

M.DES COMMUNICATION DESIGN PROJECT 3

# Punchiri- A Project to Spread Awareness about Early Childhood Caries (ECC)

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"A genuine smile comes from the heart,  
but a healthy smile needs good dental care."

-Wayne Chirisa

# Introduction

## IMPORTANCE OF ORAL HEALTH FROM CHILDHOOD

Oral health care should begin with the very first tooth that grows in a baby's oral cavity.

Even though these teeth will fall out within a few years, baby teeth hold a space for the child's permanent ones, and the child must have a healthy mouth when those permanent teeth arrive.

Without proper care, even baby teeth can decay and cause a lot of problems, including Painful teeth and gums, Difficulty chewing, eating, sleeping, Gum disease, inflammation, and Embarrassment when talking and smiling.

Children need strong and healthy teeth to chew food properly, speak clearly and have a good-looking smile. Their first teeth also helps make sure their permanent or

adult teeth will come correctly. It's important to start good oral care to help protect their teeth for decades to come.



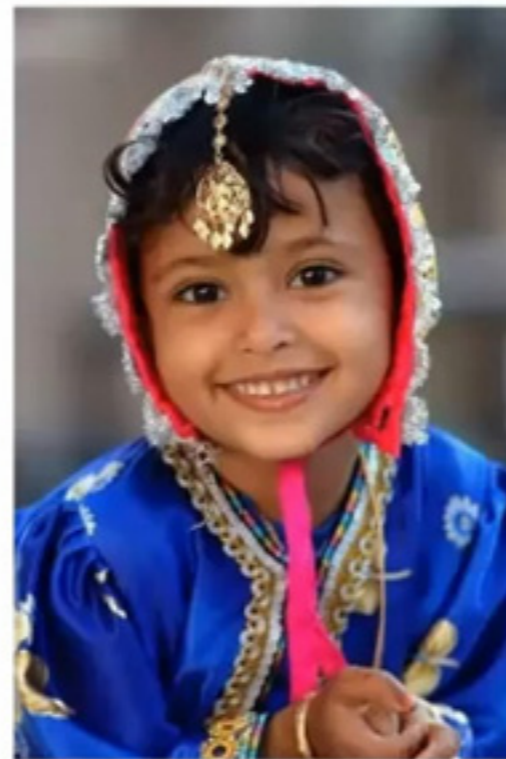
*Image credit : Marlborough Dental Studio*

# The Primary Teeth

One of the most common misconceptions about primary teeth is that they are irrelevant to the child's future oral health.

## FUNCTIONS OF PRIMARY TEETH

1. SPEECH PRODUCTION AND DEVELOPMENT
2. EATING AND NUTRITION
3. SELF-CONFIDENCE
4. STRAIGHTER SMILES
5. EXCELLENT ORAL HEALTH



# Problem Identification

## PROBLEM STATEMENT

Below is the information I gathered from Dr. Sahara Abdul Salam, a dental surgeon, and my friend from a private clinic in Kerala.

**“It’s only been a month since my baby’s teeth start to erupt. Now it is in a state of crumbling to white structures. They didn’t even show any color difference.”**

It is too late for them to realize that this is Early Childhood Caries (ECC).



*Image credit : Mumsnet.com*

# Early Childhood Caries (ECC)

The American Academy of Pediatric Dentistry (AAPD) defines ECC as the presence of one or more decayed (Cavitated or non cavitated teeth), One or more missing teeth due to caries or filled teeth surfaces in any primary teeth in a child of 71 months or younger (Under six years of age).



*Image credit : <https://mamarissa.com/>*



## CURRENT AWARENESS ON EARLY CHILDHOOD CARIES

In the early stages, This condition won't show any color difference other than a white spot lesion. So, the chances of them unnoticed are very high. Mostly the parents notice this when the child, who has more damage to the teeth, suffering the pain and shows signs of discomforts. Small children can't monitor their teeth and aware of their oral health. So parents should need aware of ECC and oral health in these stages.

# Aim

This condition can be prevented by taking proper oral hygiene measures to the baby from the age of breastfeeding.

**“Prevention is better than cure”** As per the saying, It would be great if the parents were aware of this condition and its preventive measures, rather than going to the dentist after showing symptoms.

**This project aims to bring awareness about Early Childhood Caries with the help of narrative and visual storytelling.**

# Design Decision

According to primary research, it has been found that mothers of children less than five years need to be aware of this condition

## 1. **THE AWARENESS**

Awareness on Early Childhood Caries and it's prevention

## 2. **TARGET AUDIENCE**

Mothers of children under the age of 5 (Especially breastfeeding mothers)

## 3. **TENTATIVE OUTCOME**

Awareness video with illustrated visuals (Motion) and voice over (Narration).



# Risk Factors

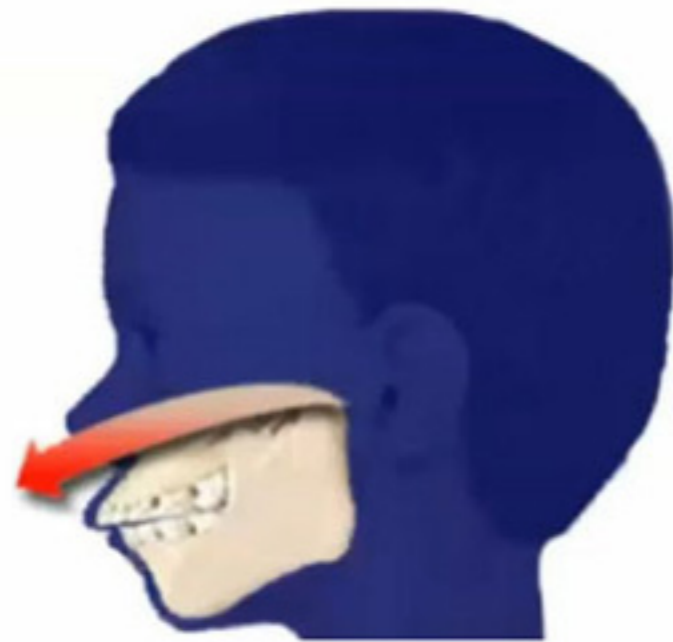
## 1. THE PAIN



## 2. INFECTION



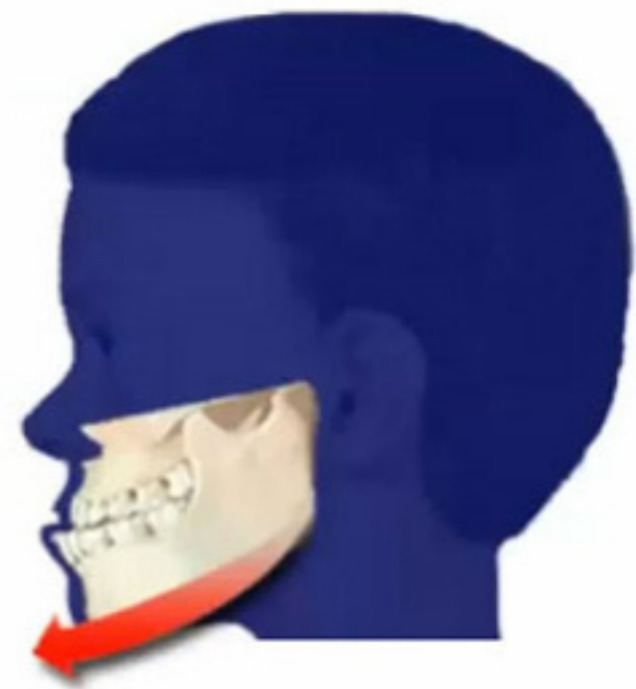
### 3. AFFECTS JAW SIZE (PROGNATHISM)



Maxillary  
prognathism



Jaw without  
prognathism



Mandibular  
prognathism

#### 4. MALOCCLUSION



# Talking to Target audience

- Made phone calls among these target audiences.

## AREA OF DISCUSSION

- Feeding habits
- Current awareness about oral hygiene and cleaning methods.
- Their Perception of the importance of primary teeth and their health.

## INSIGHTS

Among the 13 Samples,

- Almost all of these babies started to grow their teeth at 7 - 8 months of their age.
- Only 6 out of 13 had cleaned their baby's gum or teeth after each feeding.
- Out of these, only 3 of them cleaned their baby's teeth/gum with a cotton swab, while the others were given some amount of water after feeding.
- 2 babies were found to have their teeth sharpened. One of them having white dots on it. Which implies the demineralization of the tooth and early symptoms of ECC.
- No one is aware of the condition called ECC.

# The Project

This is a video project with series of illustrated visuals and a voice-over.

I have written a narration including the risk factors of ECC and its preventive measures through a story.

My project is intended for mothers in rural and urban areas of Kerala. So I decided to give a voice-over in Malayalam and with English subtitles.

This is the story of Manu, who suffered the extreme version of ECC and has been suffering from its after-effect called prognathism.

Prognathism cant be cured by braces treatment. Surgery is currently underway to shift the jawbone, and it isn't very easy. That's why Manu still has that problem in his face when he smiles. This is the whole essence of the story.

I named this video 'Punchiri.' Punchiri in Malayalam means Smile.

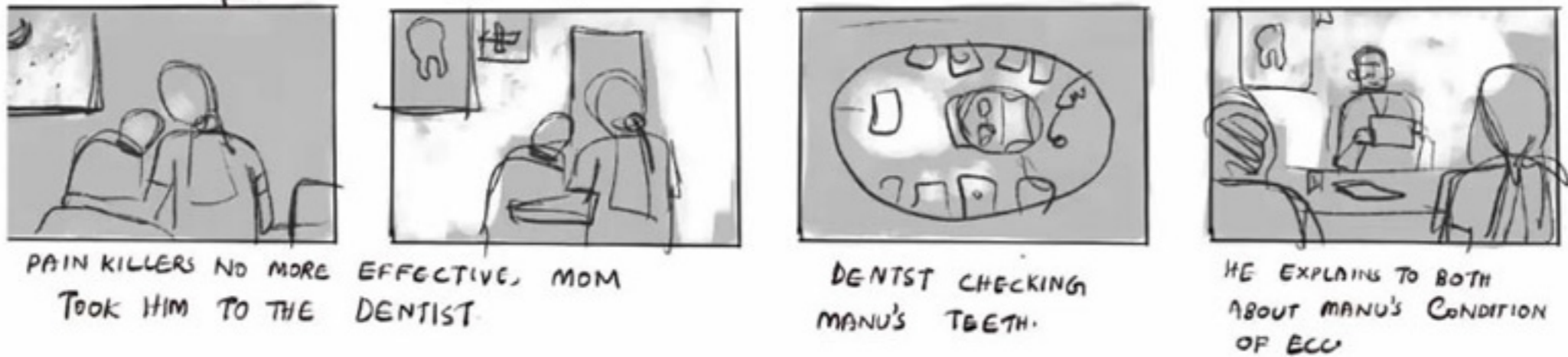
# Story Boarding / Key Frames

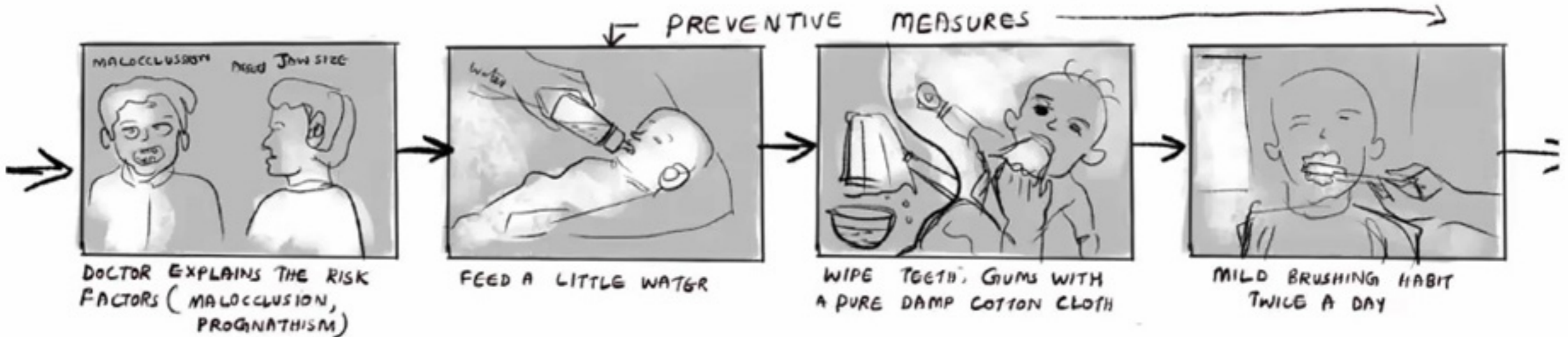
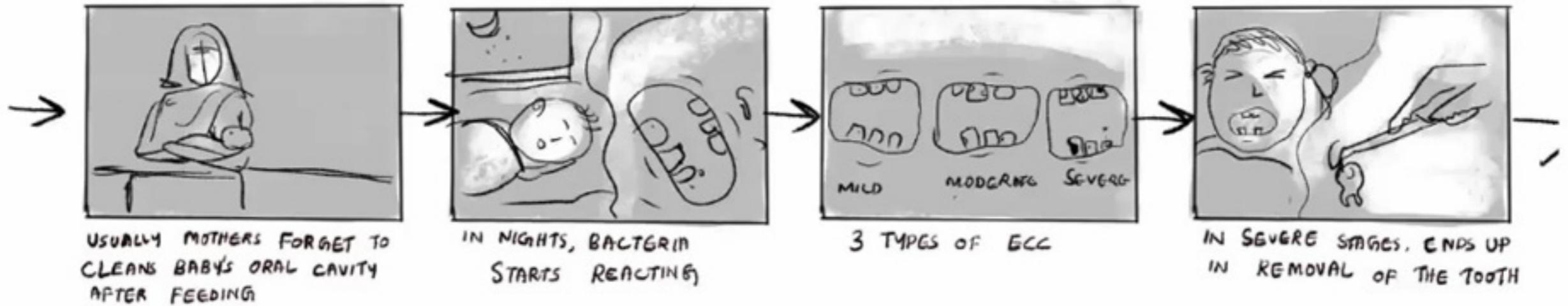


## SCENE SHIFT (PHASE - 2)



## SCENE SHIFT (PHASE - 3)







## **Final Frames**























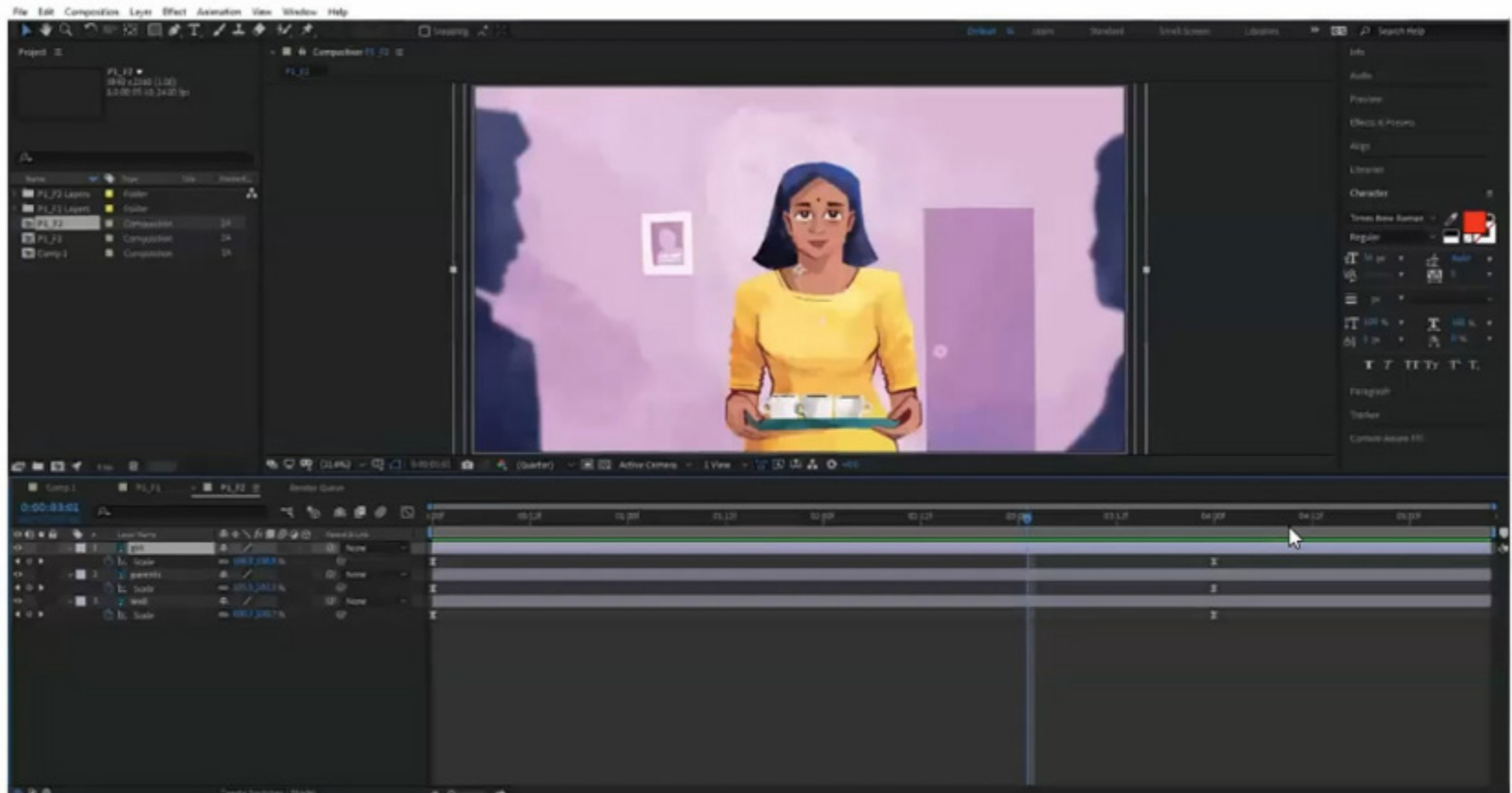


# Editing /motion

Applying motion to the foreground, main object, and background will increase the flow of narration. I decided to edit every visual in adobe after effects.

## SOUND

Voice-over will be in a high-quality track with a background theme. Background music is composed in the Garage band.



# Conclusion

This project was an overall challenge for me in every aspect, from writing a narrative and finally giving visual elements for it.

This is more of a technical topic. Lots of technical terms and processes are there while explaining more about dental caries. But considering the audience, should explain in a simpler form throughout the project.

Most of the frames from the story will be indoor, and most of the visuals will contain faces and teeth. To make it easier for the audience, I focused more on a direct approach to storytelling.

From the project, I was able to learn more about dental caries in children and their risk factors. From my personal experience (braces, Root canal surgery), I know the importance of good dental care from childhood. I am hoping my contribution to the awareness of this condition will be useful for my target audience.