PREVENTING CHRONIC DISEASE

PUBLIC HEALTH RESEARCH, PRACTICE, AND POLICY

VOLUME 2: NO. 3 JULY 2005

LETTER TO THE EDITOR

Cost as a Prohibitive Factor on Effectiveness of Informational Campaigns to Reduce Dental Sealant Disparities

Suggested citation for this article: Bolin KA. Cost as a prohibitive factor on effectiveness of informational campaigns to reduce dental sealant disparities [letter to the editor]. Prev Chronic Dis [serial online] 2005 Jul [date cited]. Available from: URL: http://www.cdc.gov/pcd/issues/2005/jul/05 0041.htm.

To the Editor:

The authors of the abstract "Reducing Dental Sealant Disparities in School-aged Children Through Better Targeting of Informational Campaigns" (1) state:

The lack of an association between sealant prevalence and knowledge among low-income families may reflect higher levels of public provision of sealants to this group. This suggests that informational campaigns could increase demand for sealants in both income groups.

However, I fail to see how targeted informational campaigns about sealants, regardless of the efficiency or the impact, could increase demand for a service in groups that cannot afford that service.

Kenneth Anthony Bolin, DDS, MPH

Assistant Professor, Department of Public Health Sciences Baylor College of Dentistry Dallas, Tex

References

 Jones K, Griffin S, Moonesinghe R, Jaramillo F, Vousden C. Reducing dental sealant disparities in school-aged children through better targeting of informational campaigns [abstract]. Prev Chronic Dis [serial online] 2005 Apr [cited 2005 Apr 1].

The opinions expressed by authors contributing to this journal do not necessarily reflect the opinions of the U.S. Department of Health and Human Services, the Public Health Service, the Centers for Disease Control and Prevention, or the authors' affiliated institutions. Use of trade names is for identification only and does not imply endorsement by any of the groups named above.