

# TOOTH CLEANING AID FEEDBACK

We asked people what they thought about our teeth cleaning charts, and the results are in:

## RECEIVED A CHART

60%

received a tooth  
cleaning chart

100%

were satisfied  
with their chart.

*"They were very good and useful; it was exciting to brush our teeth and then get to tick it off. Mummy would give us a treat at the end of the week for getting two ticks a day."*



## DIDN'T RECEIVE A CHART

We found that those who didn't receive a cleaning chart, said the following would encourage their children to brush their teeth

- Reward charts
- Apps
- Timers
- Songs
- Visual aids  
(e.g., correct brushing technique)



## USER EXPERIENCE

- Helped establish routines
- Made brushing fun and engaging
- QR codes were appreciated for their interactive content
- Some used rewards (e.g., treats) as motivation
- Positive feedback on visual appeal and ease of use

*"We have difficulty getting our daughter to brush her teeth, and it helped remind her of the importance and gave her a little push to make sure she was brushing twice a day"*



## KEY THEMES

- The tooth cleaning chart was well-received and effective in promoting brushing habits.
- Interactive elements like QR codes and videos enhanced engagement.
- There is strong support for broader oral health initiatives, especially early intervention and visual aids.

## TOOTH & PASTE VIDEOS

47%

Had watched the videos

- Described as informative, engaging, and fun
- Children enjoyed the graphics and tips
- Some noted they were more suitable for older children

*"My children loved the videos and found them really useful and gave us lots of cool tips."*

