



# IFDH Toothpaste Knowledge and Recommendation Habits Survey

## BACKGROUND

This report summarizes key results from the first survey in a 3-survey series to explore global dental hygienists' knowledge and recommendation habits regarding:

- 1 – Fluoride dentifrices (2019)
- 2 – Electric toothbrushes (2020)
- 3 – Pediatric care (2020)

Results will help identify common information sources and knowledge gaps to guide future educational programs.

## RESPONDENTS

480 respondents from 20 countries

### Top 5 = 76%

- Korea — 26%
- Switzerland — 16%
- Canada — 16%
- Ireland — 10%
- South Africa — 8%

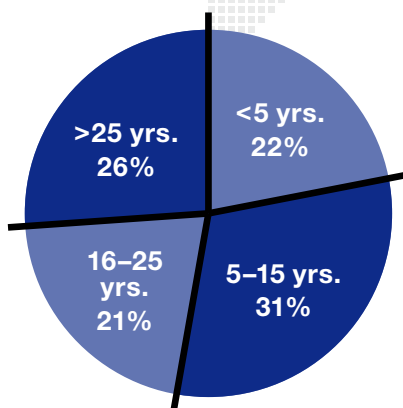
### Countries with 5% to 1%

Netherlands, UK, Latvia, Denmark, Sweden, India

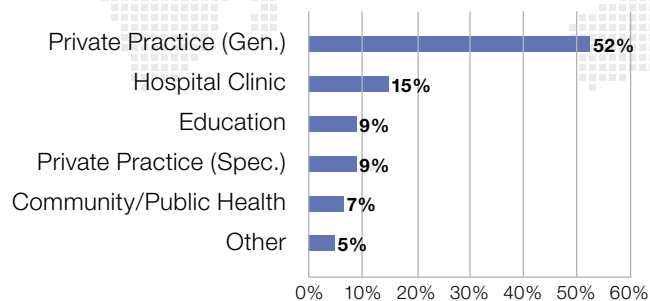
### Countries with <1%

USA, Japan, Australia, Czech Republic, Austria, Finland, Germany, Lithuania, Portugal

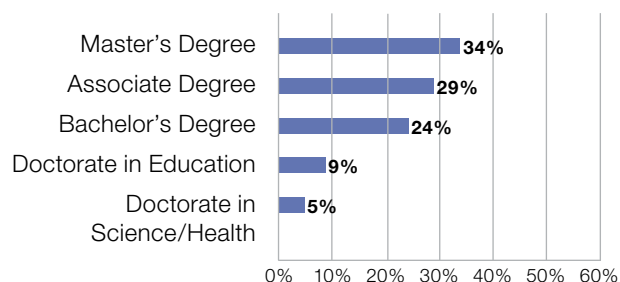
## Years working as dental hygienist, oral health therapist or dental therapist



## Primary Practice Setting

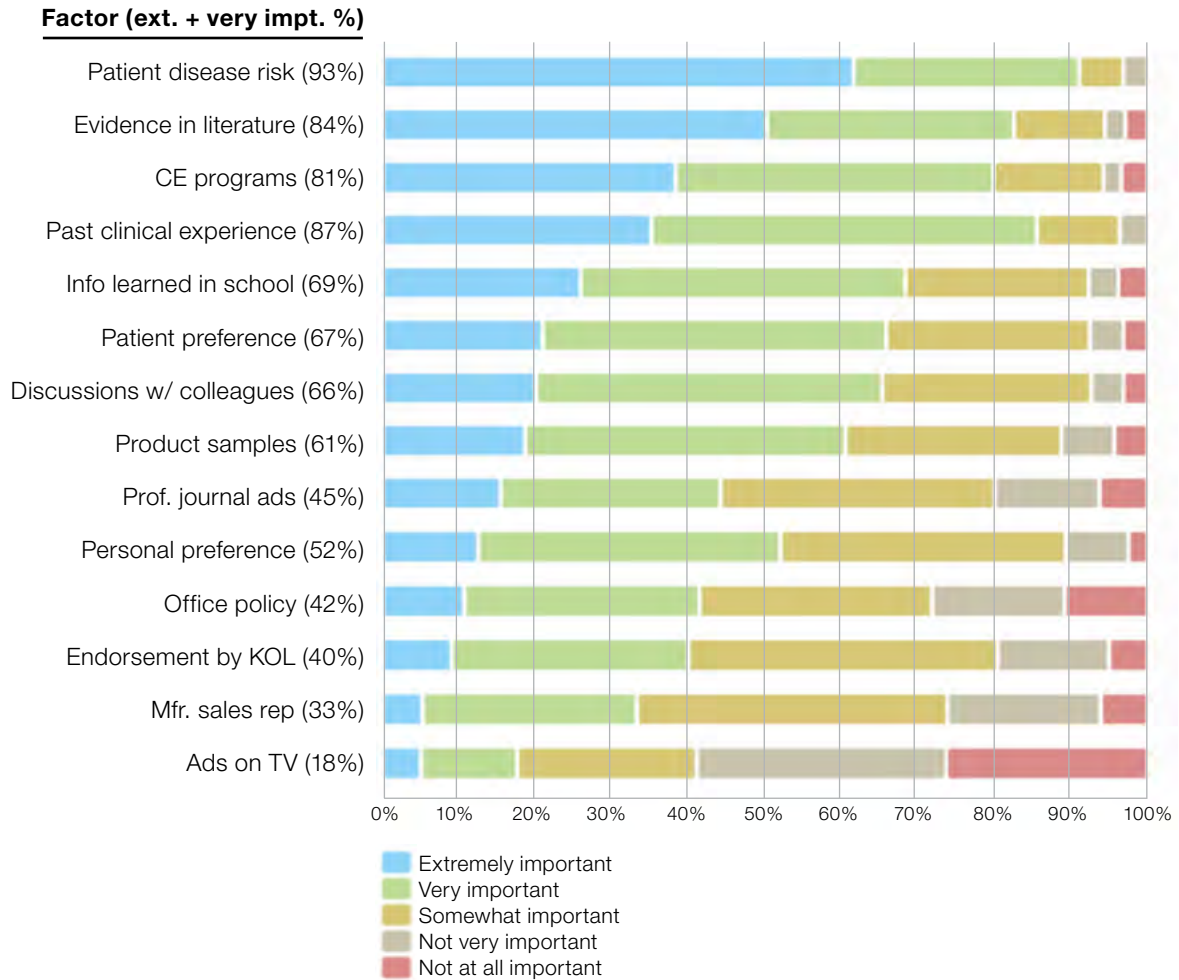


## Highest Degree Earned

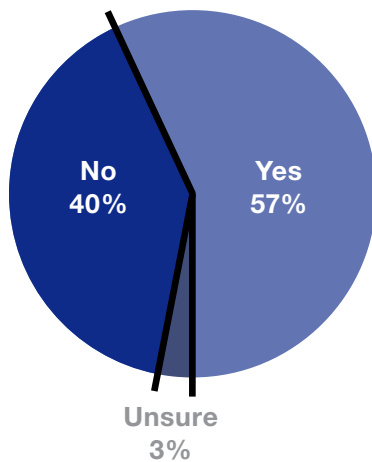


## RECOMMENDATION HABITS

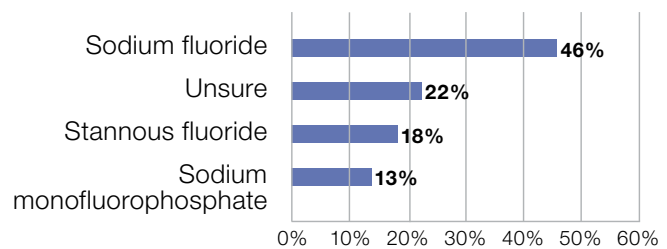
### Importance of factors in making *product* recommendations



### Recommend specific non-Rx fluoride toothpaste?

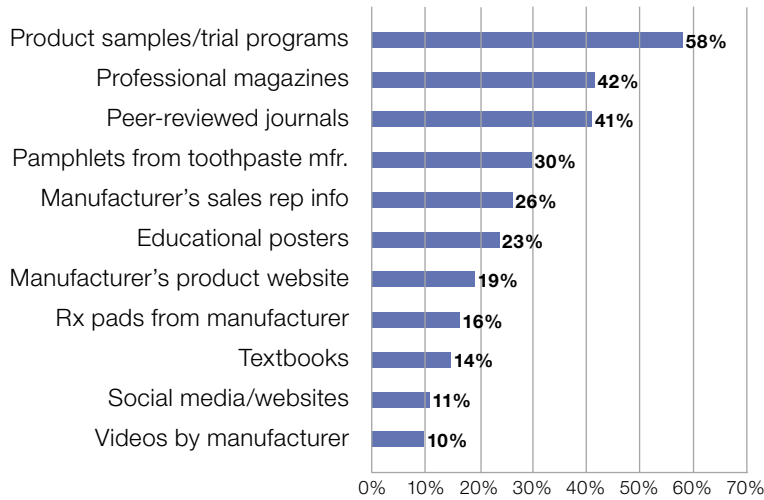


### Fluoride recommended most often

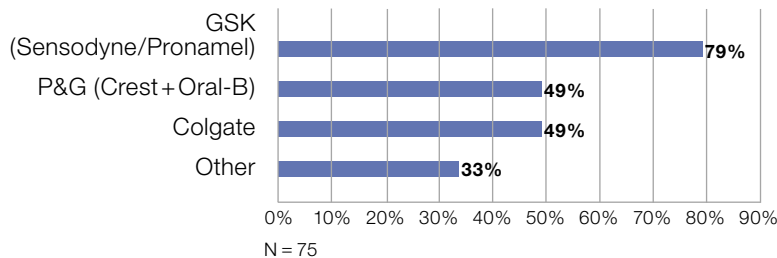


## RECOMMENDATION HABITS, *cont'd.*

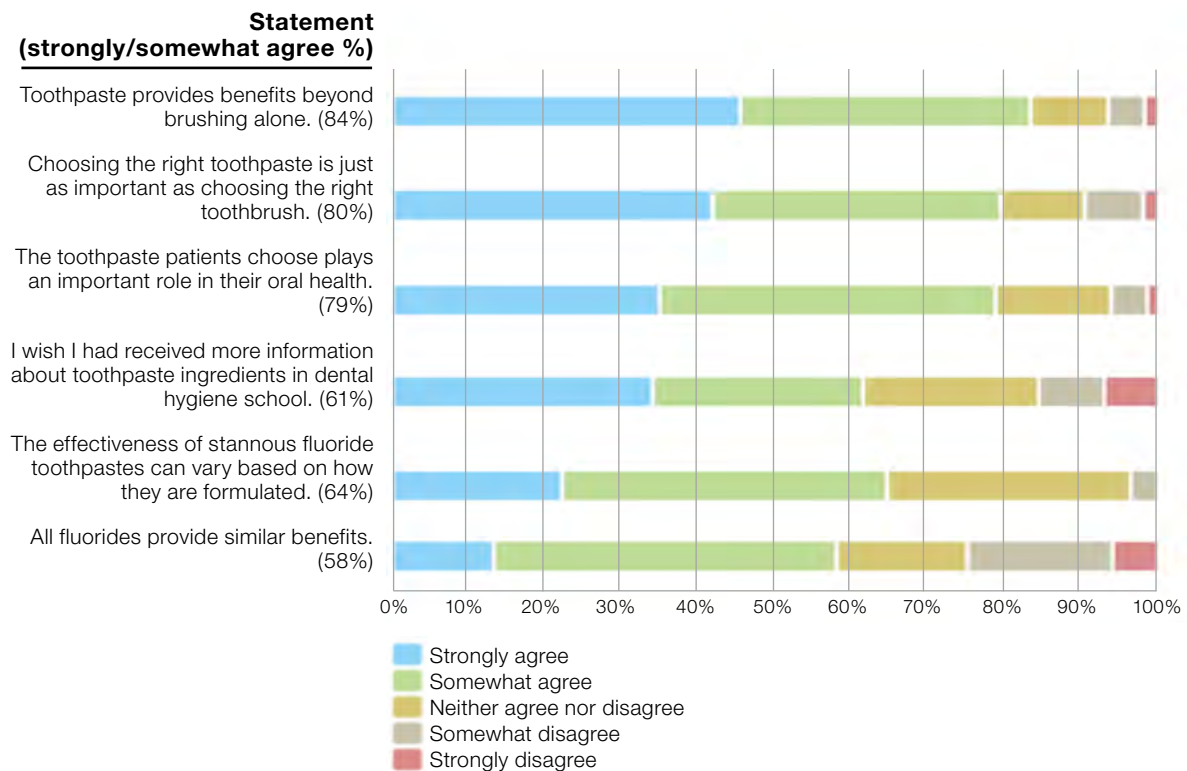
### Resources used *at least once a month* to assist in making decisions about toothpaste recommendations



### Of those using manufacturer sales rep info to help make recommendation decisions, which manufacturer?



### Agree or disagree with statements?



## KEY OBSERVATIONS

- There is an opportunity to provide education on differences among fluorides.
  - 40% of respondents are not making a specific non-prescription fluoride toothpaste recommendation, despite the fact that approximately 80% agree that toothpaste plays an important role in oral health and choosing the right toothpaste is just as important as choosing the right toothbrush.
  - 58% of respondents believe all fluorides provide similar benefits; however, stannous fluoride actually offers many clinically-proven benefits beyond caries protection that other fluorides do not provide, such as improving gingival health, reducing dentinal hypersensitivity, improving breath odor and protecting against erosion.
- Top resources cited for making toothpaste recommendations include product samples and trial programs, peer-reviewed journals, professional magazines, pamphlets from manufacturers and information from sales representatives.
- Respondents ranked patient disease risk, evidence in literature, and CE programs as the 3 most important factors for making general product recommendations.

Survey supported by Procter & Gamble. 