The Baby Clinic program believes that oral care should begin with the first days of life, to guarantee good oral health throughout life; however, it has been observed that many dental professionals are not prepared to offer this treatment to this segment of the population. Objectives: The purpose of the Baby Clinic is to offer knowledge, theoretical and practical, that dentists need to know to offer the education, prevention, and curative treatments, providing global attention to infants and young children. Methods: To evaluate the efficacy of this program, we conducted a longitudinal study with the children who participated in the program during the years 2004 and 2005. We performed the analysis by first defining the profiles of 303 children before they came to the Baby Clinic, and comparing their oral status in 2004 and at the end of 2005 (12 mos, Chi-square test, p < 0.01).

Results: In 303 children observed in 2004, 72.87% came to the clinic for maintenance of oral health, compared with 14.83% who had caries lesions. During the first clinic examination (2004), it was observed that 57% of the children had good plaque control, while 33% of children had poor or very bad plaque control.

Results: After 12 mos (2005), we observed an increase of good plaque control in the children (77.28% with good plaque control, and 22.72% poor or very bad plaque control) (p < 0.01). Through the treatment of active lesions, we could verify a decrease in active lesions (from 82% to 32%) (p < 0.01). Those results show the importance of education and preventive procedures, which were the reason for the success of the program. Conclusions: We concluded that, with treatment support and parental education about healthy diet and oral hygiene for children, preventive procedures, and curative treatment of existing lesions, oral health promotion for very young children was in fact achieved.