

LETTER TO THE EDITOR

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

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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.

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References

1. 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].