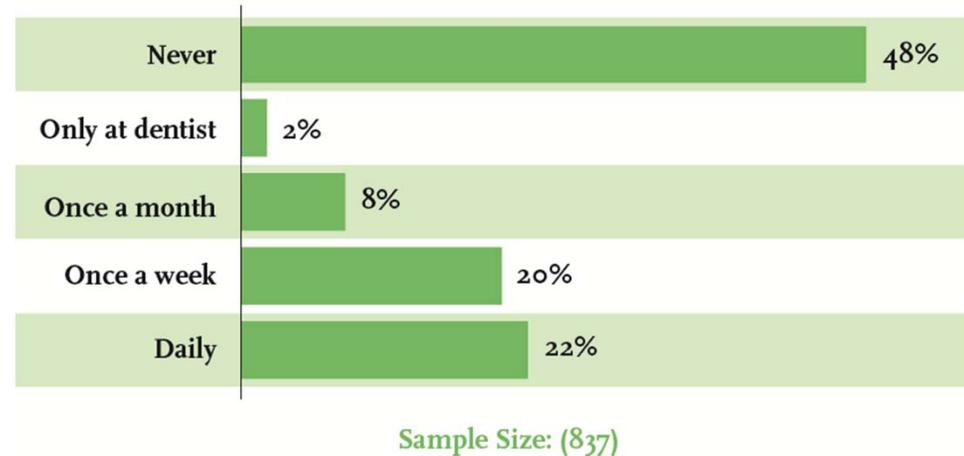
Child's Dental Floss Usage

- Half of respondents with children who have visible teeth say that their child's teeth are never flossed.
- Only three in ten (28%) Americans with children up to age 11 report that their child flosses on his/her own.
- Additionally, only one in five children floss daily, as recommended by Delta Dental.

Child's Dental Floss Usage
(Among Children who Have Teeth Already)



Frequency Child's Teeth are Flossed
(Among Children who Have Teeth Already)

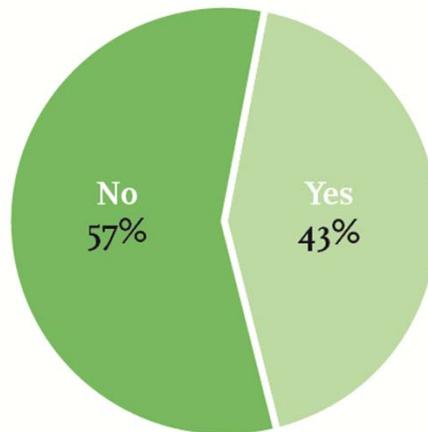


Q26A. Does your (child/youngest child) floss their own teeth, or do you floss your (child's/youngest child's) teeth for him or her?
 Q26B. Which statement best reflects your (child's/youngest child's) use of dental floss? Would you say...

Child's Participation in Team Sports

- Among respondents with children five years or older, two in five report that their child participates in team sports such as football, hockey, soccer, basketball, or baseball/softball.

Child Participates in Team Sports
(Among Children 5 Years or Older)



Sample Size: (475)

Mouth Guard Usage

- More Americans report that their child uses a mouth guard for football than for any other team sport; seven in ten say their child uses a mouth guard at football practice and games.
- Slightly more than four in ten (44%) say that their child uses a mouth guard for hockey practice and games.
- About seven in ten report that their child does not use a mouth guard at soccer, basketball, or baseball/softball practices or games.

Use of Mouth Guard During Following Sports
(Among Children 5 Years or Older who Play Each Sport)

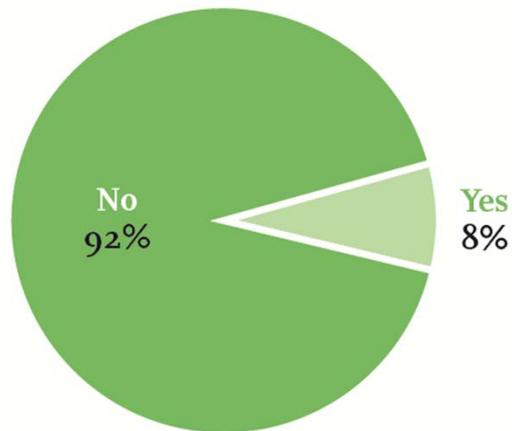
	Football	Hockey	Soccer	Basketball	Baseball/Softball
Uses mouth guard at practice and games	70%	44%	19%	18%	25%
Uses mouth guard only at games	14%	22%	14%	10%	9%
Does <u>NOT</u> use mouth guard	15%	34%	67%	72%	65%

Sample Size: (69) (35) (99) (99) (120)

Tooth Emergencies

- Only 8% of respondents with children ages 10 or 11 report that their child has had a tooth emergency such as a knocked out tooth, chipped tooth, or a loosened permanent tooth.

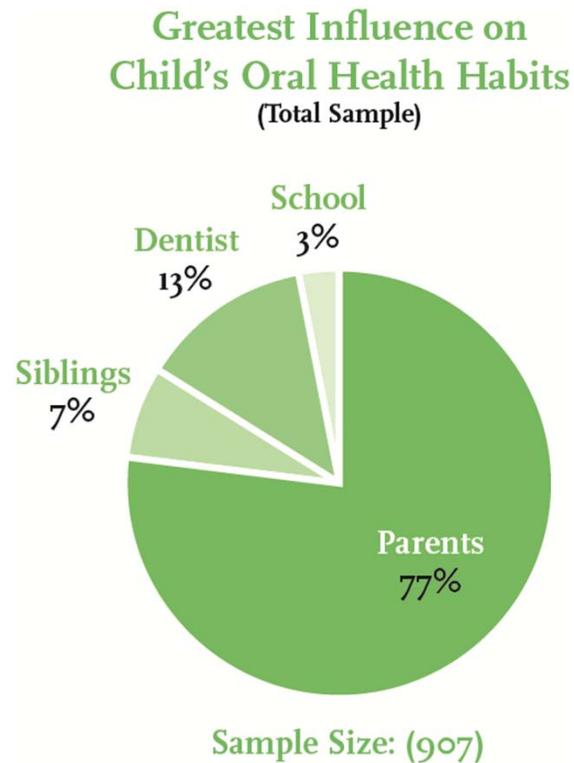
Has Child Had Tooth Emergency?
(Among Children 10 Years or Older)



Sample Size: (153)

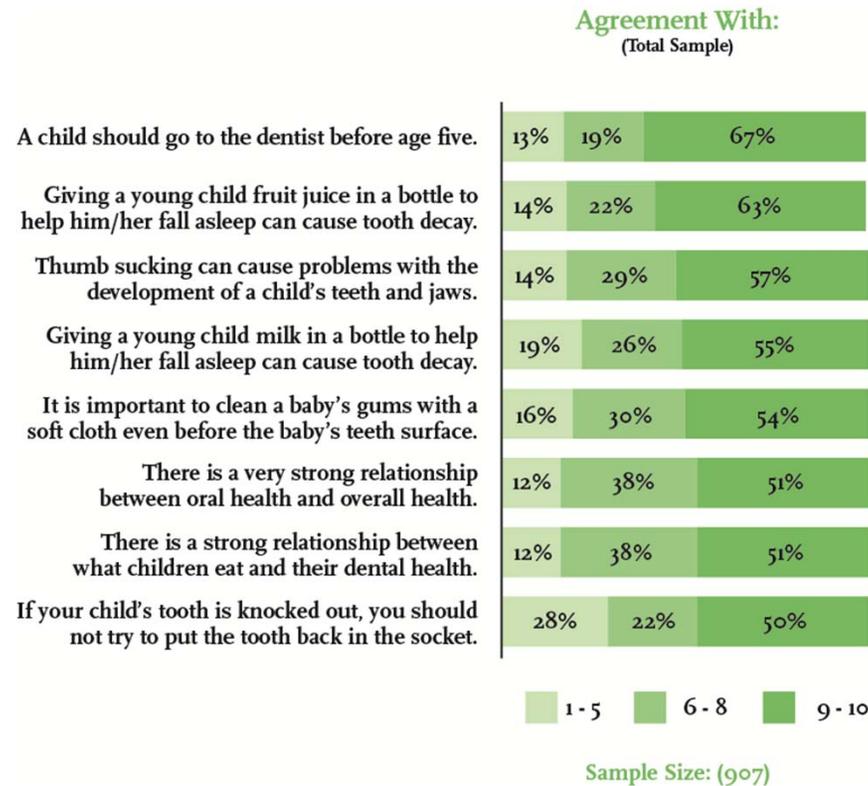
Greatest Influence on Child's Oral Health Habits

- Respondents overwhelmingly cite parents as having the greatest influence on their child's oral health habits.
- About one in ten say the dentist has the greatest influence on their child's oral health habits.



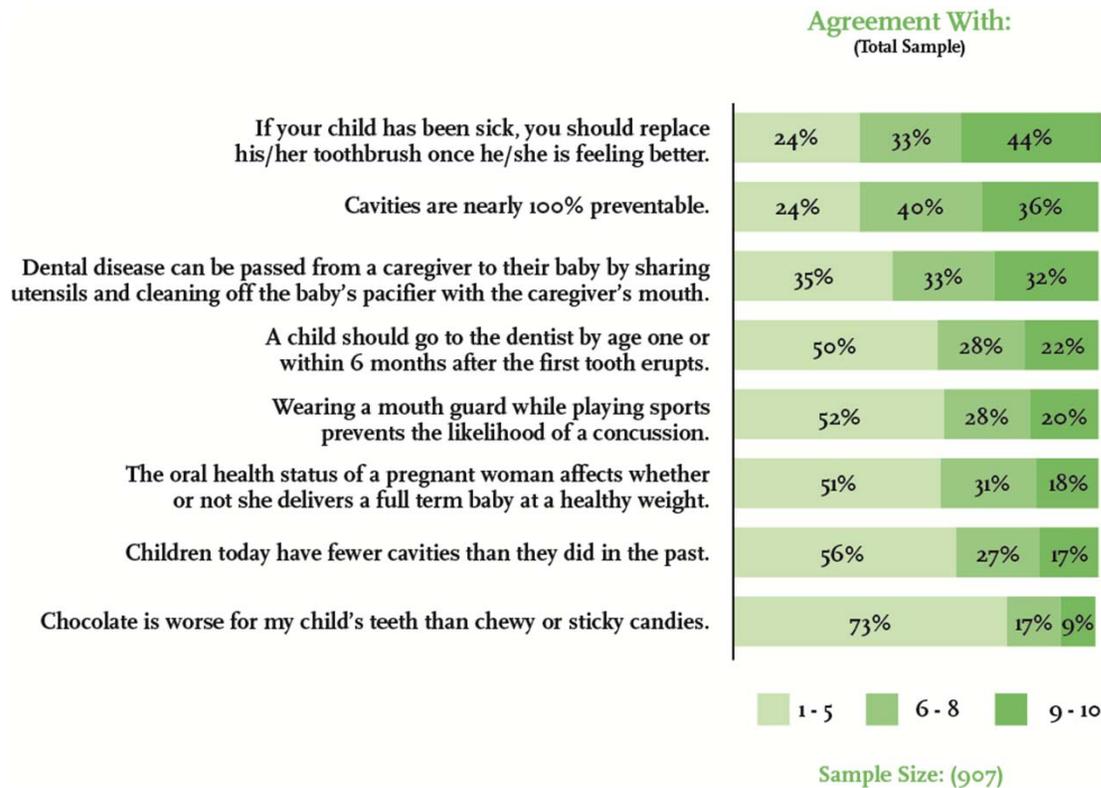
Agreement with Children's Oral Health Statements

- Americans most strongly agree that a child should go to the dentist before age five (67% rate 9-10 on 10 point agreement scale).
- Half of Americans surveyed strongly agree that there is a very strong relationship between oral health and overall health.



Agreement with Children's Oral Health Statements (cont.)

- Americans most strongly disagree that chocolate is worse for their child's teeth than chewy/sticky candy.

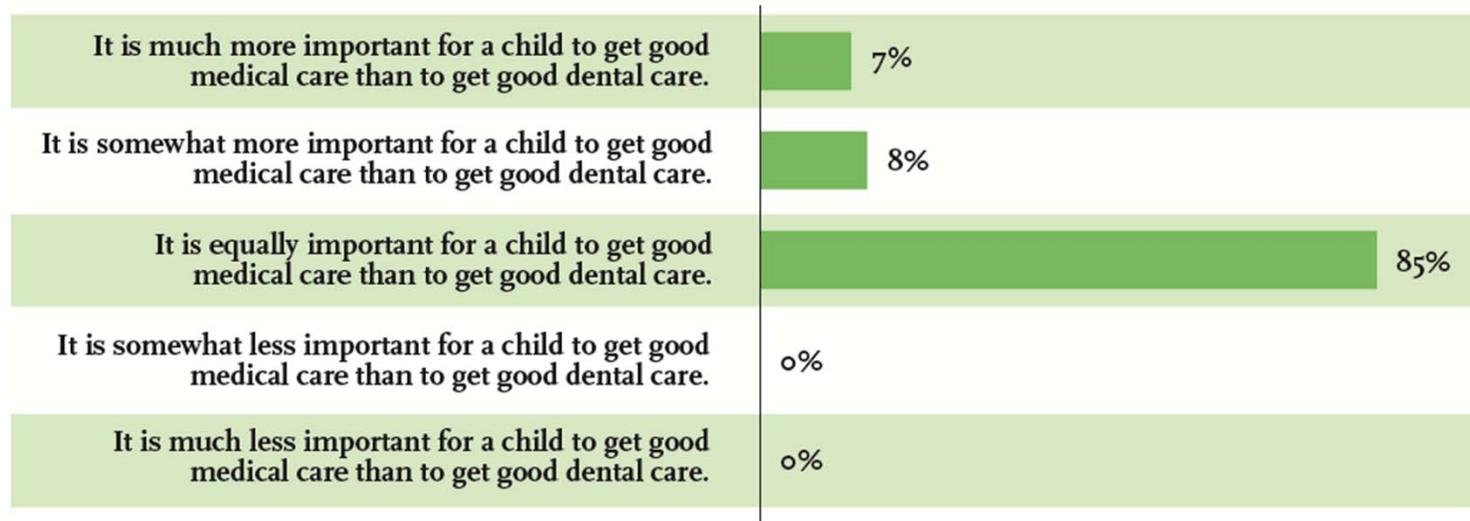


Q30. For each statement, please tell me how much you agree or disagree using a scale from 1 to 10 where 1 is completely disagree and 10 is completely agree.

Medical Care vs. Dental Care

- Nearly nine in ten Americans (85%) agree that it is equally important to get good medical care and dental care.
- The remainder believe it is at least somewhat more important to get good medical care than to get good dental care.

Medical Care vs. Dental Care
(Total Sample)

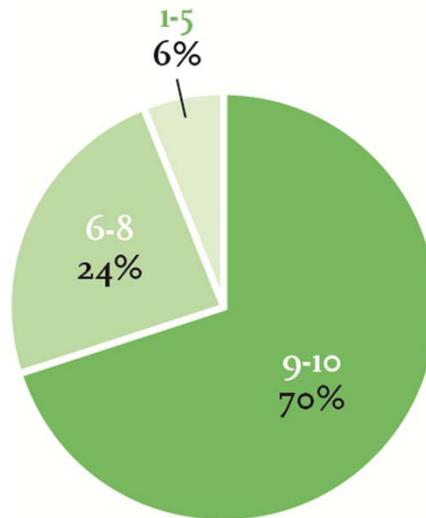


Sample Size: (907)

Importance of Dental Benefits

- Seven in ten respondents say dental benefits are extremely important (70%, 9-10 rating).
- Only 6% report that dental insurance rates on the lower end of the importance scale.

Importance of Dental Insurance/Benefits
(Total Sample)

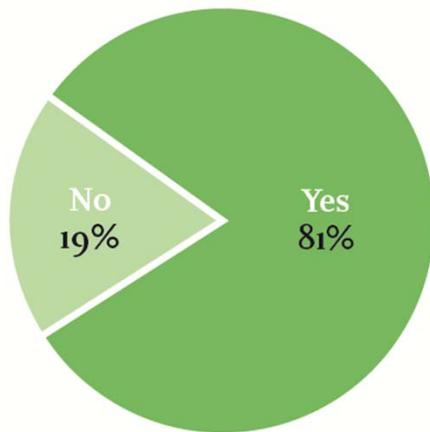


Sample Size: (907)

Child Covered by Dental Insurance?

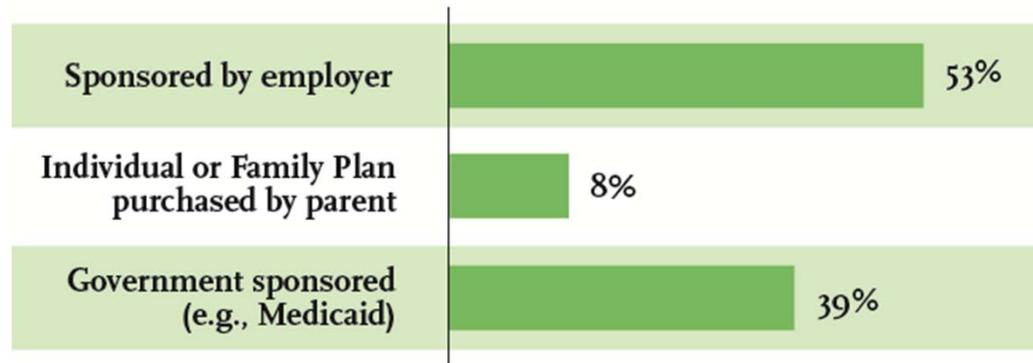
- Four in five respondents say their child is covered by dental insurance.
- Half have dental insurance coverage through a parent’s dental insurance plan sponsored by an employer, about one in ten are covered by an individually purchased plan, and four in ten have dental benefits through a government-sponsored program such as Medicaid.

Child Covered by Dental Insurance?
(Total Sample)



Sample Size: (907)

Type of Dental Insurance Coverage
(Among Those with Coverage)



Sample Size: (733)

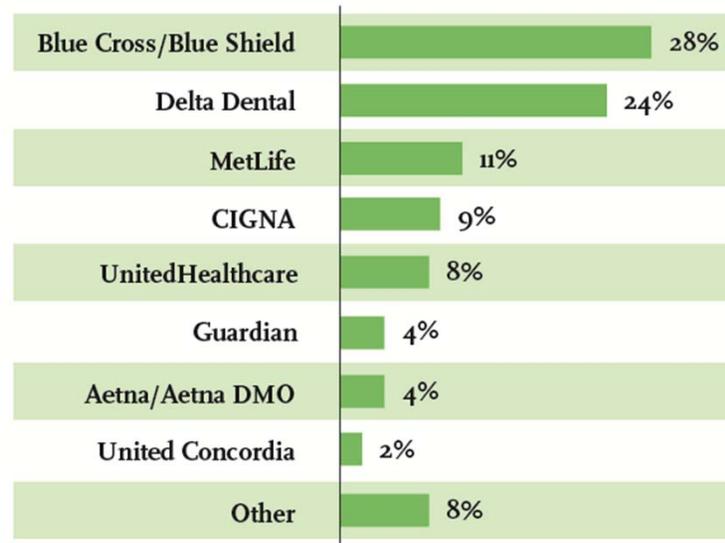
Q33A. Is your (child/youngest child) covered by any dental insurance?

Q33B. Is your (child’s/youngest child’s) dental insurance... ?

Dental Coverage

- Among those with an employer-sponsored or individually purchased dental plan, the largest proportion have coverage through Blue Cross/Blue Shield (28%) and Delta Dental (24%).

Health Plan Which Provides Dental Insurance Coverage
 (Among Those who Have Individually Purchased Insurance or Employer-sponsored Insurance)

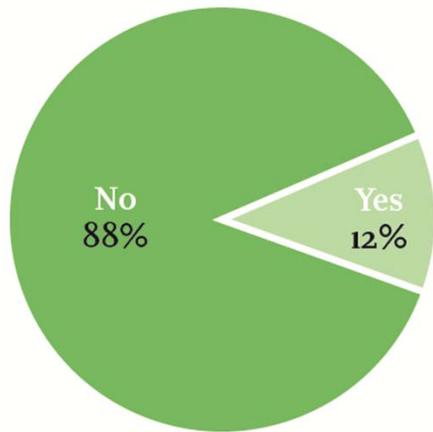


Sample Size: (438)

Free Dental Care

- Only about one in ten (12%) of those who do not have insurance report that their child has received free dental care in the past year.
- The few Americans who have utilized a free program to obtain dental care for their child most mention receiving care through a local dentist (8 mentions).

Free Dental Care
(Among Those who Do Not Have Insurance)



Sample Size: (174)



Free Programs Utilized – # of Mentions

Local dentist	8
School Program	4
Head Start Program	3
Medicaid	3
Mobile dental clinic	2

Sample Size: (22)#

Caution: Small sample size.

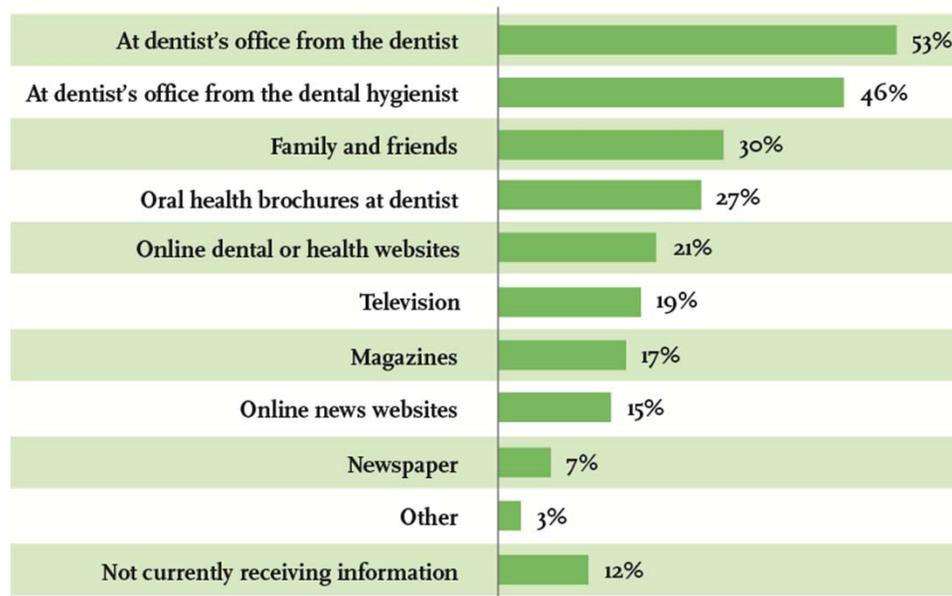
Q33D. In the past year, has your (child/youngest child) received free dental care?

Q33E. What program did your (child/youngest child) receive free dental care through?

Sources of Children's Oral Health Information

- Americans most often mention that they receive children's oral health information at the dentist's office: from the dentist (53%) and/or from the hygienist (46%).
- About one in ten of those surveyed are not currently receiving children's dental and oral health information.

Sources of Children's Oral Health Information
(Multiple Responses Allowed - Total Sample)

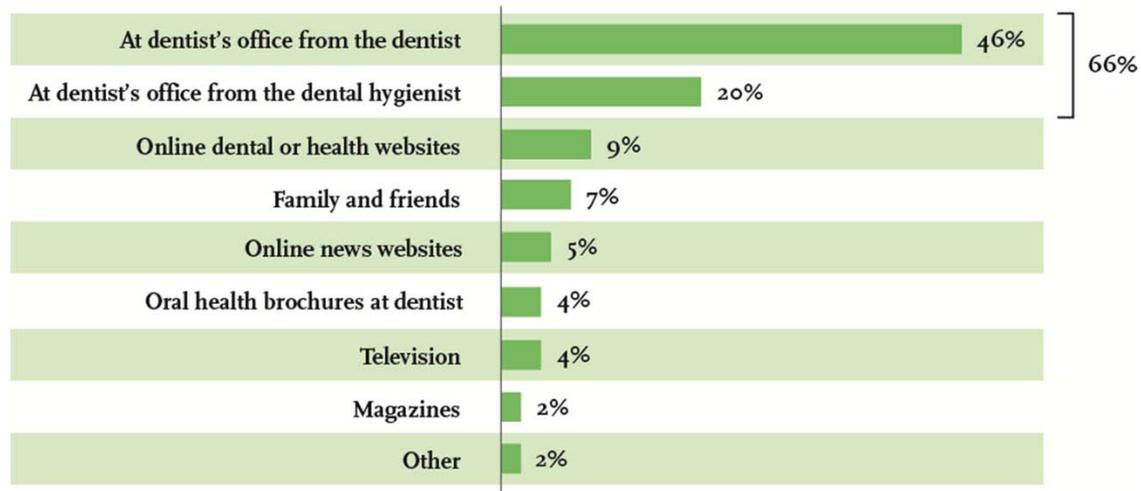


Sample Size: (907)

Most Preferred Source of Child's Oral Health Information

- The majority of Americans (66%) prefer to receive information at the dentist office from the dentist or dental hygienist.

Most Preferred Source of Children's Oral Health Information
(Among Those Receiving Information)

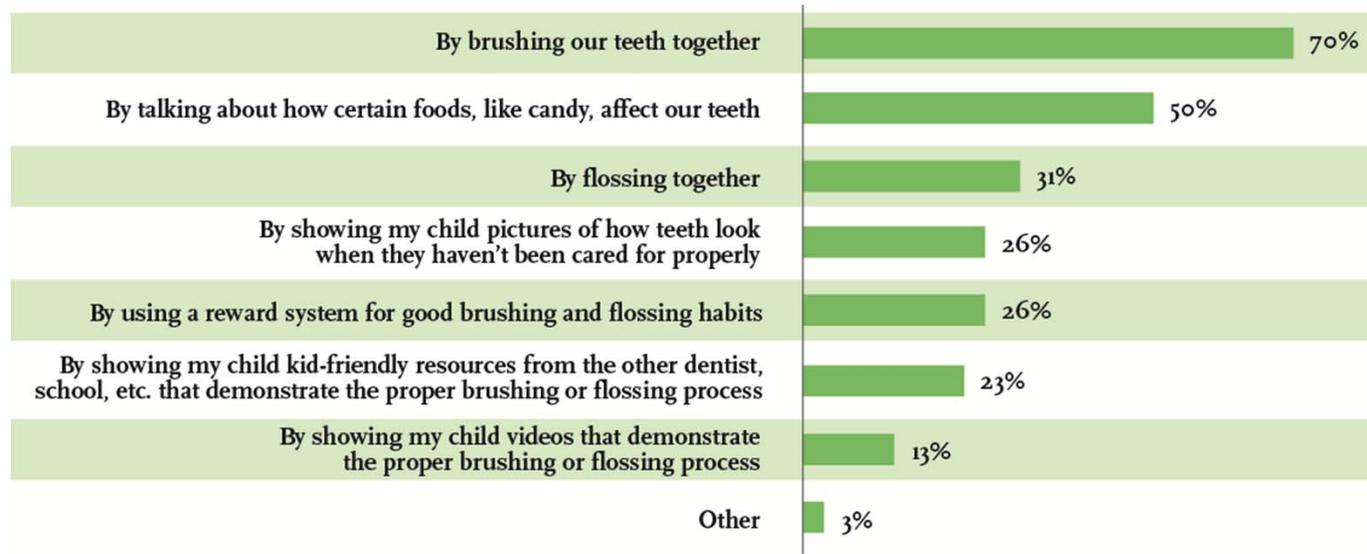


Sample Size: (632)

Methods for Teaching Child Good Oral Health Habits

- The largest proportion of Americans surveyed report that they teach their child good oral health habits by brushing their teeth with their child.

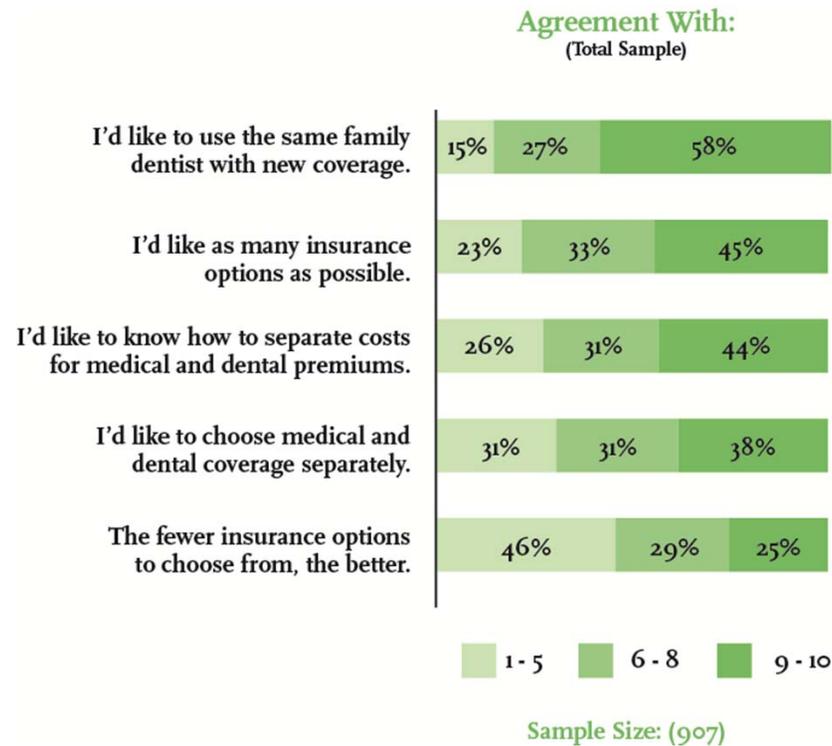
Methods for Teaching Child Good Oral Health Habits
(Multiple Responses Allowed - Total Sample)



Sample Size: (907)

Agreement with Dental Insurance Statements

- Respondents most strongly agree that they would like to use the same family dentist with any new dental coverage (58% rate 9-10 on 10 point agreement scale) and least strongly agree that they would like the plan selection process to be simple with few options from which to choose coverage (25% rate 9-10).



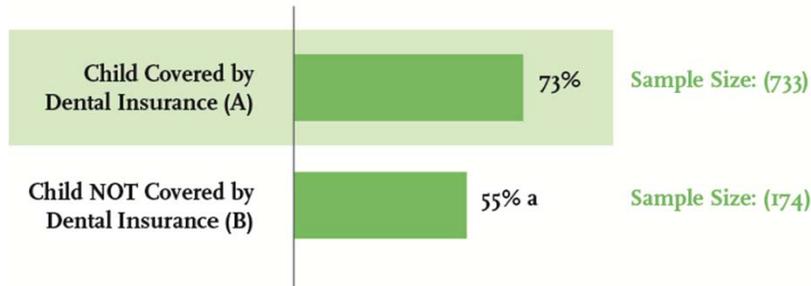
Q36. Think about choosing insurance coverage for your family in the future. For each of the following statements, please indicate how much you agree or disagree using a scale from 1 to 10 where 1 is completely disagree and 10 is completely agree.

Child Covered by Insurance vs. Child Not Covered Analysis

Child's Dental Habits

- Children covered by dental insurance are significantly more likely to have visited the dentist than uninsured children (73% versus 55%, respectively).
- Respondents with uninsured children report a significantly higher average age at first dentist visit than those whose child is covered by dental insurance.
- Similarly, respondents with uninsured children report a significantly higher average age than those with insured children for when a child *should* first see a dentist.

Has Child Visited Dentist
(% Yes)



Average Age at First Dentist Visit

	Child Covered by Dental Insurance (A)	Child NOT Covered by Dental Insurance (B)
Mean	3.0	3.7 ^A
Sample Size:	(531)	(94)

Average Age Child Should First See Dentist

	Child Covered by Dental Insurance (A)	Child NOT Covered by Dental Insurance (B)
Mean	2.6	3.1 ^A
Sample Size:	(733)	(174)

Uppercase/lowercase letters = Significantly higher/lower than indicated column at the 95% confidence level.

- Q8. Has your (child/youngest child) ever been seen by a dentist?
- Q9. How old was your (child/youngest child) when he or she first went to the dentist?
- Q12. At what age do you think children should first see a dentist?

Sources of Children’s Dental Health Information

- One in five Americans with children who are not covered by dental insurance report that they are not currently receiving children’s oral health information. This is significantly higher than Americans who have a dental plan that covers their child.

Sources of Children’s Oral Health Information
(Multiple Responses Allowed)

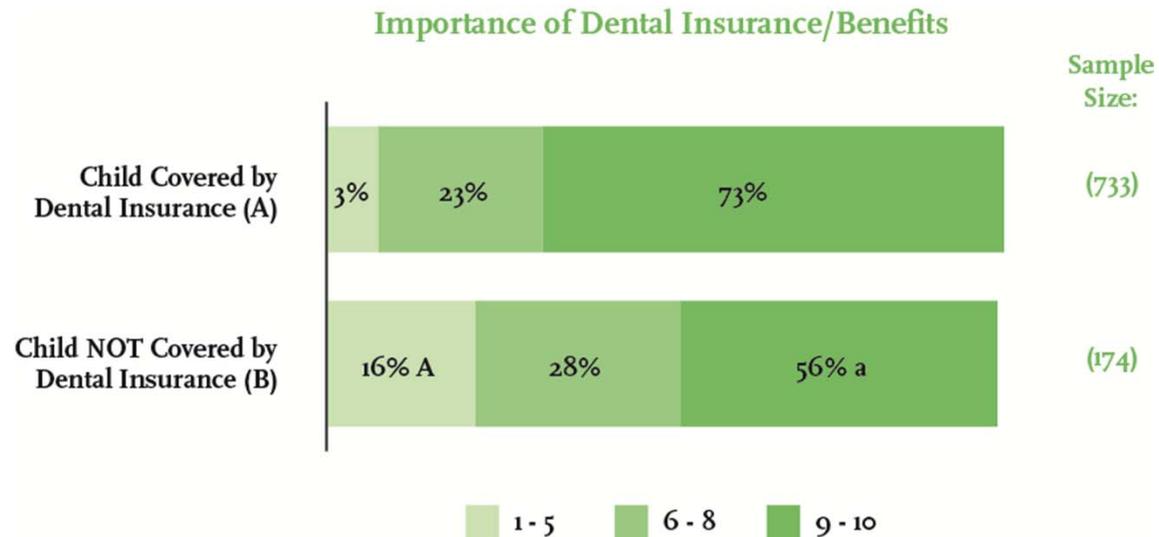
	Child Covered by Dental Insurance (A)	Child NOT Covered by Dental Insurance (B)
At the dentist’s office (in person) from the dentist	57%	36% a
At the dentist’s office (in person) from the dental hygienist	49%	33% a
Family and Friends	30%	31%
Oral health brochures at the dentist’s office	27%	26%
Online - dental or health-specific websites	20%	23%
Television	20%	16%
Magazines	18%	14%
Online - news websites	15%	15%
Newspaper	7%	7%
Other	3%	3%
I am not currently receiving or learning about this type of information	10%	20% A

Sample Size: (733) (174)

Uppercase/lowercase letters = Significantly higher/lower than indicated column at the 95% confidence level.

Importance of Dental Insurance/Benefits

- Seven in ten (73%) of those who have insurance for their child rate dental insurance as very important (9-10 rating).
- Comparatively, less than six in ten (56%) of those who do not have dental insurance for their child rate dental insurance as very important.



Uppercase/lowercase letters = Significantly higher/lower than indicated column at the 95% confidence level.

Q32. On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, tell me how important dental insurance/dental benefits are to you.