



PEPSODENT WOHD 2021

*BANGLADESH RESEARCH
SUMMARY REPORT 2021:
ATTITUDES, BEHAVIOURS AND
EXPERIENCES OF ORAL HEALTH
DURING THE COVID-19 PANDEMIC*

Campaign: #BrushWithMe



BANGLADESH RESEARCH SUMMARY REPORT 2021: ATTITUDES, BEHAVIOURS AND EXPERIENCES OF ORAL HEALTH DURING THE COVID-19 PANDEMIC

Purpose of the Fact Sheet

This document is designed to support your market's activation by providing key statistical insights to build your WOHD 2021 campaign. All statistics in this document refer to Bangladesh figures only.

Introduction

We believe in unleashing the power of healthy smiles by eradicating oral disease for everyone. That's why, all over the world, Pepsodent works hard to eradicate oral disease through our products and educational programs. But, with the COVID-19 pandemic our collective world has changed: disrupting our routines, our personal and work lives, as well as bringing stress and uncertainty to our world.

Since the onset of the pandemic, we wanted to understand how we could continue our mission in our new world, so we conducted global research into the attitudes and behaviours of families, and the experiences of dental professionals, to understand how oral health habits and general oral health have been impacted by the pandemic.

About the research study commissioned for WOHD 2021

The COVID-19 pandemic has led to huge disruption to people's daily routines across the world. Almost one year on, we know that the world has changed significantly. Yet current research into how the pandemic has impacted oral health habits is limited and, where available, is largely inconclusive. This study commissioned for WOHD 2021 explores attitudes and behaviours regarding oral health in this new world.

The research consisted of a 30-minute online survey and covered 6,700 respondents in total across 8 countries: Vietnam, Indonesia, Italy, France, Bangladesh, Egypt, Ghana, India. The sample comprised of 1,000 adults aged 18+ representative of the online population in terms of age, gender and region per market, with the exceptions of Ghana (sample size of 500) and Bangladesh (sample size of 200).

In parallel, qualitative research was conducted among dental professionals to investigate the impact of the pandemic on their practice and their perceptions of how it has impacted their patients. The research consisted of 15 20-minute interviews with dental professionals across Ghana, Italy and Indonesia.

The fieldwork for both the quantitative and qualitative research was conducted between 6th – 25th November 2020.

THE GOOD NEWS: A POSITIVE SHIFT TOWARDS OVERALL HEALTH AND WELLBEING WAS OBSERVED

Concerns about health have become top of mind, with people paying more overall attention to their health and wellbeing.

- 7 in 10 said COVID-19 has made them more focused on their health (68%)¹
- 7 in 10 said that taking care of their mental health and wellbeing is more important since the pandemic (69%)²
- 6 in 10 said that the COVID-19 pandemic made them realise they took their health for granted (62%)³
- Nearly 6 in 10 said that the COVID-19 pandemic made them realise they were not spending enough time on their health (58%)⁴

People claimed to be re-orientating towards healthier habits and focusing on personal development.⁵

Impact of pandemic on habits	Net change	Doing this more	Doing this less
Eating healthier foods	+ 36	49%	13%
Spending time on my hobbies	+ 35	45%	10%
Doing physical exercise	+ 29	46%	17%
Contributing to society	+ 23	36%	13%
Practicing mindfulness techniques	+ 17	28%	11%
Adopting more sustainable habits	+ 16	26%	10%
Eating sugary foods	+ 6	23%	17%
Smoking	+ 3	10%	7%
Drinking alcohol	0	5%	5%

¹ Q12: And thinking about how the COVID-19 pandemic and associated restrictions may have impacted how you think about your health, to what extent, if at all, do you agree or disagree with each? NET Agree (top 2 box). Base: Total (n=200)

² Q11: What impact, if any, has the COVID-19 pandemic had on how you feel about the importance of each of the following compared to before the pandemic? NET more important (top 2 box). Base: Total (n=200)

³ Q12: And thinking about how the COVID-19 pandemic and associated restrictions may have impacted how you think about your health, to what extent, if at all, do you agree or disagree with each. NET top 2 box "Agree. Base: Total (n=200)

⁴ Q12: And thinking about how the COVID-19 pandemic and associated restrictions may have impacted how you think about your health, to what extent, if at all, do you agree or disagree with each. NET top 2 box "Agree. Base: Total (n=200)

⁵ Q9C: What impact, if any, has COVID-19 had on the frequency of how often you do each of the following compared to before the pandemic NET more (top 2 box) / less (bottom 2 box). Base: Total (n=200)

THE BAD NEWS: ORAL CARE IS BEING NEGLECTED

Despite people being more focused on healthier habits, a significant proportion are not brushing twice a day.

A significant proportion of people have not been brushing their teeth twice a day.⁶

- 31% of adults have not brushed twice a day
- 33% of parents have not brushed twice a day
- 35% of children have not brushed twice a day

Adults admit they have fallen into bad habits whilst spending more time at home and are more relaxed about their children's routines too.

Many adults admit they have neglected brushing their teeth.⁷

- 1 in 2 Adults admit they have gone a whole day without brushing their teeth (54%)
- 1 in 2 said they haven't brushed their teeth out of laziness (54%)
- More than half of employed adults said they had gone to work without brushing their teeth (59%)

As with their own bad habits, most parents admitted being more relaxed with their child's oral health habits.⁸

- 7 in 10 parents have let their child eat sugary foods before bed (69%)
- 1 in 2 parents have told their child they did not need to brush their teeth as a reward (53%)

⁶ Q2A: How often do you (and your child) clean your teeth? Base: Total (n=200); Parents (n=75)

⁷ Q25: Thinking about your own oral care habits, have you done any of the following during the COVID-19 pandemic (in the past 8 months)? NET Rarely/Sometimes/Often/Always (top 4 box). Base: Total n=200 / Employed adults (n=108)

⁸ Q26: And as a parent have you done any of the following during the COVID-19 pandemic (in the past 8 months)? NET Rarely/Sometimes/Often/Always (top 4 box). Base: Parents (n=75)

Despite experiencing oral health issues, people are not prioritising their oral care, choosing instead to focus more on physical and mental wellbeing.

Most people have experienced oral health issues during the pandemic.⁹

- 6 in 10 people have experienced an oral health issue since the start of the pandemic (64%)
- Top five oral health issues experienced during the pandemic

Pain with teeth, gums or mouth	30%
Gums and teeth bleeding when brushing/flossing	27%
Trouble eating due to pain	27%
Headaches due to teeth pain	27%
Jaw pain	25%

1 in 2 adults experienced teeth pain during the pandemic (50%).¹⁰

- 21% experienced minor pain
- 22% experienced moderate pain
- 8% experienced severe pain

Yet, adults were more focused on other aspects of their health and wellbeing than their oral health.¹¹

- Since the pandemic, I feel the following are more important ...

Taking care of my physical health	72%
Taking care of my mental health and wellbeing	69%
Taking care of my oral health	62%

9 Q27: Thinking about your oral care during the COVID-19 pandemic (over the past 8 months) have you experienced any of the following? NET Any issue (those who selected any oral health issue) Base: Total (n=200)

10 Q30A: Now thinking specifically about the period since the start of the COVID-19 pandemic (the last 8 months), how often did you feel pain due to your teeth since the pandemic started? - I felt pain or discomfort... NET Rarely/Occasionally/Often.: Base: Total (n=200).). Q31 - When you did feel pain, how painful was it? Rebased on total population. -NET MINOR: 0-2 NET MODERATE: 3-6 NET SEVERE: 7-10. Base: Total (n=200).

11 Q11: What impact, if any, has the COVID-19 pandemic had on how you feel about the importance of each of the following compared to before the pandemic? NET more important (top 2 box). Base: Total (n=200)

People were more likely to improve personal hygiene behaviours like handwashing than to improve oral health habits.¹²

- Since the pandemic, people are more likely to wash their hands (71%) than brush their teeth (45%)
- Since the pandemic, people are more likely to use hand sanitizer (68%) than use mouthwash (40%)

Oral health issues are likely to be exacerbated in future if they are ignored now.

Many adults admitted they have avoided going to the dentist during the pandemic.¹³

- About 8 in 10 admitted that since the pandemic they have avoided going to the dentist for a check-up (76%)
- Nearly 7 in 10 admitted that they have avoided going to the dentist even when they had a problem (68%)
- Nearly 4 in 10 have not been to the dentist in the past year (36%)¹⁴

And even those who have experienced pain admit avoiding going to the dentist.¹⁵

- Only 2 in 5 claim to have visited the dentist during the pandemic (42%)
- And only 1 in 2 of those who experienced pain went to the dentist (51%)

There are signs of polarisation, with many of those that have existing oral health issues reporting that their oral health has gotten worse during the pandemic.¹⁶

As a result of the pandemic, my oral care is...	Those with excellent oral care	Those with good oral care	Those with poor oral care
Better	65%	46%	29%
The same	28%	33%	32%
Worse	7%	15%	25%

12 Q13: What impact, if any, has COVID-19 had on the frequency of your personal care routines? NET 'I do this much more' (top 1 box). Base: Total (n=200)

13 Q25: Thinking about your own oral care habits, have you done any of the following during the COVID-19 pandemic (in the past 8 months)? NET Rarely/Sometimes/Often/Always (top 4 box). Base: Total (n=200)

14 Q29B - How long is it since you last saw a dentist? total (n= 200)

15 Q28: And have you visited the dentist since the beginning of the COVID-19 pandemic (past 6-8 months)? Base: Total (n=200), Those that experienced oral pain during the pandemic (n=112)

16 Q32: And what impact, if any, do you think the COVID-19 pandemic and associated restrictions has had on your oral health today? A - My oral care - Base: Total (n=1009), Those with poor oral care (mouth) (n=28**), Good oral care (mouth) (n=170), Excellent oral care (mouth) (n=54).

THE OPPORTUNITY: WHAT WE ARE GOING TO DO ABOUT IT

1. Our research shows that people are primed for making positive changes – now is the time to empower parents to build better oral care habits for the whole family to last a lifetime.

People have shown to be resilient during the pandemic, seeing it as an opportunity to establish healthier routines.

- 66% said they had to learn new habits to adjust to the changing situation¹⁷
- 68% said the current disruption has given them the time to establish healthy routines¹⁸
- 52% say that Covid-19 pandemic has had a positive influence on the way they spend their free time¹⁹

Most have found establishing new routines a source of comfort and motivation.²⁰

- 7 in 10 said that having a routine helps them feeling more in control (69%)
- 7 in 10 said that having a routine helps them manage their mental wellbeing (70%)
- 6 in 10 said that without a routine they feel lost and demotivated (60%)

And parents have become more focused on their children's routine too.²¹

- 80% of parents said they are more aware of their child's daily routine
- 77% of parents said they had more time to focus on their child's health

17 Q15: Looking ahead and thinking about how your habits might change as we settle into a 'new normal', to what extent would you agree or disagree with each of the following? NET agree (top 2 box). Base: Total (n=200)

18 Q15: Looking ahead and thinking about how your habits might change as we settle into a 'new normal', to what extent would you agree or disagree with each of the following? NET top 2 box "Agree". Base: Total (n=200)

19 Q9D: Please pick the statement you most agree with. Sometimes you may feel your opinion sits in the middle, but please try to select the one which you believe is closest to your own opinion. Base: Total (n=200)

20 Q15: Looking ahead and thinking about how your habits might change as we settle into a 'new normal', to what extent would you agree or disagree with each of the following? NET agree (top 2 box). Base: Total (n=200)

21 Q12: And thinking about how the COVID-19 pandemic and associated restrictions may have impacted how you think about your health, to what extent, if at all, do you agree or disagree with each. NET agree (top 2 box). Base: parents Base: Total (n=75)

2. Now, the universal truth of kids copying their parents' actions has never been more relevant, and our research supports this. We must encourage parents to role model good oral health habits for the sake of their children and be the agents of change to brush better together.

Children are mirroring their parent's bad habits.²²

- Children are 7x more likely to skip brushing if their parent did not brush twice a day
 - When a parent brushed twice a day, the probability that a child skipped brushing is only 11%
 - When a parent skipped brushing, the probability that a child skipped brushing is 77%

²² Q2_B - Q2_B - My child cleans their teeth - How often do you (and your child) clean your teeth? Base: Parents who skip brushing (n=13**), Parents who brush twice a day (n=37**).

INTRODUCING: #BRUSHWITHME

Introducing **#BrushWithMe**, a campaign to remind parents of their joyful responsibility in taking care of the oral health of themselves and their little ones, and to **encourage families to get brushing better, together**.

We know that parents really are the agents of change for the whole family when it comes to instilling habits and routines. As verified by our research, the actions of parents are often mimicked by their 'copycat kids,' and their habits, both good and bad, have an impact on their children. For this reason, we want to encourage parents across the world this World Oral Health Day with #BrushWithMe, to instil a good oral health routine in the family by brushing day and night alongside their children.

Let's all re-focus our attention on practicing good oral health care at home, and set the example for our children. **Let's brush better, together**.

APPENDIX

Defining oral health

Respondents were asked to describe the health of their, and their child's if parents, mouth and teeth on the following scale:

Very poor	Poor oral health
Poor	
Average	
Good	Good oral health
Very Good	Excellent oral health
Excellent	

Defining oral pain

Respondents were asked to establish the frequency over the past 12 months of which they experienced pain due to their teeth on the following scale:

	I felt pain or discomfort...	Never	Rarely	Occasionally	Often	Don't know
	My child felt pain or discomfort...	Never	Rarely	Occasionally	Often	Don't know

Respondents who experienced pain, were asked to examine the level of pain reported using the below scale

