

Title of Intervention: Media literacy nutrition education curriculum for parents

Intervention Strategies: Group Education, Individual Education

Purpose of the Intervention: To help parents address the effect of television advertising on their young children

Population: Parents of children ages 3 to 6 from Head Start Programs

Setting: New York City Head Start locations; school-based, home-based

Partners: None mentioned

Intervention Description: A four-week intervention

- Group Education: Parents attended four sessions. Topics included food commercials, child perceptions of commercials, analysis of foods, reading food labels, truth in advertising and talking to children. Activities included role play, modeling, practicing new skills, discussions,
- Individual Education: Self-assessment activities helped parents identify how they responded to their children's requests for food products advertised on television. Homework was assigned after each session to provide practice in analyzing television advertisements and talking with their child about the advertisements.

Theory: Social Cognitive Theory

Resources Required:

- Staff/Volunteers: Instructors
- Training: Not mentioned
- Technology: Not mentioned
- Space: Space for workshops
- Budget: Not mentioned
- Intervention: Video advertisements, self-assessment forms, example food products
- Evaluation: Questionnaires

Evaluation:

- Design: Quasi-experimental
- Methods and Measures:
 - A questionnaire measured knowledge, psychosocial factors and behaviors
 - Process evaluation measured satisfaction and implementation fidelity

Outcomes:

- Short Term Impact: Parents learned how to critically analyze television commercials and understand the media elements and persuasive techniques used by advertisers to make commercials. Parents placed increased value on good nutrition. They felt that it was important that their children understand what is truthful in television advertisements. Parents indicated increased self-confidence in being able to understand food labels, judge claims made about foods in television advertising and talk about advertisements with children. They showed increased ability to respond more appropriately at home and at the supermarket to their children's request for foods advertised on television.
- Long Term Impact: Not measured

Maintenance: Not mentioned

Lessons Learned: Parental health behavior is often the model for health practices in children. As parents discuss, interpret and evaluate television commercials, their children will internalize these skills. Media literacy should be an important topic in nutrition education with all ages

Citation(s):

Hindin, T. J., I. R. Contento, et al. (2004). "A media literacy nutrition education curriculum for head start parents about the effects of television advertising on their children's food requests." *J Am Diet Assoc* 104(2): 192-8.