

Tuts the Pharaohs

Introduction:

The **Year 5 students** from the **Faculty of Dentistry at the British University in Egypt (BUE)** have successfully launched a creative and impactful awareness campaign titled "**Tuts the Pharaohs.**" Central to this initiative is an **awareness video** designed to educate children on the importance of dental hygiene in an engaging and age-appropriate format.

This video campaign serves as a fun and informative tool to help kids learn how to brush their teeth properly, identify foods that support good oral health, and understand which types of foods to avoid. The campaign has reached approximately **2,997 children and patients**, leaving a lasting educational impact on oral health awareness in the community.

Campaign Objectives:

The "Tuts the Pharaohs" awareness video was developed with the following key objectives:

1. **Educate children** on correct tooth brushing techniques.
2. **Promote healthy eating habits** that contribute to strong teeth and gums.
3. **Raise awareness** about the harmful effects of sugary and acidic foods.
4. **Reach a wide audience** through digital media, making the campaign accessible and engaging to children both in schools and the wider community.

Overview of the Awareness Video:

The awareness video features a creative storyline centered around a friendly character, "**Tuts the Pharaoh**", inspired by ancient Egyptian history. Through a mix of animation, live-action, and storytelling, the video captures children's attention while delivering essential dental health messages.

Key Components of the Video:

- **Demonstration of proper brushing techniques**, including brushing twice a day for two minutes using fluoride toothpaste.
- **Interactive scenes showing healthy vs. unhealthy foods**, teaching children to choose items like fruits, vegetables, cheese, and yogurt over candy, soda, and chips.
- **Voiceover guidance by dental students**, simplifying complex concepts into child-friendly language.
- **Catchy songs or rhymes** to help children remember key dental hygiene tips

Target Audience and Reach:

The video was shared across several platforms and used in various settings to maximize its reach:

- **Schools and kindergartens**, where it was shown during dental awareness visits.
- **Dental clinics**, where patients (including children and parents) viewed it during appointments or educational sessions.
- **Online platforms**, allowing extended reach through social media, educational websites, and YouTube.

The total reach of the campaign was approximately **2,997 individuals**, including:

- **2,500 children** in schools who directly engaged with the video as part of educational sessions.
 - **497 patients** at clinics or outreach events who viewed the video and received follow-up discussions with dental students.
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Impact and Reception:

Feedback from students, parents, teachers, and patients was highly positive:

- **Children found the video entertaining and informative**, with many able to recall key points such as brushing duration and food choices.
- **Teachers appreciated the educational support**, noting improved awareness and interest in health-related topics among students.
- **Parents reported behavioral changes**, with children becoming more eager to brush their teeth and avoid sugary snacks.

The video also sparked discussions at home and in classrooms, reinforcing the message of preventative dental care through repetition and visual learning.

Conclusion:

The "Tuts the Pharaohs" awareness video campaign is a commendable initiative by the Year 5 dental students at the **British University in Egypt**. It successfully combined education, creativity, and outreach to promote good oral hygiene practices among nearly **3,000 individuals**. By using video as a medium, the campaign ensured that the message was not only delivered effectively but also retained by its young audience.

This project stands as a strong example of how university students can use modern tools and cultural themes to address important health issues and contribute meaningfully to community well-being.