



## EL COMANDO FLUOR (THE FLUORIDE SQUAD)

### BACKGROUND

According to several reports and studies on oral health, dental caries is one of the most common childhood diseases.

The majority (51.6%) of children aged 5 to 9 had at least one carious lesion or filling in either a primary or a permanent tooth.

Despite progress in reducing dental caries, individuals in families living below the poverty level experience more dental decay than those who are economically better off. In addition to poverty, the proportion of teeth affected by dental caries also varies by age and race/ethnicity. Poor Mexican American children aged 2 to 9 have the highest number of primary teeth affected by dental caries compared to poor non-Hispanic blacks and non-Hispanic whites.

Improving oral health and reducing –and eliminating the disparities among the Hispanic population requires information, education and community programs aimed at improving or encouraging community awareness, and behavioral changes to prevent dental caries and periodontal disease among other diseases.

For this reason, Centro with funding from the Delta Dental Foundation, asked The Ñu Group to create and produce a Spanish-speaking program for the Latino community that would include information on dental care and oral hygiene.

### OBJECTIVE

To create and produce a 9-minute animated video movie for Spanish-speaking Latino children, predominantly of Mexican descent, ages 4 to 8, living in Minnesota.

The movie would provide culturally and linguistically appropriate information, educate Latino children on the importance of dental hygiene and a healthy diet, and encourage changes in current behaviors and attitudes.

## SOLUTION

The Ñu Group created a story to introduce and present topics in a fun way through animated characters that tell a compelling and entertaining tale while educating the audience at the same time. The script was developed in Spanish with culturally relevant illustrations -- appealing to both Hispanic boys and girls ages 4-8.

By using the popular Mexican theme of the wrestling hero, we were able to emotionally connect with the audience and effectively deliver the key message and information on:  
*How to brush and floss – What to eat & Why – Why and how cavities form and what happens to teeth with cavities  
Why to Visit the dentist -*



The video ends with a call to action to remind children to brush their teeth daily, eat well and visit the dentist

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### About The Ñu Group

The Ñu Group, LLC, St. Paul, Minnesota, is a marketing communications firm specializing in the Hispanic market.

Funded by Gabriela M. Harper, The Ñu Group has been helping clients effectively reach the U.S. Hispanic market by providing creative communication solutions since 2002.

### About Centro

Centro Inc. Minneapolis, Minnesota, provides community, family and health, and educational programs to the Latino community.