

## ABSTRACT

*Dental caries in children often occurs because the parents ignore the importance of taking care of a child's teeth from an early stage. There are still many parents who lack in giving attention in preventing children tooth caries, they often visit a dentist with the purpose of providing medical treatment (curative) rather than as a preventive effort. The role of parents is very needed thus, this study aims to establish the information medium in the importance of caring for dental health in children from an early age to prevent dental caries to maintain the quality of life of the children to parents in Bandung. In this research, the writer uses an environmental graphic design medium, which is a graphic information medium to its audience that can be found in an environment or real place. The author uses qualitative methods as a method of data collection and SWOT analysis as a method of analysis will be carried out in Bandung. The results of this design are expected to provide and increase parental awareness about the importance of caring for dental health in children from an early age that can be done by parents in preventing the occurrence of dental caries in children. The message from this information medium can also be expanded by applying to the facility in health agencies in Bandung that can reach by parents.*

**Keywords:** *Caries, Child, Environmenta Graphic, Parents.*