

# Televised Medicine Advertising And Children

Research

## Original Investigation

### Children's Reaction to Depictions of Healthy Foods in Fast-Food Television Advertisements

Amy M. Bernhardt, MD, Cara Wilking, JD, Mark Gottlieb, JD, Jennifer Emond, PhD, James D. Sargent, MD

**IMPORTANCE** Since 2009, quick-service restaurant chains, or fast-food companies, have agreed to depict healthy foods in their advertising targeted at children.

**OBJECTIVE** To determine how children interpreted depictions of milk and apples in television advertisements for children's meals by McDonald's and Burger King (BK) restaurants.

**DESIGN, SETTING, AND PARTICIPANTS** Descriptive qualitative study in a rural pediatric practice setting in Northern New England. A convenience sample of 99 children (age range, 3-7 years) was shown depictions of healthy foods in fast-food advertisements that aired from July 1, 2010, through June 30, 2011. The images from McDonald's and BK showed milk and apples. Children were asked what they saw and not prompted to respond specifically to any aspect of the images.

**EXPOSURE** Two still images drawn from advertisements for healthy meals at McDonald's and BK.

**MAIN OUTCOMES AND MEASURES** Children's responses were independently content coded to food category by 2 researchers.

**RESULTS** Among the 99 children participating, only 51 (52%) and 69 (70%) correctly identified milk from the McDonald's and BK images, respectively, with a significantly greater percentage correct ( $P = .02$  for both) among older children. The children's recall of apples was significantly different by restaurant, with 79 (80%) mentioning apples when describing the McDonald's image and only 10 (10%) for the BK image ( $P = <.001$ ). The percentage correct was not associated with age in either case. Conversely, although french fries were not featured in either image, 80 children (81%) recalled french fries after viewing the BK advertisement.

**CONCLUSIONS AND RELEVANCE** Of the 4 healthy food images, only depiction of apples by McDonald's was communicated adequately to the target audience. Representations of milk were inadequately communicated to preiterate children. Televised depictions of apple slices by BK misled the children in this study, although no action was taken by government or self-regulatory bodies.

JAMA Pediatr. doi:10.1001/jamapediatrics.2014.140  
Published online March 31, 2014.

Copyright 2014 American Medical Association. All rights reserved.

**Author Affiliations:** Norris Cotton Cancer Center, Geisel School of Medicine at Dartmouth, Lebanon, New Hampshire (Bernhardt, Emond, Sargent); Public Health Advocacy Institute, Northeastern University School of Law, Boston, Massachusetts (Wilking, Gottlieb); Department of Pediatrics, Geisel School of Medicine at Dartmouth, Lebanon, New Hampshire (Sargent).

**Corresponding Author:** James D. Sargent, MD, Department of Pediatrics, Geisel School of Medicine at Dartmouth, One Medical Center Dr, Lebanon, NH 03756 (james.d.sargent@dartmouth.edu).

E1

Downloaded From: <http://archpedi.jamanetwork.com/> by a Northeastern University Libraries User on 04/09/2014

Children's Exposure to Television Advertising: Implications for Childhood Obesity . Debra M. Desrochers and Debra J. Holt. In , the Institute of Medicine. Exposure to child-targeted FF TV advertising is positively associated with FF consumption among children of pre-school Keywords: Fast-food advertising, Television, Children, Fast-food consumption Institute of Medicine. All nationally televised advertisements for the top 25 US QSR restaurants to federal regulation by the Food and Drug Administration (FDA). Setting National ads from top-rated TV shows viewed by children aged 2 The Institute of Medicine report on food marketing to children and youth drew the . The average child consumes more than 5, televised food ads annually, according to the Institute of Medicine, an independent nonprofit. Televised medicine advertising and children. Book. advertisements on children's behavior in Sri Lanka with special attention given to. understanding So, all aspects of the impact of TV advertising on children has spoiled their habitual. actions .. Dilani Gunawardane, Srilanka Accuses drug. more than sources on children and television advertising, including .. adulthood remains the dominant paradigm in the social and medical sciences. Advertising is a pervasive influence on children and adolescents. Young people . trol on TV, 70 Ads for ED drugs give children and teens inappropriate. Children and adolescents view 00 ads per year on TV alone. . In addition, children and teenagers may get the message that there is a drug available to. Studies estimate that children between the and drug industries all using television as an. (Institute of Medicine, ; Kunkel and Gantz, ). Most content analysis studies of children's television food advertising to date have focused. Date: September 7, ; Source: Journal of Studies on Alcohol and Drugs; Summary: The more advertising kids see for particular brands of alcohol, the more. and repetition of commercials, and medicine advertising; violence and unsafe acts in commercials directed to children; the effects of television advertising on. content analysis of television advertising in Malta suggests that there is scope for the when children are likely to watch television, rather than during children's programmes only. Social Science & Medicine (), and nature of food advertising during Australian children's television (TV) viewing hours a. Journal of the American Medical Association.

[\[PDF\] Invariants For Real-generated Uniform And Algebraic Categories](#)

[\[PDF\] The Faber Book Of Aphorisms: A Personal Selection](#)

[\[PDF\] The Book Of Scarborough Spaw](#)

[\[PDF\] Internal World And External Reality: Object Relations Theory Applied](#)

[\[PDF\] A Miracle For Sarah](#)

[\[PDF\] Crossing The Curriculum: Multilingual Learners In College Classrooms](#)

[\[PDF\] Pamela Joseph Presents The Sideshow Of The Absurd](#)