

The Role of Media in Childhood Obesity

A Kaiser Family Foundation Forum

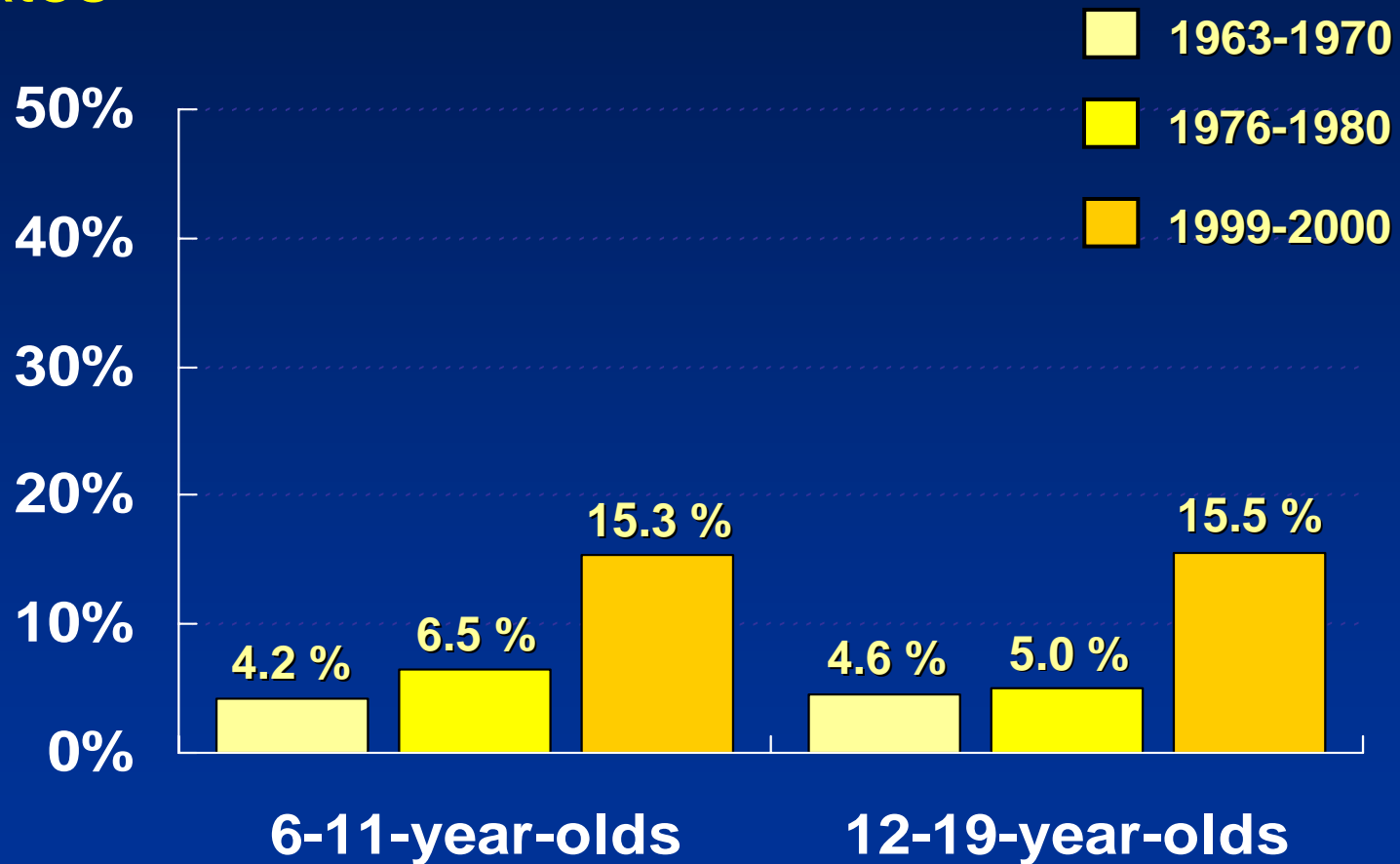
February 2004



"Remember when we used to have to fatten the kids up first?"

Children & Teens

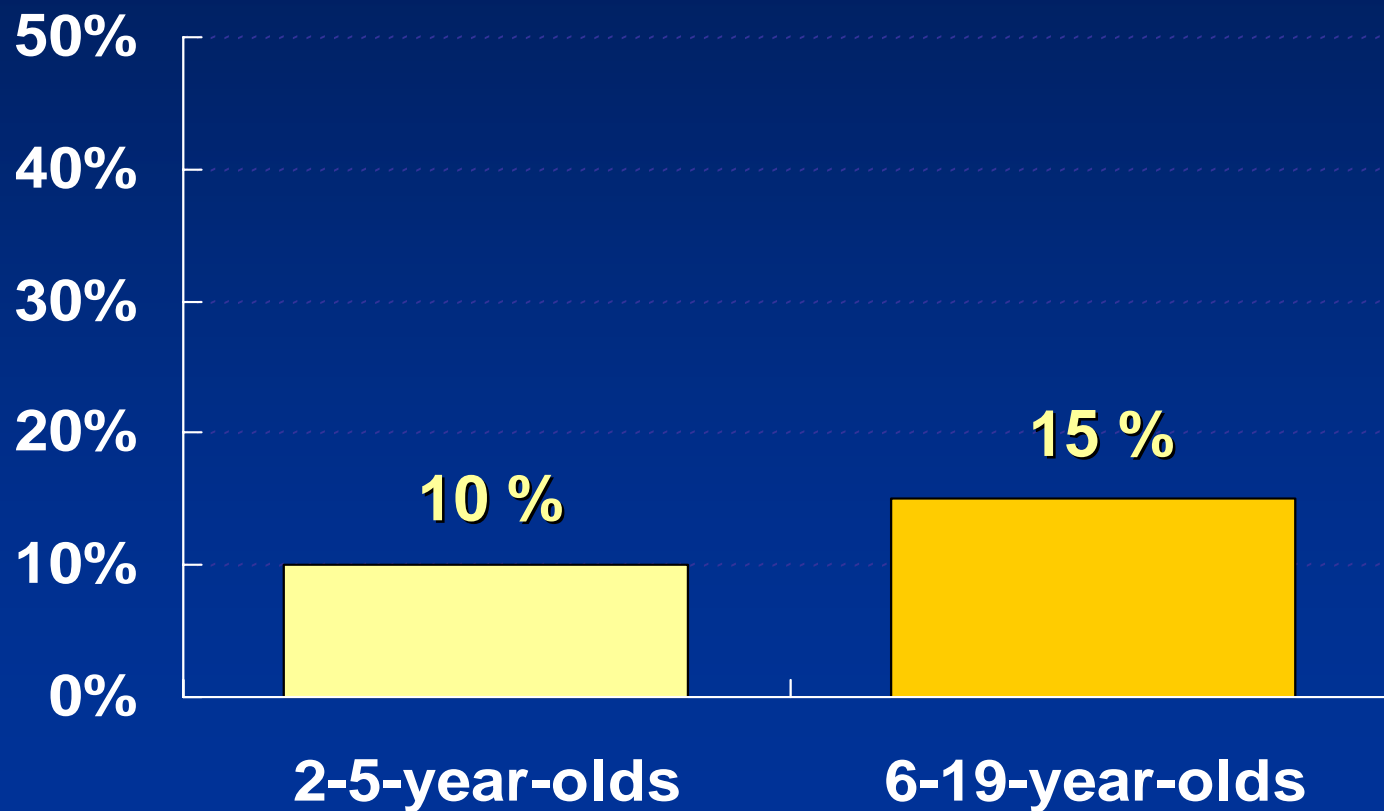
Proportion of overweight children in the United States



Source: Centers for Disease Control and Prevention, National Center for Health Statistics, Health, United States, 2003, Table 69.

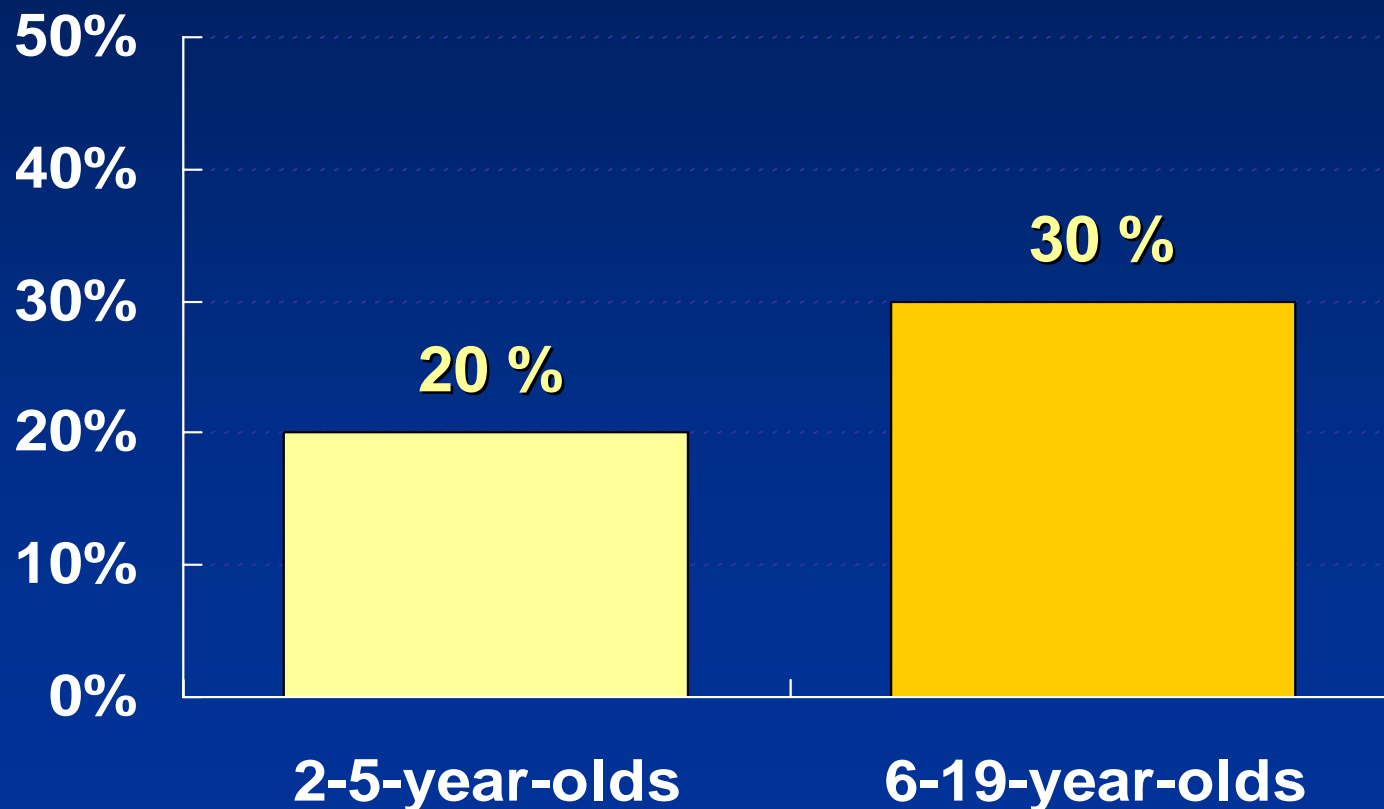
Children & Teens

Proportion of children who are overweight,
1999-2000



Children & Teens

Proportion of children who are overweight or at risk of overweight, 1999-2000



Childhood Obesity

Majority of research finds a link between the amount of time children spend watching TV and their body weight.

Childhood Obesity

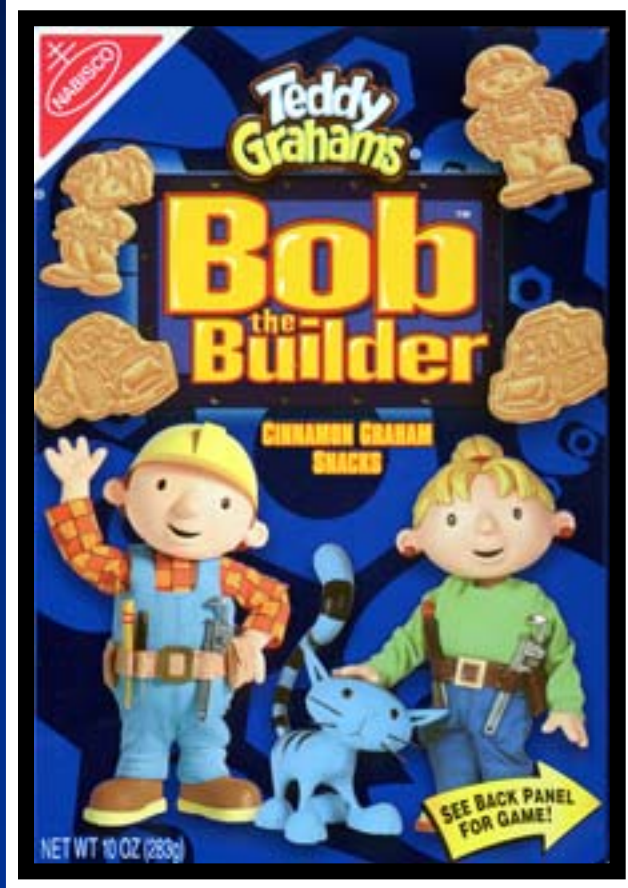
Most research does *not* indicate that time spent with media displaces time spent in physical activities.

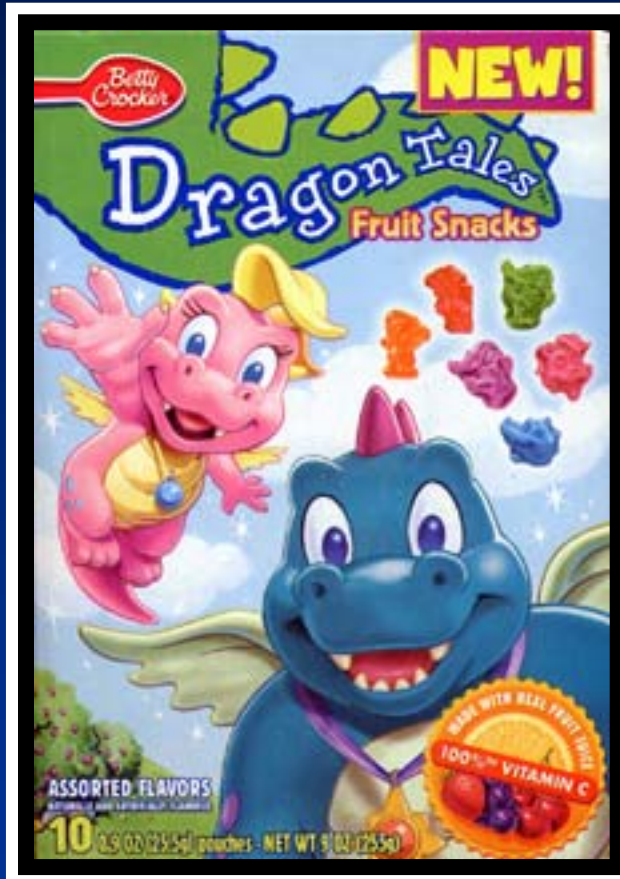
Childhood Obesity

Insufficient evidence on whether media depictions of body type influence childhood obesity.

Childhood Obesity

Food advertising to children is extensive and effective and may well be an important mechanism through which children's media use contributes to obesity.





NEW Gold & Silver Pokémon Coins



Macaroni & Cheese

DINNER

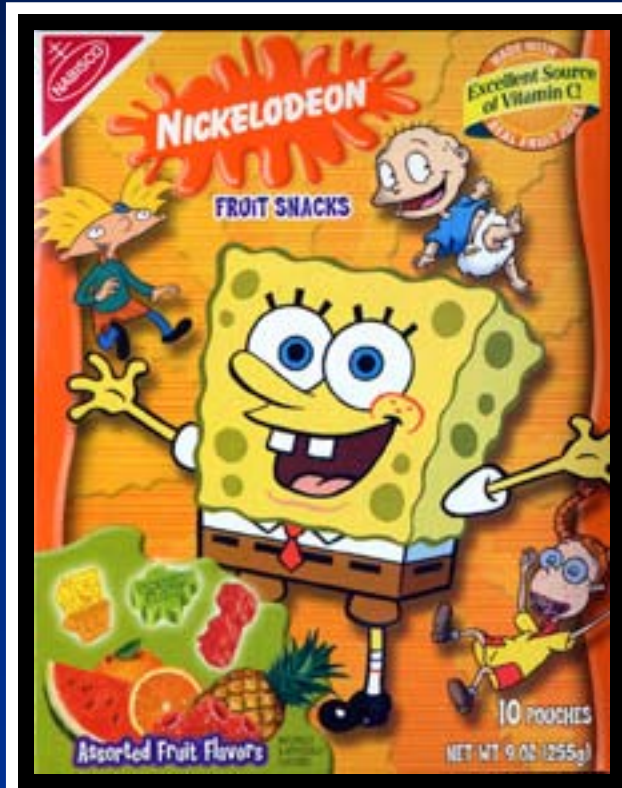
POKÉMON



NET WT
5.5 OZ (156g)









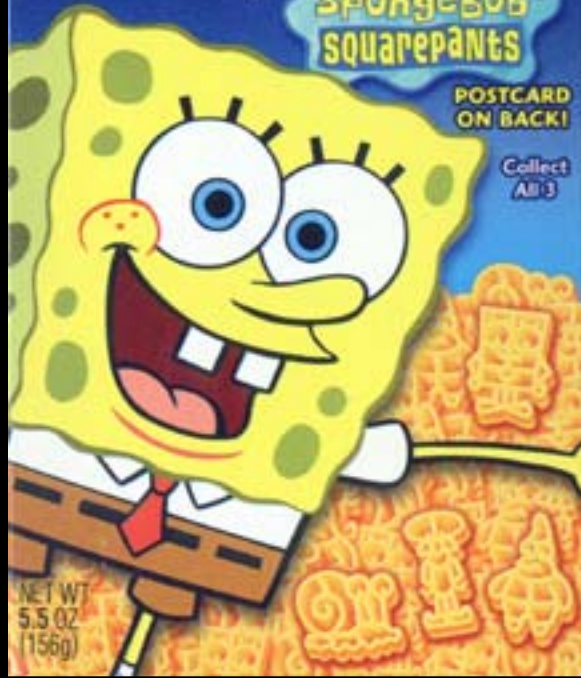
Macaroni & Cheese

DINNER



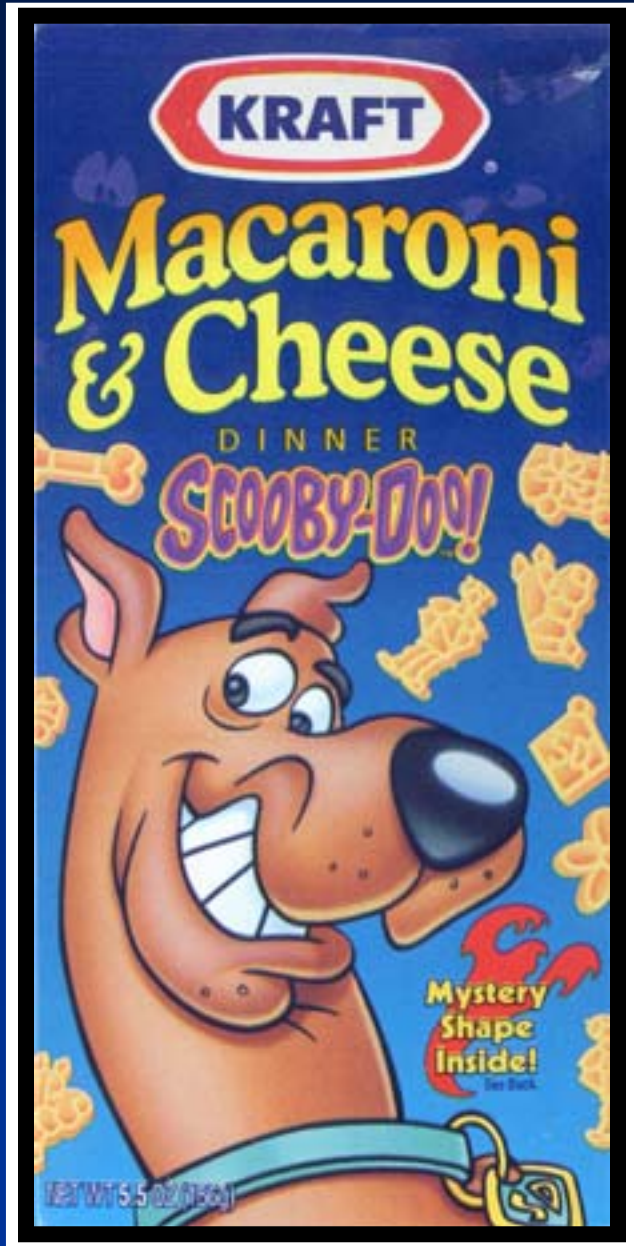
POSTCARD ON BACK!

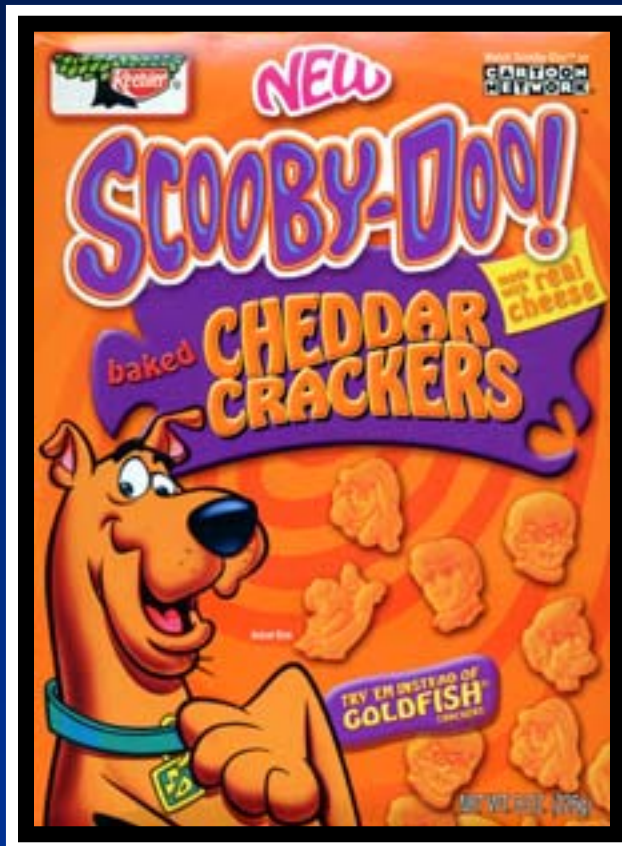
Collect All 3



NET WT
5.5 OZ
(156g)









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Ronald.com



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Childhood Obesity

Media can play a positive role in addressing childhood obesity.

Childhood Obesity

Major policy options for consideration:

- Reduce time kids spend with TV
- Reduce food ads targeted at kids
- Increase support for positive media campaigns

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