Theoretical Framework

(From Fishbein 2008 and Bandura 1987)

Background Moderators

Demographic Health status ADLS* CES-D Self-assessed oral health

status

Intervention (fidelity)

AMI focal points addressed

P-M Pre-post score

Exposure to campaign messages (dosage)

Recognition of campaign messages Cognitive Behavioral Mediators

Oral health knowledge*
Perceived oral health
risks*
OH health
consequences*
OH social support*
OH self-efficacy*
OH self-management
fears and worries*
OH norms/beliefs*
OH reported
behaviors*
Dry mouth*
Diet*

Behavioral Intentions

OH selfmanagement intentionality* Outcomes

Plaque score Gingival index GOHAI

* AMI focal points and Campaign messaging