

Talking to teens about teeth



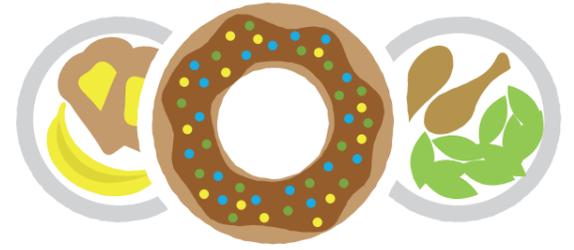
Did you know?¹⁻³



The average teen attention span is just **8.25 seconds**

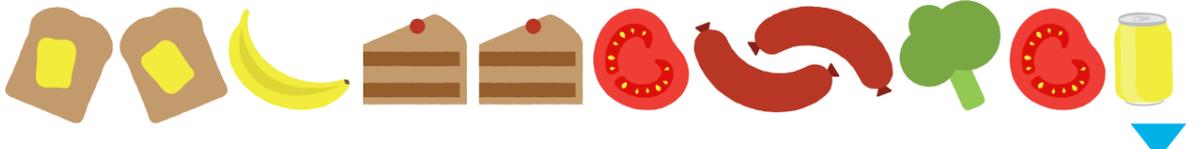


In some countries, **less than half of teens** brush their teeth twice a day



Teens are **snacking** between meals

Boys need **2,600-3,000 Kcal** a day⁴



and **girls** more than **2,200-2,400 Kcal**⁴



Understanding today's teenager

Behaviours and attitudes^{1,7,9,10}

- Hyperaware of appearance
- Short attention spans
- Phones and social media rule their lives
- Striving for independence... sometimes defiantly so



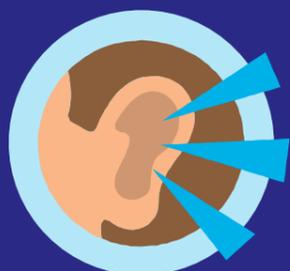
Communication¹¹⁻¹³

- Responds to strong visuals and bitesize information
- Needs to feel understood
- Prefers digital mediums to absorb information

Body⁵⁻⁸

- Cleaning erupting teeth is difficult – and may be avoided if gums are tender
- Teeth are most vulnerable to caries within the first 2-4 years of eruption
- Growth spurts need fuel... typically taken in the form of sugary snacks and drinks
- Hormonal changes can lead to mood swings, comfort eating and... more snacks

By understanding more about today's teenagers, you can communicate with them more effectively! Here are some tips:



Approach to the appointment

- Greet them with a topic that is of interest to them (recent film or sports events)
- Sit down at eye level when giving advice
- Demonstrate active listening



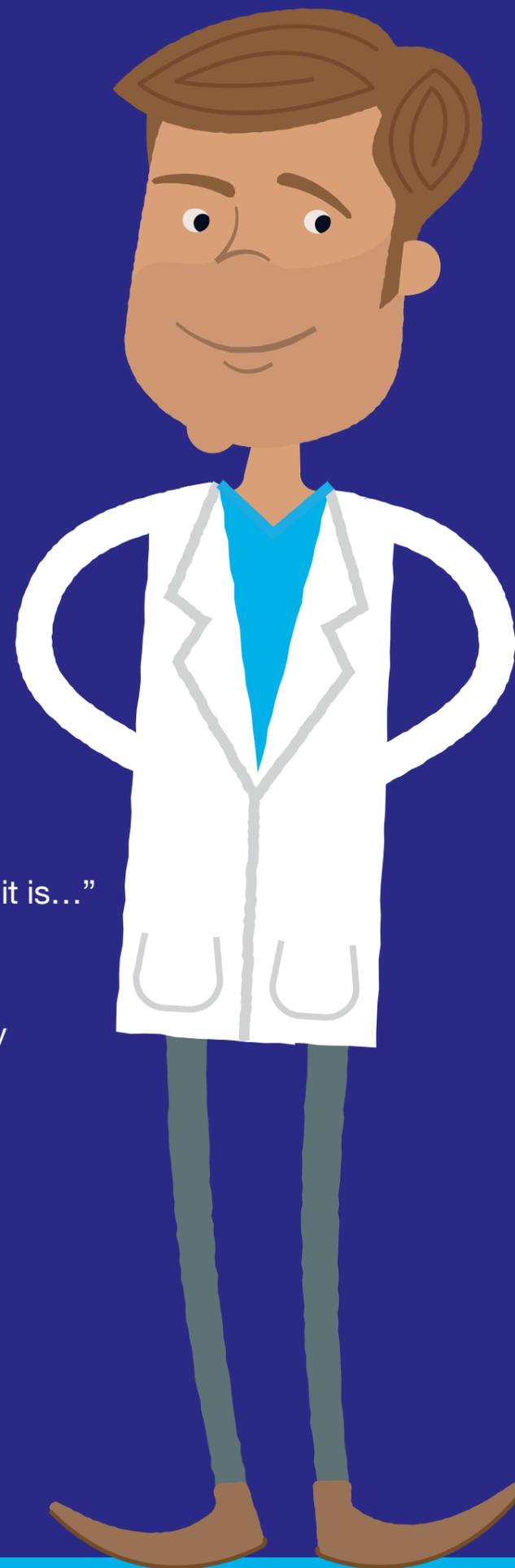
Talking style

- Start tricky conversations with “I understand how difficult it is...”
- Always talk to them as adults
- Avoid using dental jargon
- Ask curious questions and take their comments seriously
- Stick to 3 take-home key messages



Giving advice

- Explain outcomes in terms that appeal to them (cleaner teeth, fresher breath)
- Recommend sugar-free gum after snacking to protect against plaque acid attack
- Give away educational aids that are visually-led and targeted at teens



For more information, visit: www.wrigleyoralcare.com

References

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