

COVERAGE, ACCESS AND
BEHAVIORS

GOV'S DENTAL PROGRAM
ENJOYS WIDE PUBLIC
SUPPORT

SENIORS' ORAL CARE ACCESS
CONTINUES TO BE OF
CONCERN

ABACUS DATA

DETAILED RESULTS

PUBLIC PERCEPTIONS OF STATE OF ORAL HEALTH IN CANADA

CONDUCTED FOR THE CANADIAN DENTAL HYGIENISTS ASSOCIATION

RESEARCH AND ANALYSIS FROM CANADA'S LEADING PUBLIC AFFAIRS
AND MARKET RESEARCH EXPERTS



THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION
L'ASSOCIATION CANADIENNE
DES HYGIÉNISTES DENTAIRES

KEY TAKEAWAYS

- I. Though most still report visiting an oral health professional yearly, 1 in 4 Canadians report their access to dental care services are different today from their pre-pandemic norm.
- II. There is a growing trend in utilization of services of dental hygienists who own their own practices.
- III. The national dental plan is widely supported, with most hoping its focus is on prevention or a combination of prevention & restorative work.
- IV. Canadians' vast public concerns regarding seniors' access to oral health continue to rise from 2022.



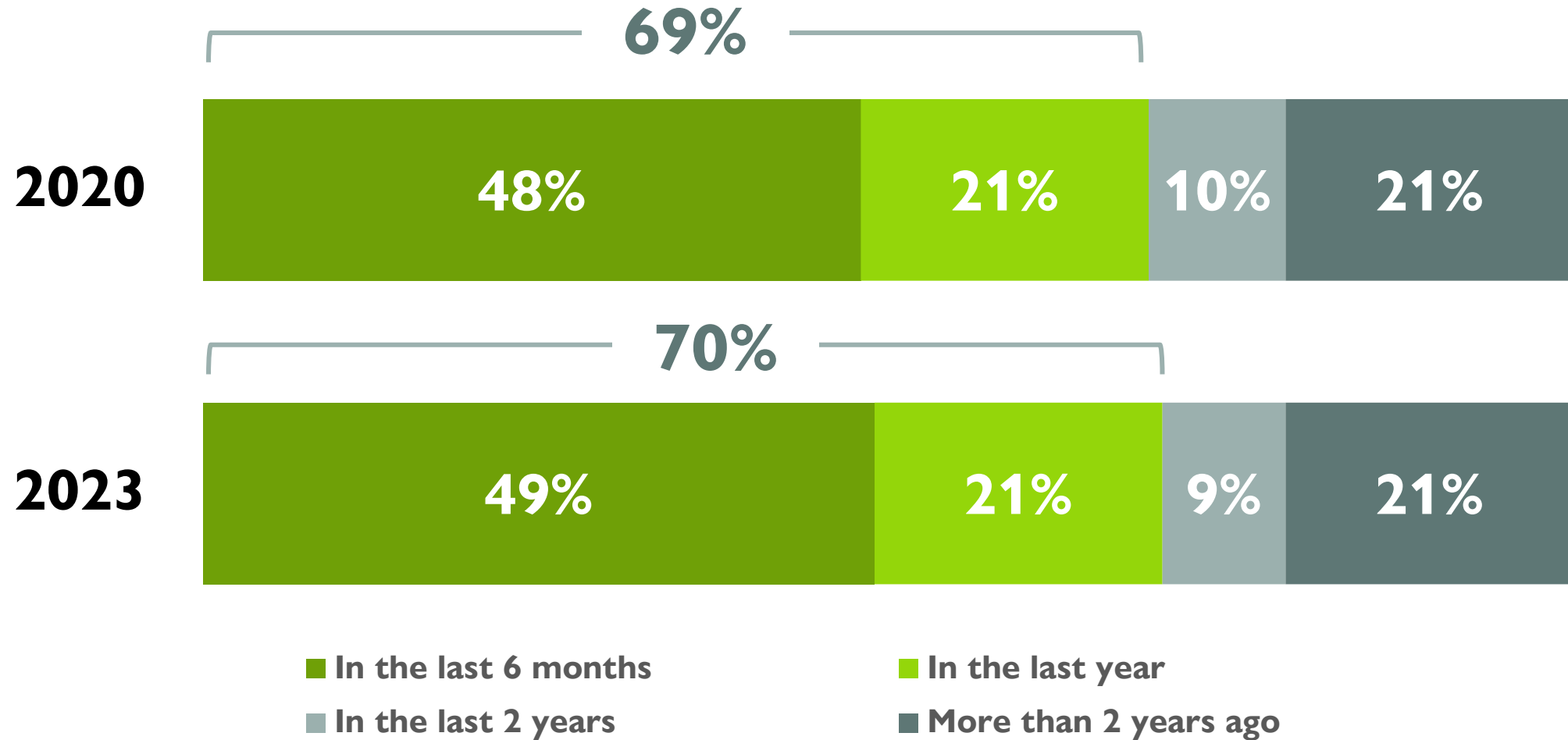
I. COVERAGE, ACCESS & BEHAVIOURS

ABACUS DATA

COVERAGE, ACCESS & BEHAVIOURS

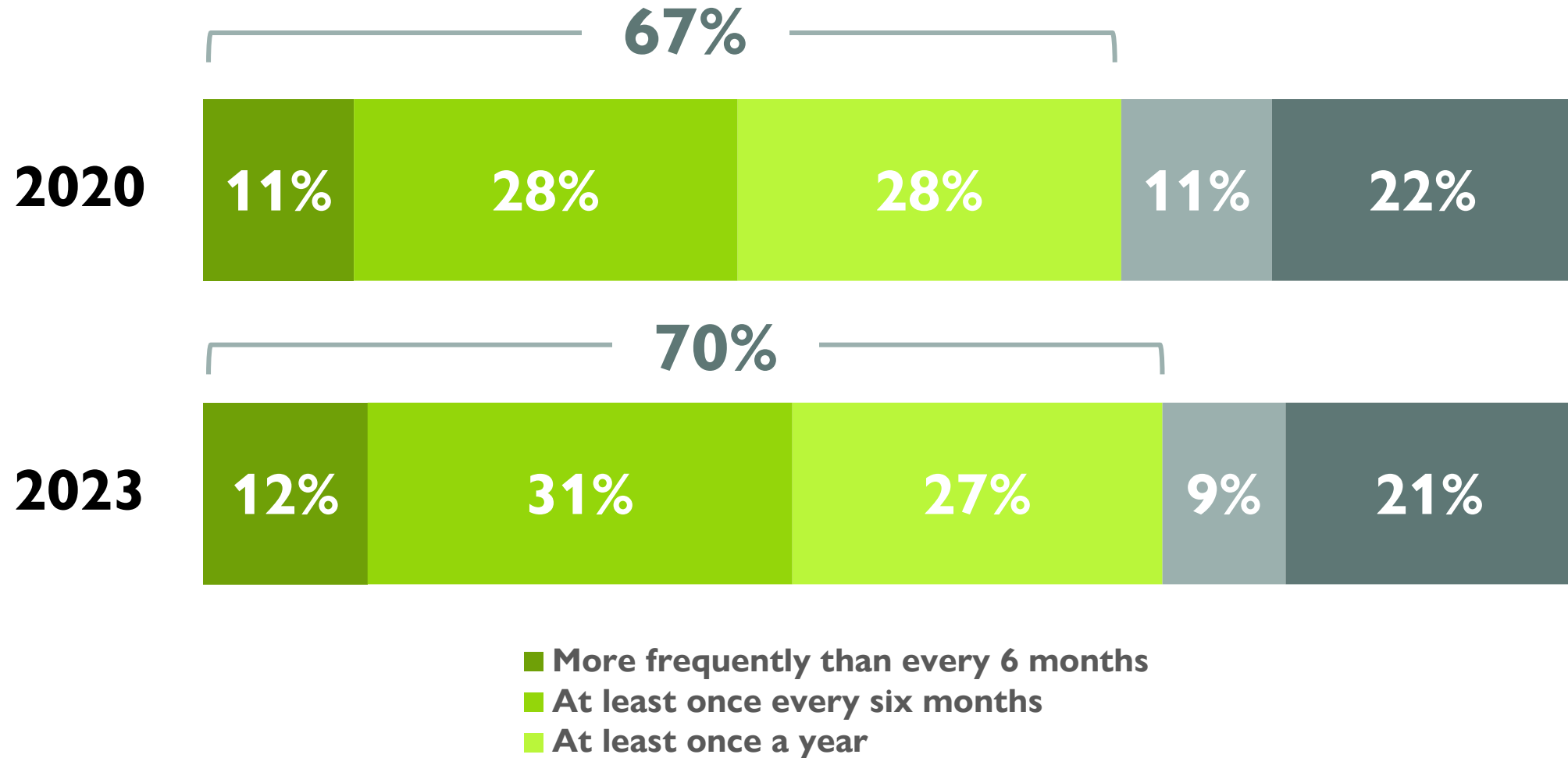
- 1 in 4 Canadians report their access to dental care services changed in the pandemic and remains different today.
- 7 in 10 Canadians visit an oral health professional at least once a year. Most appointments were for routine check ups & exams, consistent with trends in 2020.
- 2 in 3 Canadians report having dental benefits coverage in 2023.
- In 2023, 1 in 5 Canadians report making an appointment directly with a dental hygienist at their own practice. Among under 30-year-old Canadians, this proportion jumps up to 1 in 3.
- The vast majority, 9 in 10 Canadians say they are comfortable attending a dental or dental hygiene appointment today even in the context of COVID-19 transmission risks.
- Over 8 in 10 Canadians who have visited a dental hygienist have discussed proper oral health care techniques with their dental hygienist, a notable increase from 2020 (+15 % pts).

LAST TIME ACCESSING DENTAL SERVICES



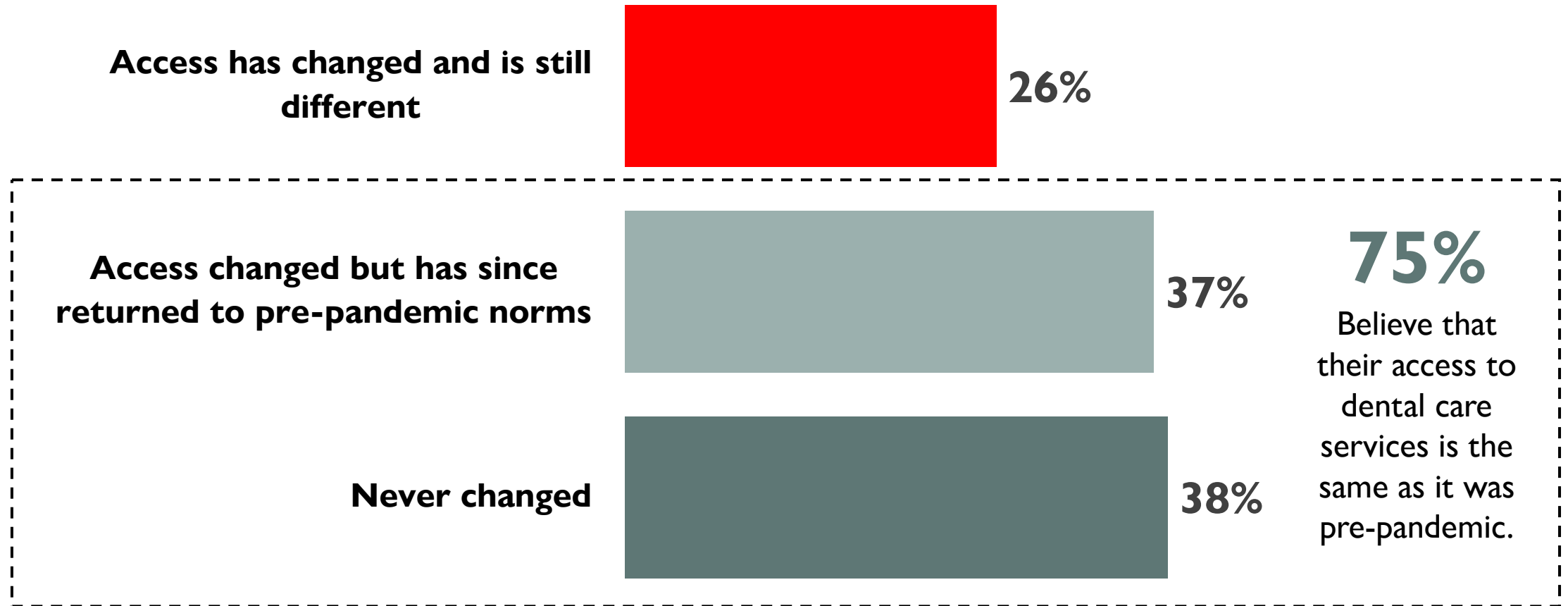
When was the last time you accessed dental care services (going to see a dentist, dental hygienist, or other oral health professional)?

FREQUENCY ACCESSING DENTAL SERVICES



How often do you visit an oral health professional?

CHANGE IN ACCESS TO DENTAL SERVICES DUE TO COVID-19



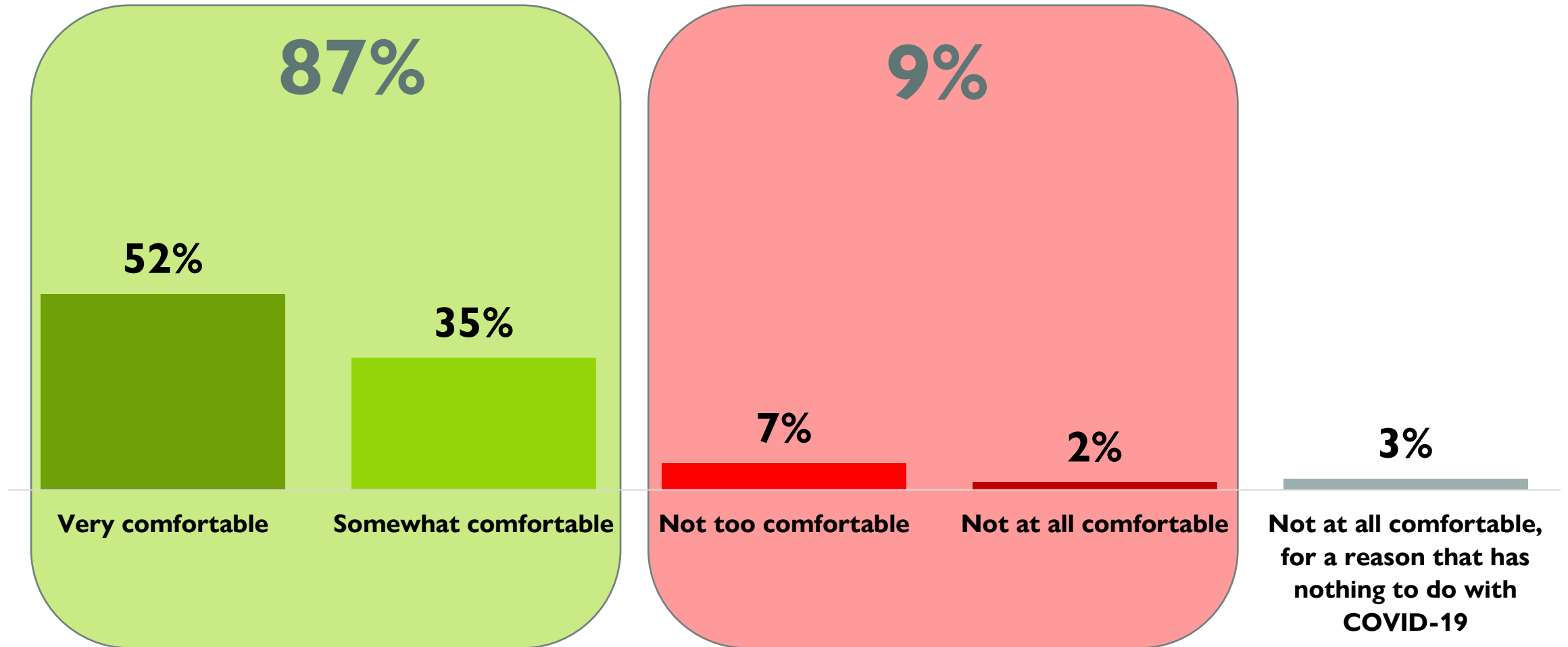
As a result of the COVID-19 pandemic, did your access to dental care services change, change but since returned to pre-pandemic norms, or never change?

DENTAL HEALTH BENEFITS COVERAGE

	2020	2023	Change from 2020
Your work	32%	37%	+5%
A family member's work	19%	16%	-3%
An educational institution as a student	3%	3%	NC
A government program	-	11%	N/A
Other	11%	4%	-7%
No	40%	32%	-8%
Don't Know	-	3%	N/A

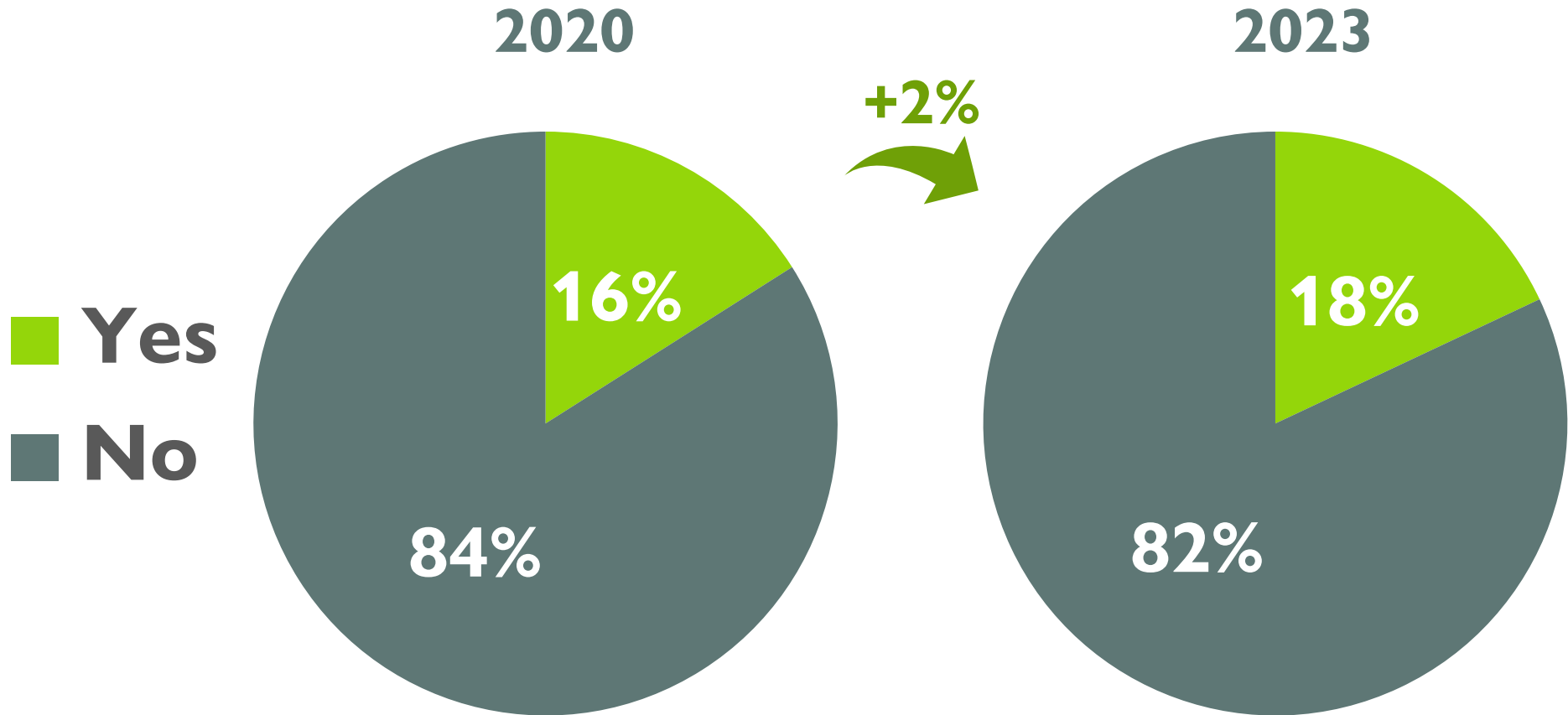
Do you have dental benefits coverage through any of the following? Check all that apply

COMFORT LEVELS ATTENDING A DENTAL/DENTAL HYGIENE APPOINTMENT



With the current risks of COVID-19 transmission in mind, how comfortable are you attending a dental or dental hygiene appointment today?

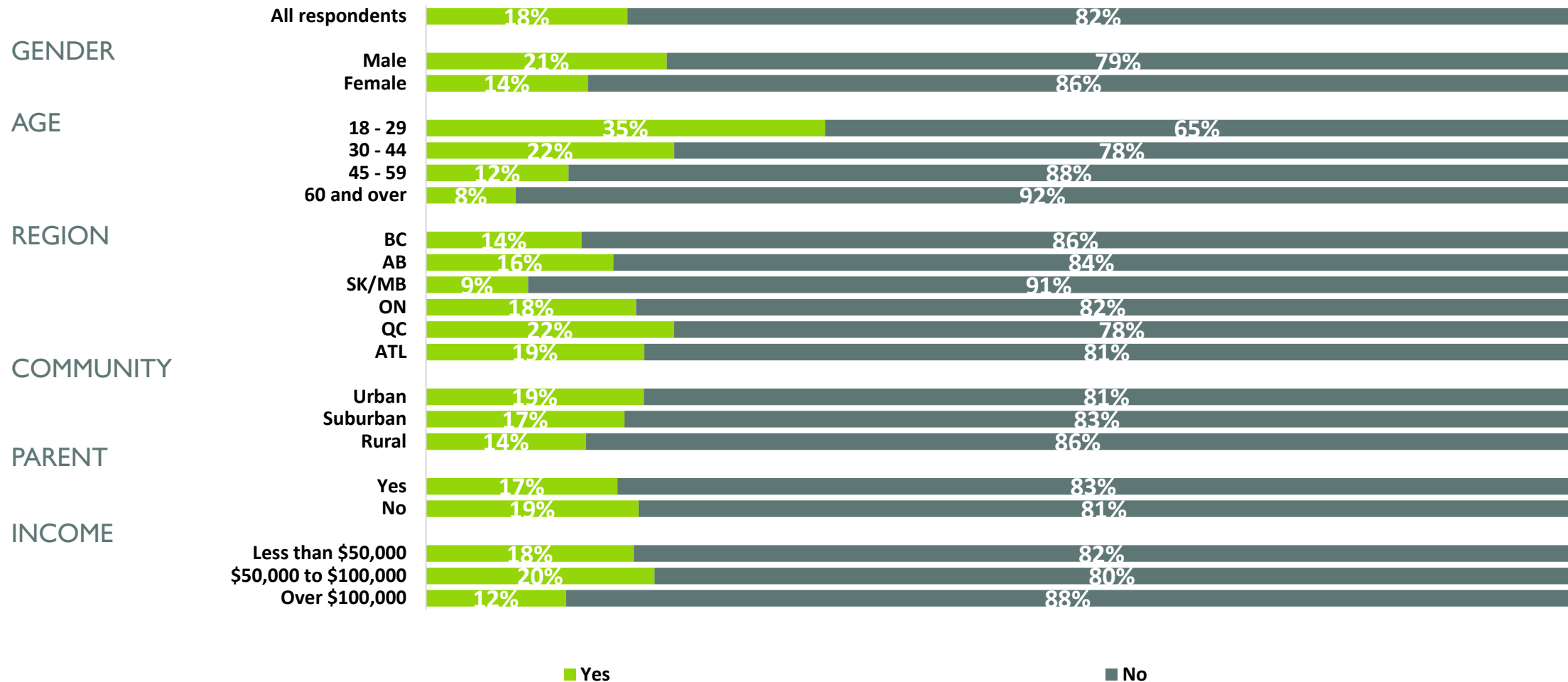
NEARLY 2 IN 10 CANADIANS HAVE MADE AN APPOINTMENT WITH A DENTAL HYGIENIST DIRECTLY



Younger Canadians are much more likely to visit a dental hygienist at their own practice, as are those who have frequent visits to an oral health professional.

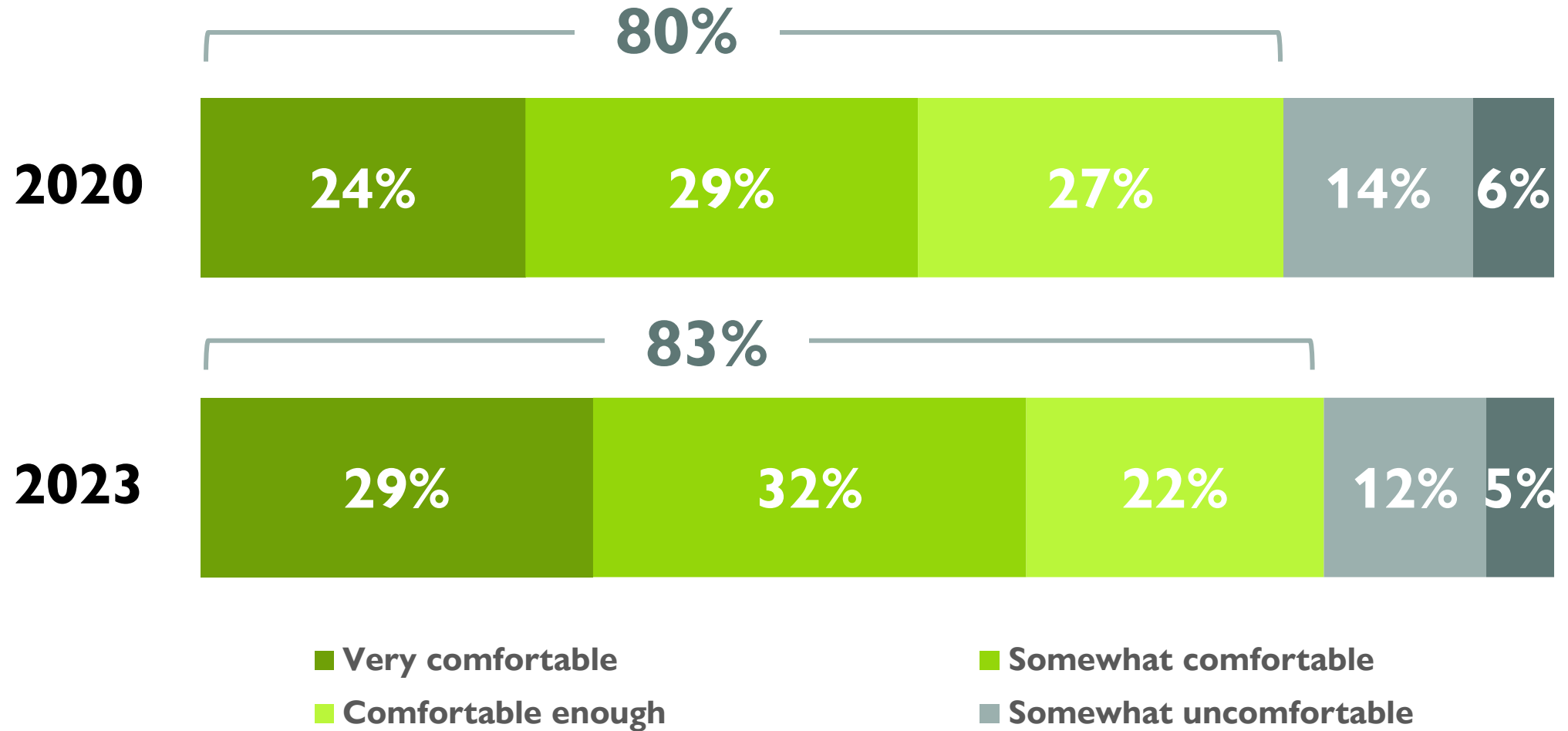
Have you ever made an appointment with a dental hygienist directly at their own practice, outside of a dental office administered by a dentist?

MADE AN APPOINTMENT WITH A DENTAL HYGIENIST DIRECTLY



Have you ever made an appointment with a dental hygienist directly at their own practice, outside of a dental office administered by a dentist?

LEVELS OF COMFORT SEEING A DENTAL HYGIENIST IN THEIR OWN PRACTICE



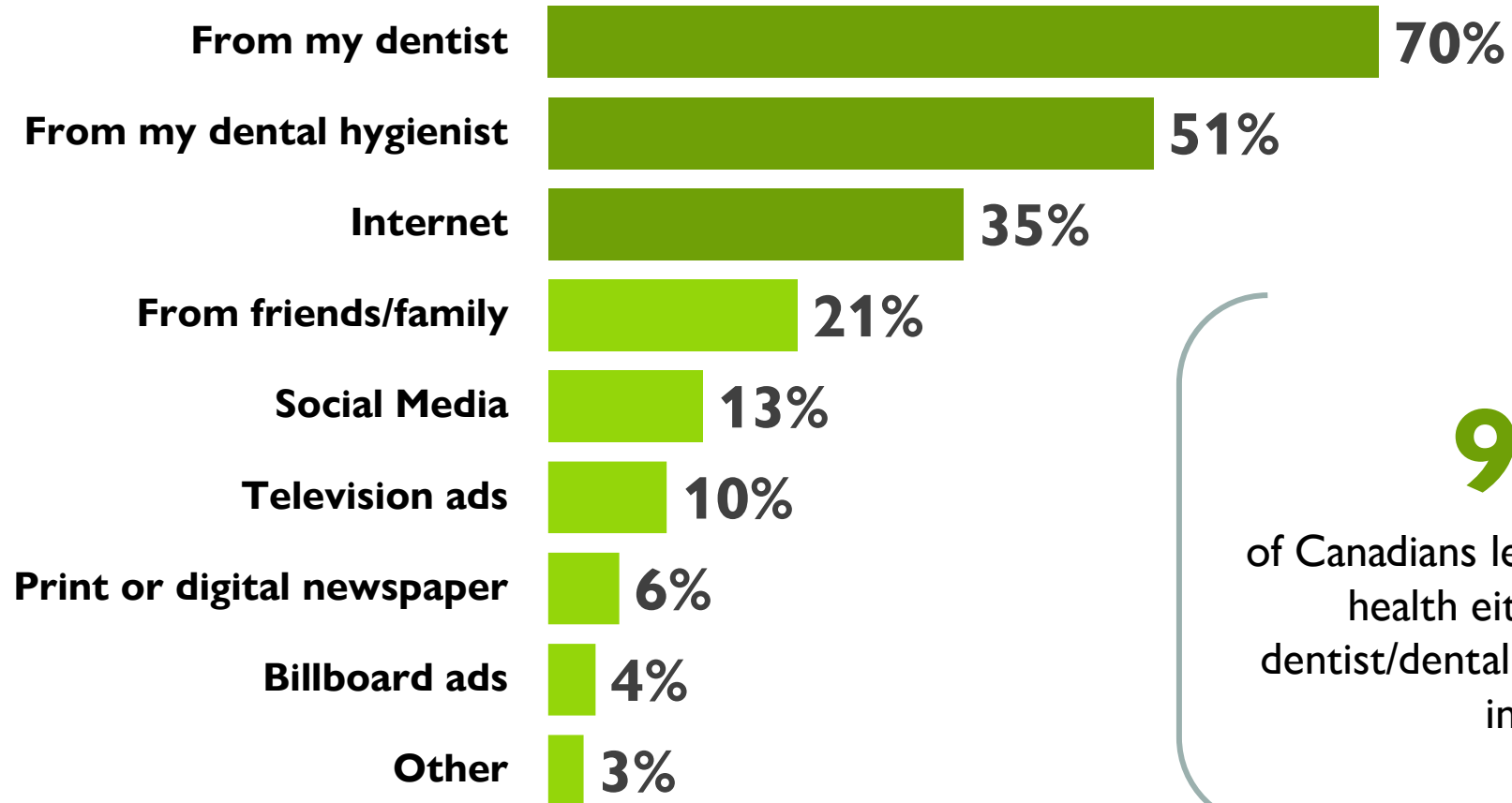
Would you feel comfortable seeing a dental hygienist for oral health care in their own practice (not a traditional dental practice with a dentist)?

DISCUSSION TOPICS WITH DENTAL HYGIENISTS

Discussion Topics	2020	2023	Change from 2020
Proper oral health care techniques	70%	85%	+15%
The link between gum disease and overall health	34%	35%	+1%
Eating and drinking habits	28%	25%	-3%
Oral cancer	10%	9%	-1%
Quitting smoking or chewing tobacco	7%	10%	+3%
Diabetes	6%	6%	NC
Blood pressure	6%	7%	+1%
None of the above	23%	-	N/A

Have you ever discussed any of the following with your dental hygienist?

SOURCES OF ORAL HEALTH INFORMATION



91%
of Canadians learn about their oral health either from their dentist/dental hygienist or on the internet.

Where do you learn about oral health or factors impacting your oral health?



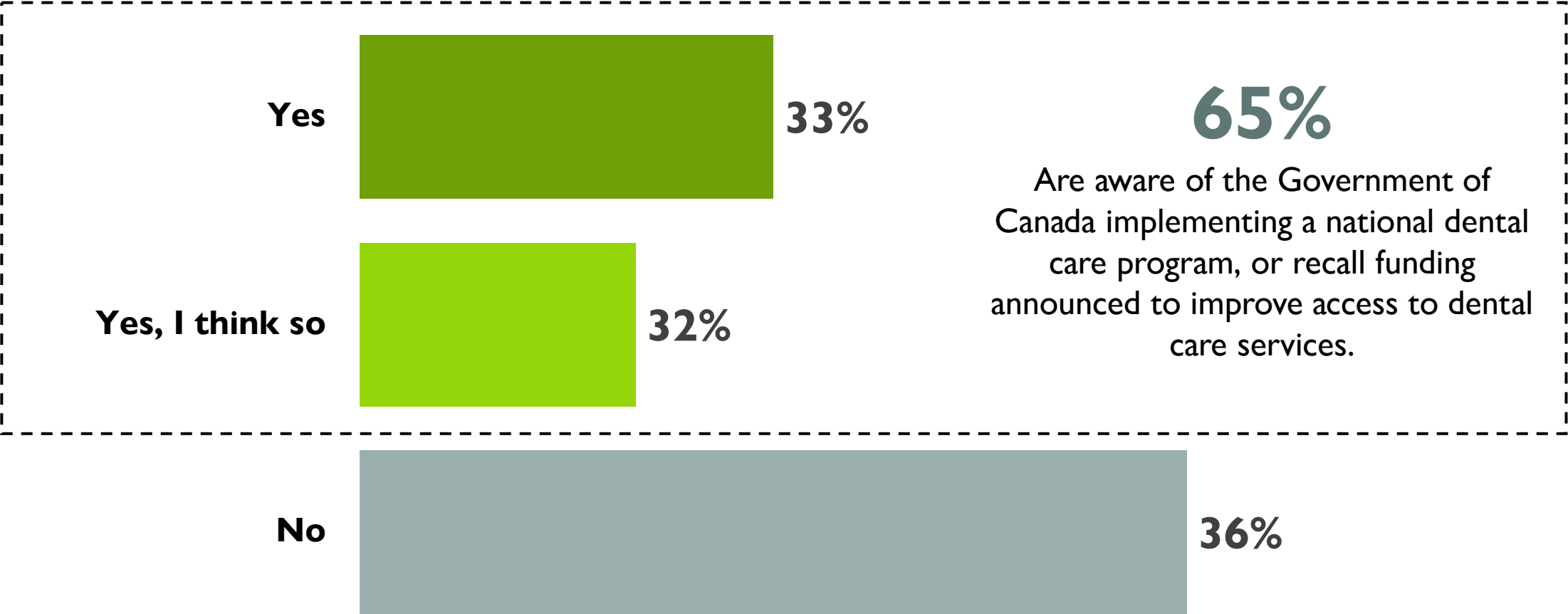
II. FEDERAL FUNDING FOR IMPROVED ACCESS TO DENTAL CARE

ABACUS DATA

FEDERAL FUNDING FOR IMPROVED ACCESS TO DENTAL CARE

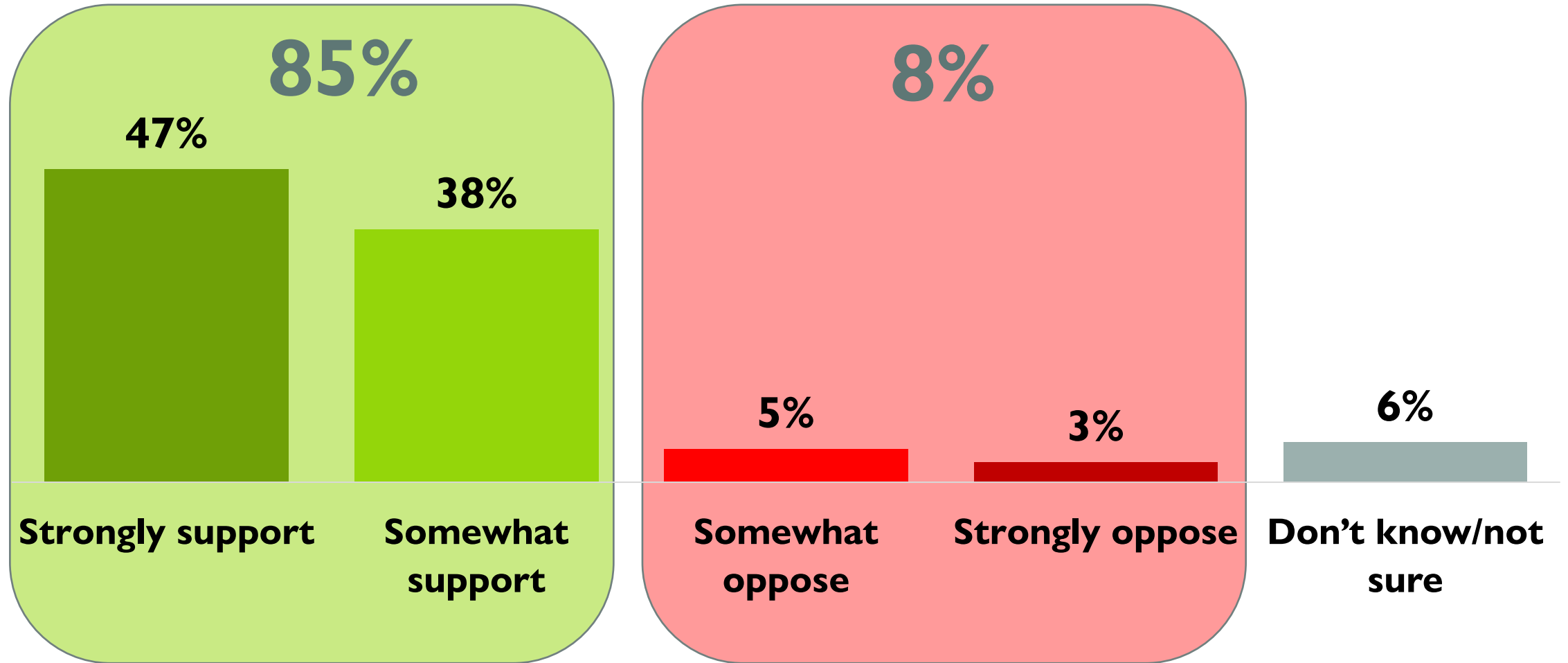
- 2 in 3 Canadians are familiar with the Government of Canada implementing a national dental care program.
- The vast majority who have heard of the program support it and believe that the program will at least somewhat improve access to dental care.
- When the basics of the program are explained to both those aware & unaware of the program, 9 in 10 Canadians say they support the initiative.
- Though most Canadians believe the program should prioritize both preventative and restorative work, of those who only choose one priority, a preventative emphasis is more popular.

AWARENESS OF NATIONAL DENTAL PLAN/FUNDING



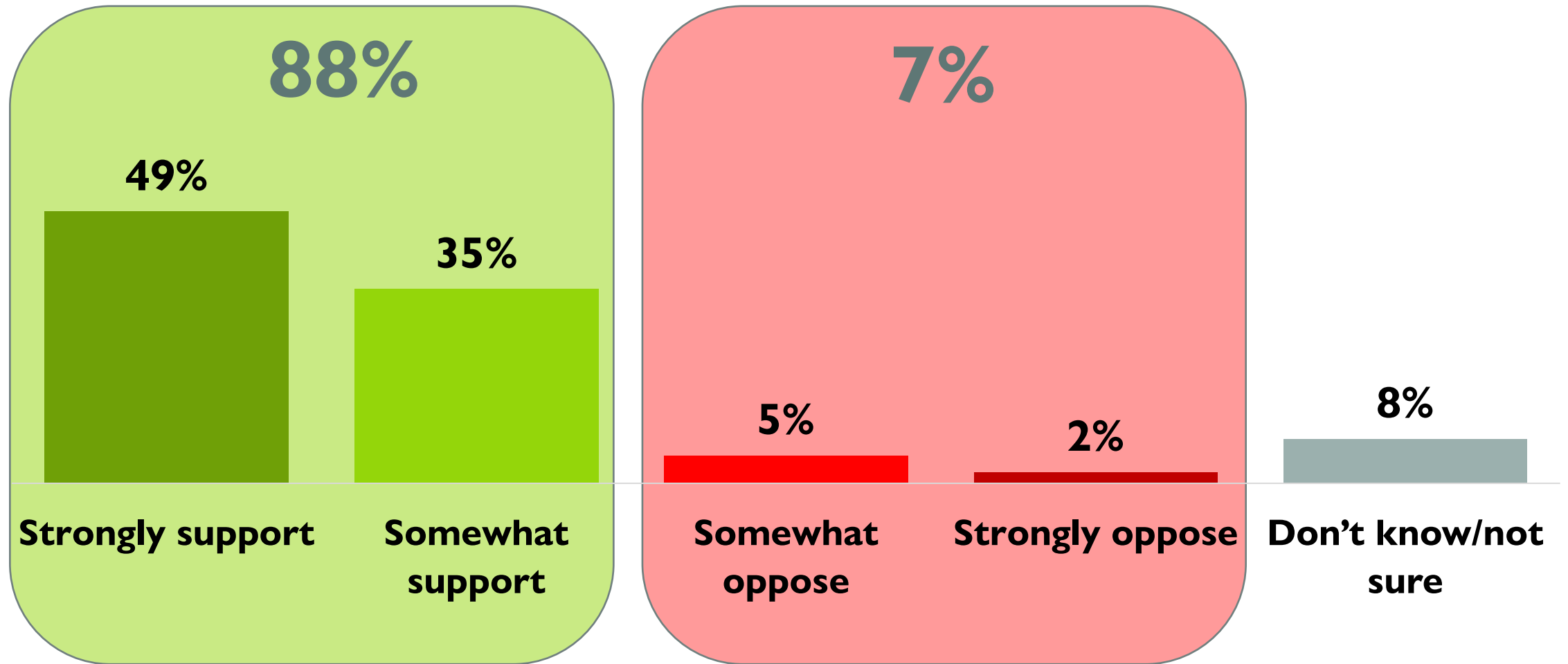
Have you seen, read, or heard anything about the Government of Canada implementing a national dental care program, or recall any funding announced in 2022 to improve access to dental care more generally?

SUPPORT FOR NATIONAL DENTAL PLAN/FUNDING



And based on what you saw, read, or heard, is this a program you support or oppose? [THOSE AWARE OF PLAN/FUNDING N=1284]

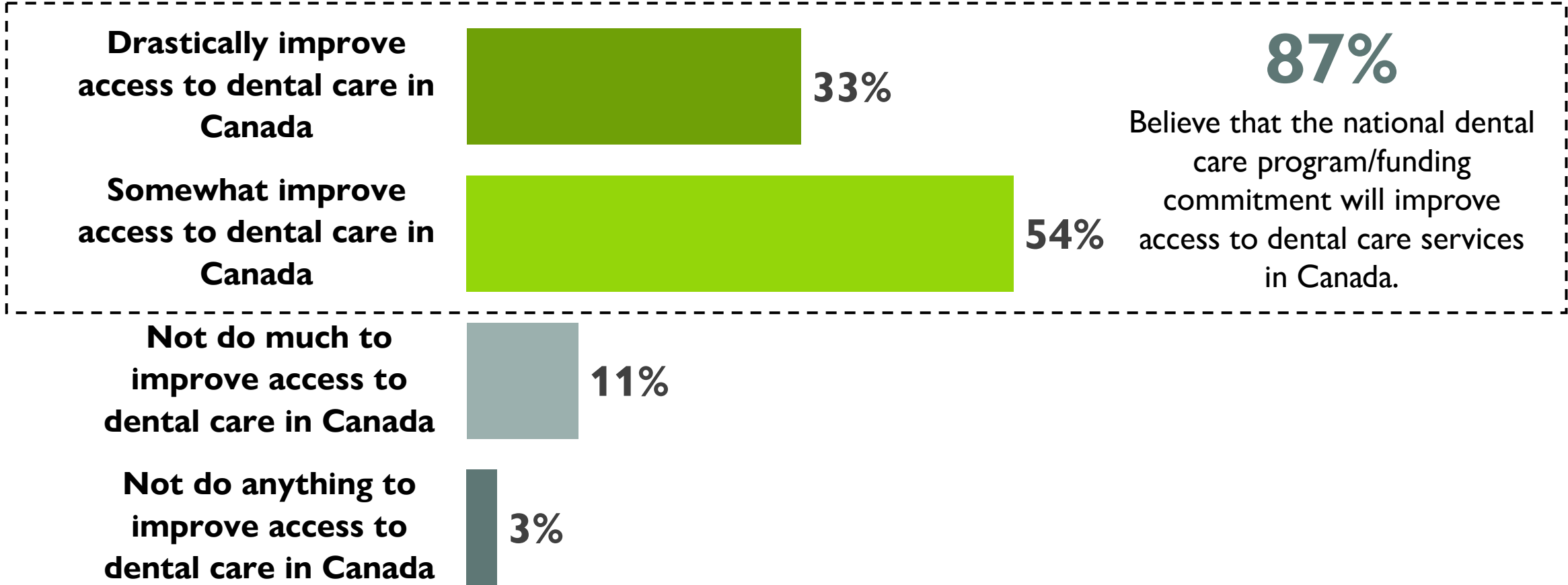
SUPPORT FOR NATIONAL DENTAL PLAN/FUNDING AFTER DESCRIPTION



As you may or may not know, in 2022 the Government of Canada announced it would put 3 billion dollars over five years to provide dental care for Canadians with family incomes of less than \$90,000 annually, starting with under 12 years-olds in 2022, expanding to under 18 years-olds, seniors, and persons living with a disability in 2023, with full implementation by 2025.

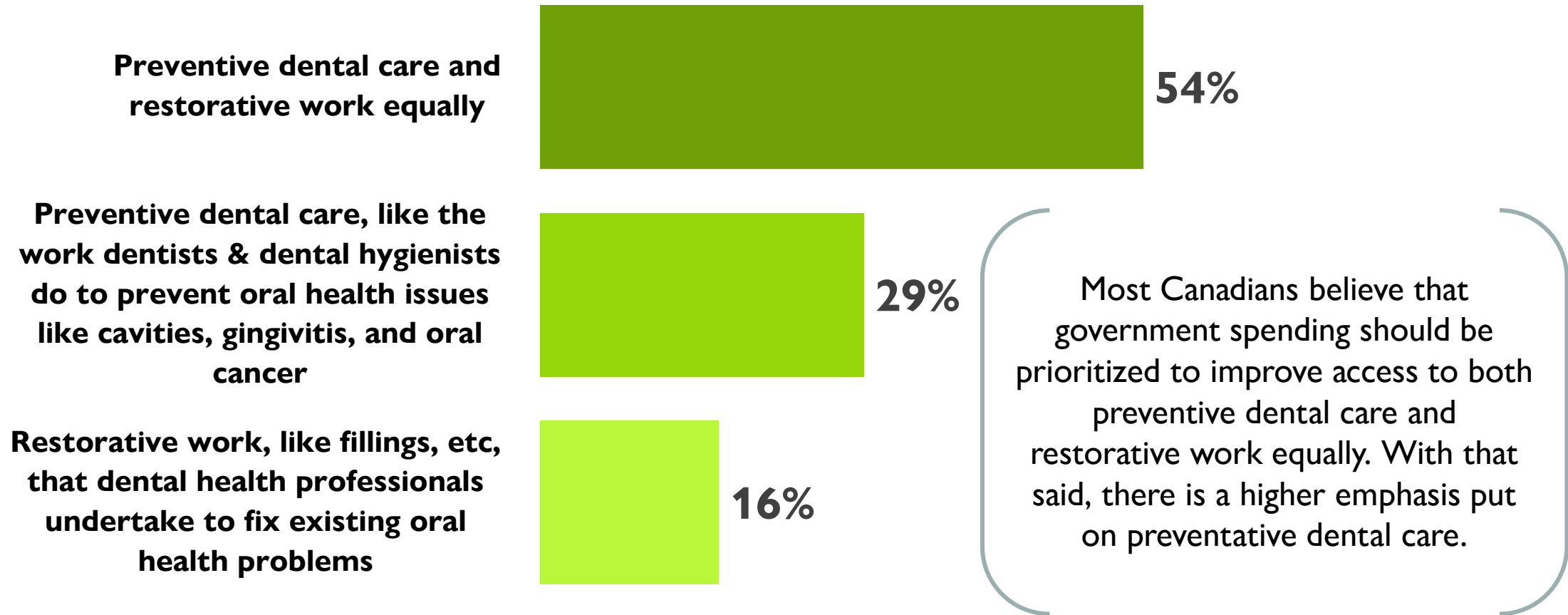
Based on this description, to what degree do you support or oppose this initiative?

VAST MAJORITY BELIEVE PROGRAM WILL IMPROVE ACCESS TO DENTAL CARE SERVICES



And based on what you saw, read, or heard, is your sense that this program will... [THOSE AWARE OF PLAN/FUNDING N=1284]

PRIORITIZING GOVERNMENT SPENDING INITIATIVES



And in your view, should the money the Government of Canada is committing prioritize improving access to:



III. SENIORS' ORAL HEALTH

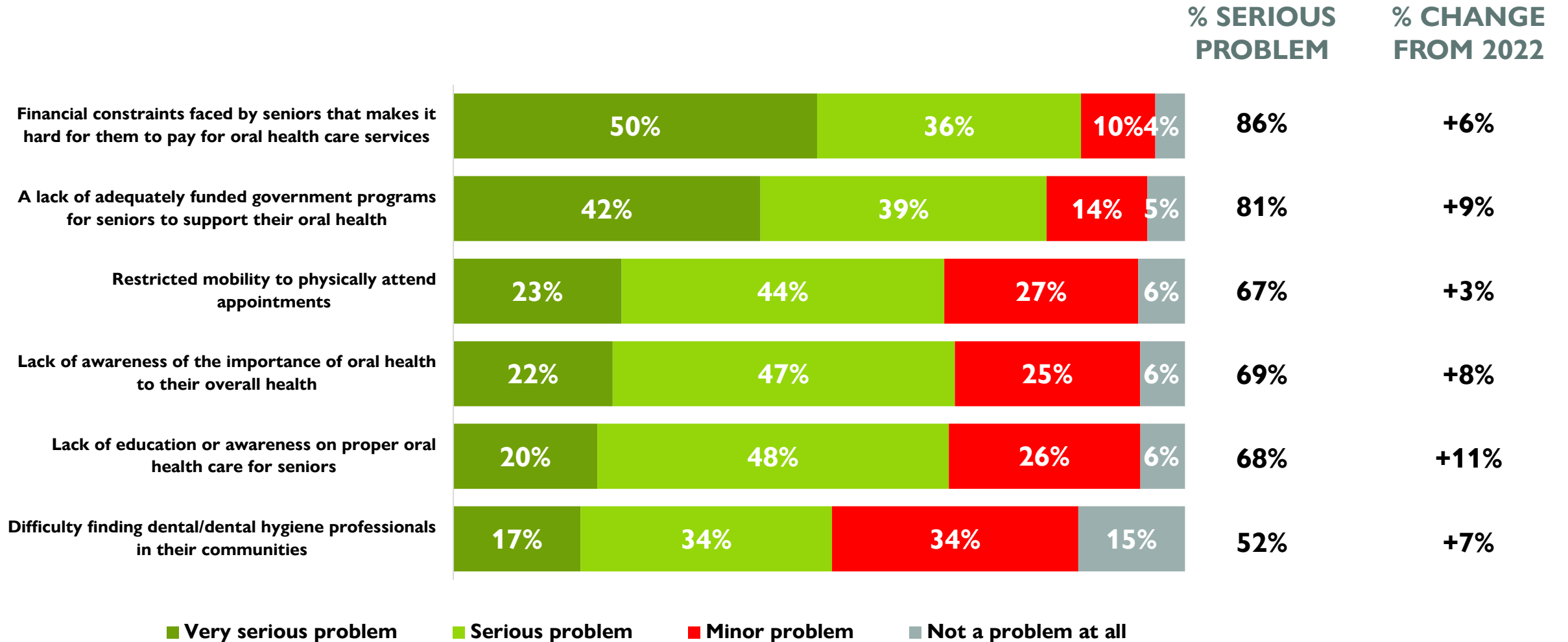
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SENIORS' ORAL HEALTH



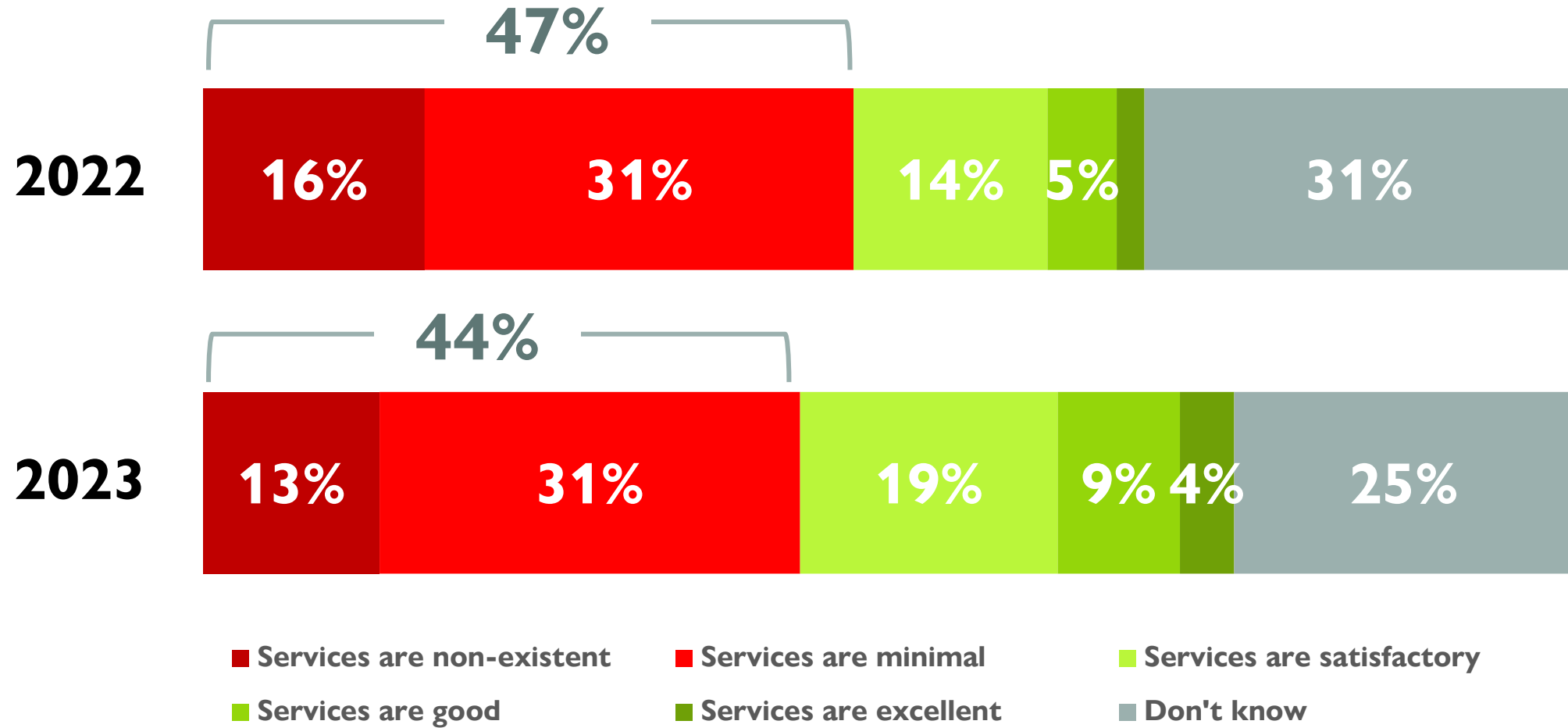
- Concerns regarding seniors and their access to oral health continue to rise from 2022, with the majority of Canadians feeling both seniors' financial & physical access as well as their awareness & education around proper oral health care are a serious problem.
- Just under half of Canadians continue to assume that oral health services in LTC homes are either non-existent or minimal.
- 9 in 10 Canadians believe it is important for the federal government to include oral health in its national standards of care for seniors living in LTC homes.

ORAL HEALTH CHALLENGES FACED BY SENIORS



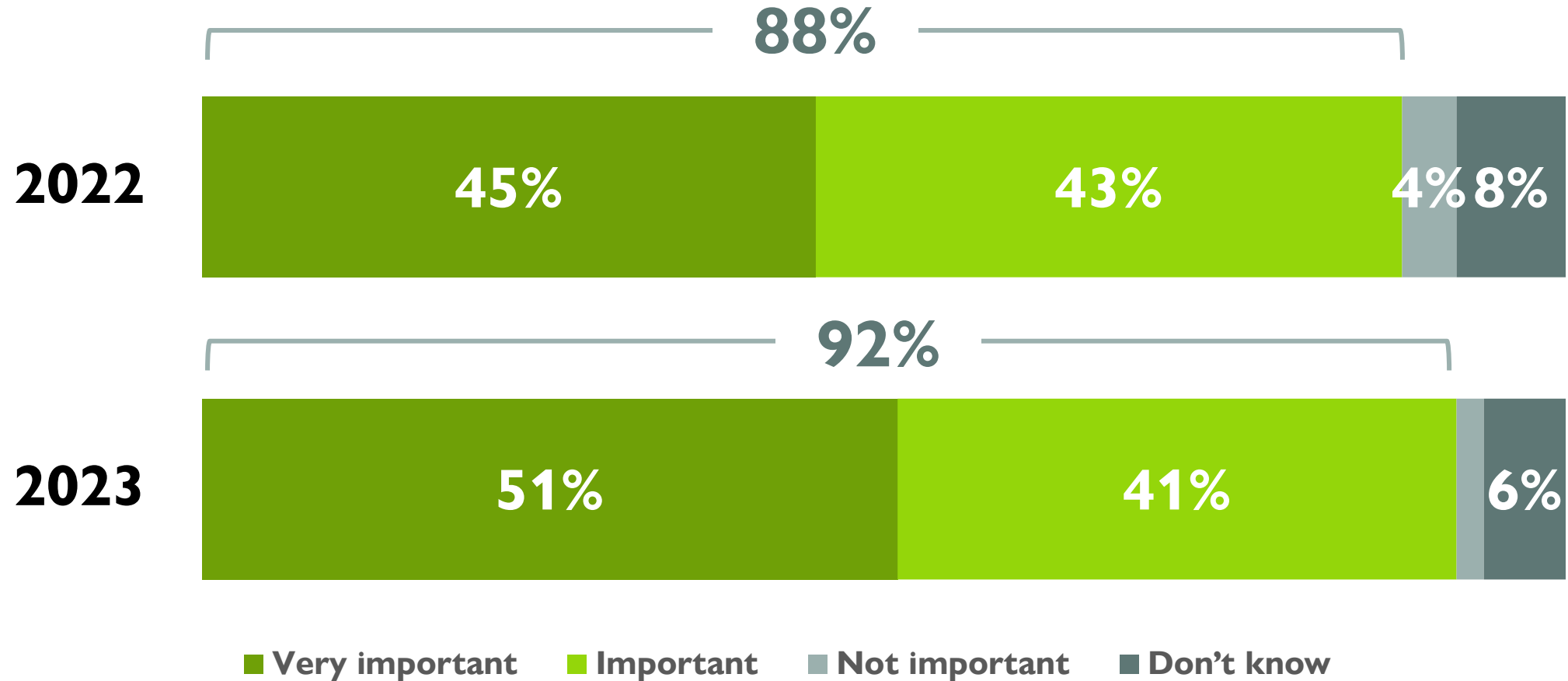
Thinking about the oral health of older adults and seniors, to what extent do you feel each of the following is a problem in Canada

IMPRESSIONS OF THE CURRENT STATE OF ORAL HEALTH SERVICES IN LONG-TERM CARE HOMES



Which of the following best describes your impression of the current state of oral health services in long-term care homes?

IMPORTANCE FOR ORAL HEALTH TO BE INCLUDED IN THE NATIONAL STANDARDS OF CARE FOR LONG-TERM CARE HOMES



As you might know, the Federal Government has committed to developing national standards for seniors living in long-term care homes. How important, if at all, is it for oral health to be included in the national standards of care for all residents of long-term care homes?

METHODOLOGY

The survey was conducted with 2,000 Adult Canadians aged 18 and over, from January 26th to 31st, 2023. A random sample of panelists were invited to complete the survey from a set of partner panels based on the Lucid exchange platform. These partners are typically double opt-in survey panels, blended to manage out potential skews in the data from a single source.

The margin of error for a comparable probability-based random sample of the same size is +/- 2.19%, 19 times out of 20.

The data were weighted according to census data to ensure that the sample matched Canada's population according to age, gender, and region. Totals may not add up to 100 due to rounding.

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