

## **ABSTRACT**

*Cases experienced by adolescents due to tooth decay in illegal dental care in the city of Bandung are quite numerous, one of the many factors due to lack of knowledge of the community due to the selection of braces for dental artisans or dentists who have cross infection due to lack of sterile tools used. Departing from this problem, the author has designed a campaign that aims to change the behavior of adolescents and provide education in understanding the impact of these treatments. Because many people do not know the impact of braces on dental artisans. The methods used by the author include library research methods, observation methods, interview methods, questionnaire methods carried out to trusted parties so that they can educate well and correctly. The design of this campaign will be designed creatively so that people will be more interested in participating in the campaign. The target audience is among adolescents aged 12-18 years. The result of this research is a health campaign that uses several media as a means of delivering messages. Media used by digital and conventional media. It is expected that teens will get education from the campaign and can understand the impact that will occur.*

*Keywords: Campaign for health, teeth, illegal dental care*