



Pick a T

A public campaign to promote the use of toothpicks in restaurants & bars

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Introduction:

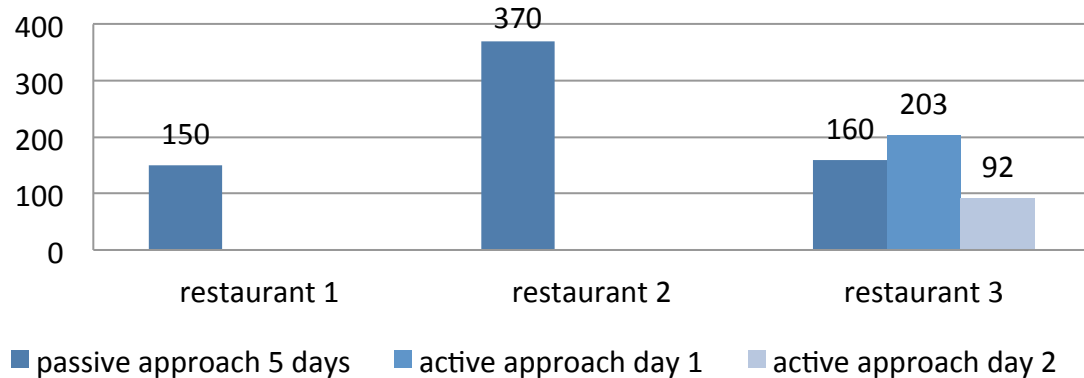
Most common oral diseases can be prevented by simple and inexpensive methods: Daily Oral Self-Care. This pilot study is aimed to evaluate a relatively new implementation of monitored oral hygiene activities in the HORECA (Hotel, Restaurant en Catering).

Methods:

In a period of 5 days a pilot study was conducted in 3 restaurants in Amsterdam. Single wrapped toothpicks were presented passively or actively to the customers. Passive approach means: single wrapped toothpicks were provided at the bathroom of entrance table. Active approach means: by receiving the bill, toothpicks were included.

Results:

In the end of every day or period, depending of the sort of approach, the amount of toothpicks taken by the customers was counted.



Conclusion:

It seems that people are more engaging in 'Pick a T' – behaviour if the toothpicks are easy available. HORECA is a welcome additional location to provide toothpicks in order to promote oral self care among the public.

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