Why Media Literacy?

- Media and marketing are major information sources for children about food, and just 1-2 exposures to food ads influence young children.
- In a mediated environment, reducing exposure to media is not practical; however, mediating the influence of negative food marketing is possible through media literacy education integrated with nutrition information.

Year 4 of a 5-Year Project – Objectives:

- To conduct a final test of a family-based media literacy nutrition education curriculum including pretest and posttest with intervention and control groups (Family Cycle 1 completed).
- To conduct a final test of a Youth Only version of the curriculum with pretest and posttest including parent and youth intervention and control groups (in progress).
- To conduct an 8-month delayed post test for the Family Cycle 1 (in progress).

FoodMania: Kids & Food In A Marketing-Driven World

- A media literacy and nutrition curriculum based on the Message Interpretation Processing (MIP) Model.
- Developed at the University of Washington Northwest Center for Excellence in Media Literacy College of Education in collaboration with WSU Extension and the WSU Family and Consumer Sciences.
- Follows the Strengthening Families Program design (http://dfy.wsu.edu) - each of 6-2 hour units provided 6-8 week with youth and parents meeting separately, then a 1 hour joint session.
- One unit per week at a community location (school, community center).
- Parent-child dyads recruited for intervention and control groups is each of 5 Washington counties.
- MIP-based constructs regarded - operational media management skills applied to food and drink ads and parent information efficacy - media literacy about healthy foods; parents' experiences related to mediating food and drink advertising influence on their child; children's deception toward, and critical thinking about, media messages about food and drink; children's attitudes and experiences about eating fruits and vegetables (FV).
- Curriculum design included:
  - approaches to identifying and making healthier choices at home and away from home.
  - learning activities such as deconstructing ads, reading food labels, conducting food and beverage tasteings, designing a media campaign, children's presentations to parents, and parent discussion sessions.
  - Evaluation: pre- and post-test surveys for children and parents for estimating outcomes; Implementation Log from educators for program evaluation.
- The returned implementation logs showed a range of 70% to 100% of topics/activities being completed for youth, parent and combined sessions for the 6 units.
- Most common reason for not completing a topic or activity was lack of time.

Results: Nutrition Outcomes

- YOUTH: Increased Consumption of Fruits and Vegetables by Intervention Group
  - Willowon rank signed tests
  - Increase in fruits eaten yesterday (p = .436, p < .05)
  - Increase in vegetables eaten yesterday (p = .246, p < .05)
  - No significant differences pre to post for controls.

- PARENTS: Improved Home Food Environment
  - MACHIC controlling for pretest
  - Summative score for inventory of less healthy foods
  - Intervention parents (n = 22; SD = 6.318)
    - Fewer calories (p < .05)
  - Fewer unhealthy foods included: chocolates, candies, cakes, regular chips, juice drinks, sugared sodas, sports drinks, whole or 2% milk and sweetened breakfast cereal.

- PARENTS: Increased Frequency of Use of Food Labels
  - Increase of .45 standard deviations (SD) for the intervention group over the control when controlling for pretest (p = .05)
  - .7 mean difference between treatment and control on the scale of the original variables.
  - The experimental condition explained 55% of the variance.

- YOUTH: Increased Social Support for Purchasing Fruits and Vegetables
  - Intervention predicted post vs. control group at posttest (p < .05)
  - 12 mean difference between treatment and control on the scale of the original variables.
  - The experimental condition explained 55% of the variance.

- PARENTS: Increased Social Support for Purchasing Vegetables
  - Intervention predicted post vs. control group over the control when controlling for pretest (p < .05)
  - .7 mean difference between treatment and control on the scale of the original variables.
  - The experimental condition explained 55% of the variance.

- Parent Efficacy and Expectations Toward Food and Food Advertising

- Increased expectancy toward positive family acceptance of healthier foods.
  - "I know healthier foods my family... will enjoy it.
  - will feel better.
  - will enjoy it.
  - I feel confident I can..."

- Increased positive expectancy for discussing media messages with child.
  - "If I discuss media messages about food with my child, it will help my child..."

- Increased efficacy for resisting food advertising.
  - I feel confident I can...
  - help my child resist advertising for less healthy foods.

- Increased efficacy for resisting food advertising.
  - I feel confident I can...
  - help my child resist advertising for less healthy foods.

Conclusions:

- FoodMania, a program based on the Message Interpretation Processing model and the Strengthening Families Program, was successful in...
  - Fostering connections between nutrition and media literacy as well as parents and children;
  - Empowering participants through changes in attitude and expectancies;
  - Promoting nutrition behaviors likely to prevent childhood obesity

Challenges:

- Program requires extensive staff resources for training and implementation.
- Required extensive recruitment and retention efforts.

Next Steps: Fall 2016

- Analyze Cycle 1 Family-only 6-month delayed posttest data
- Complete Cycle 1 Family-only 12-month delayed posttests
- Complete Cycle 2 Family-only field test and Youth-only field test