

## **ABSTRACT**

### **Nursing Prevention Campaign Design**

#### **Bottle Carries in Toddlers**

The high number of dental caries in Indonesia, especially in children has reached the level of worry, and especially in Bandung, as many as 26,245 primary school-aged children suffering from dental caries. one of the factors causing high numbers is due to the lack of attention from parents about dental caries, so it is not a danger of dental caries and how to prevent it. There have been many attempts by the government to reduce the number of dental caries, but the result is still many parents who have not realized the importance of preventing dental caries. Seeing this problem the author plans to arrange a "Social Campaign Prevention Nursing Bottle Carries in Toddler". The author began collecting data through observation methods, interviews, and literature studies. To find campaign messages, I also do a similar campaign matrix analysis. And the result, the authors found a campaign message that is "Start a healthy smile child begins with water" with a creative strategy to make a TVC titled Care Of Me. The author also conducts FACET analysis to determine the right media. The campaign, which aims to educate this mother, is expected to be a caries prevention solution for children.

Keyword: Social campaign, dental caries, child teeth, education

