

Assessment of television exposure in school age children from public primary schools in Mexico.

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BACKGROUND

- Television advertising targeted at children of high energy density and low nutrients foods is affecting food choices and intake, which combined with inadequate spaces for physical activity is contributing to the risk of obesity in Mexican school age children.

OBJECTIVE

- The objective of this research is to measure exposure to television in school age children.

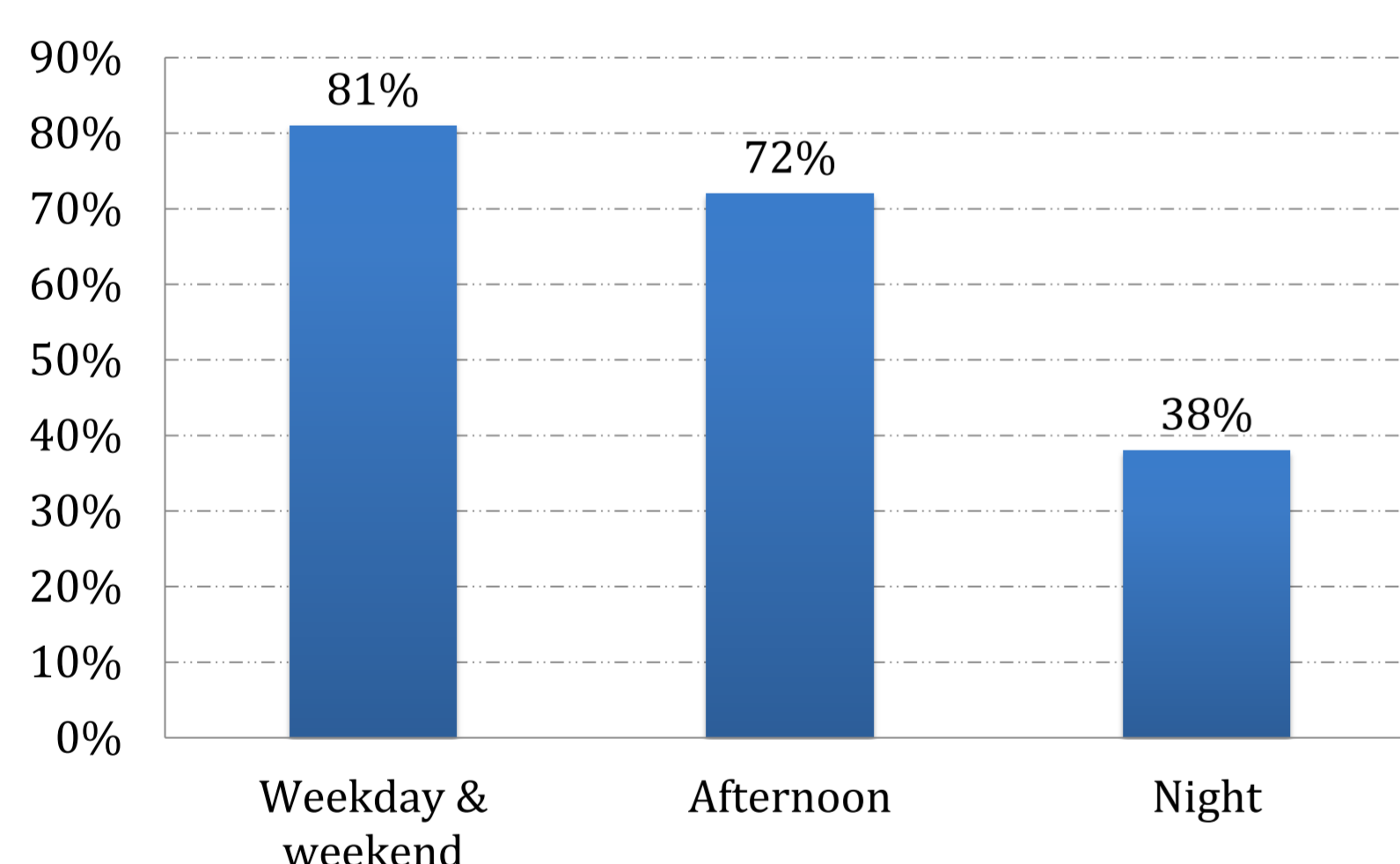
METHODS

- From a nationally representative sample of 110 public primary schools in the states of Chihuahua, Colima, Durango, Jalisco, Estado de México, Nuevo León, San Luis Potosí, Sonora, Tabasco, Tamaulipas, Tlaxcala, Veracruz and Yucatán.
- Four children were randomly selected from each school to complete a sample of 440 children from third to sixth grades to complete an interview.
- Random cluster design was used for sample selection. Frequencies and proportions were estimated.

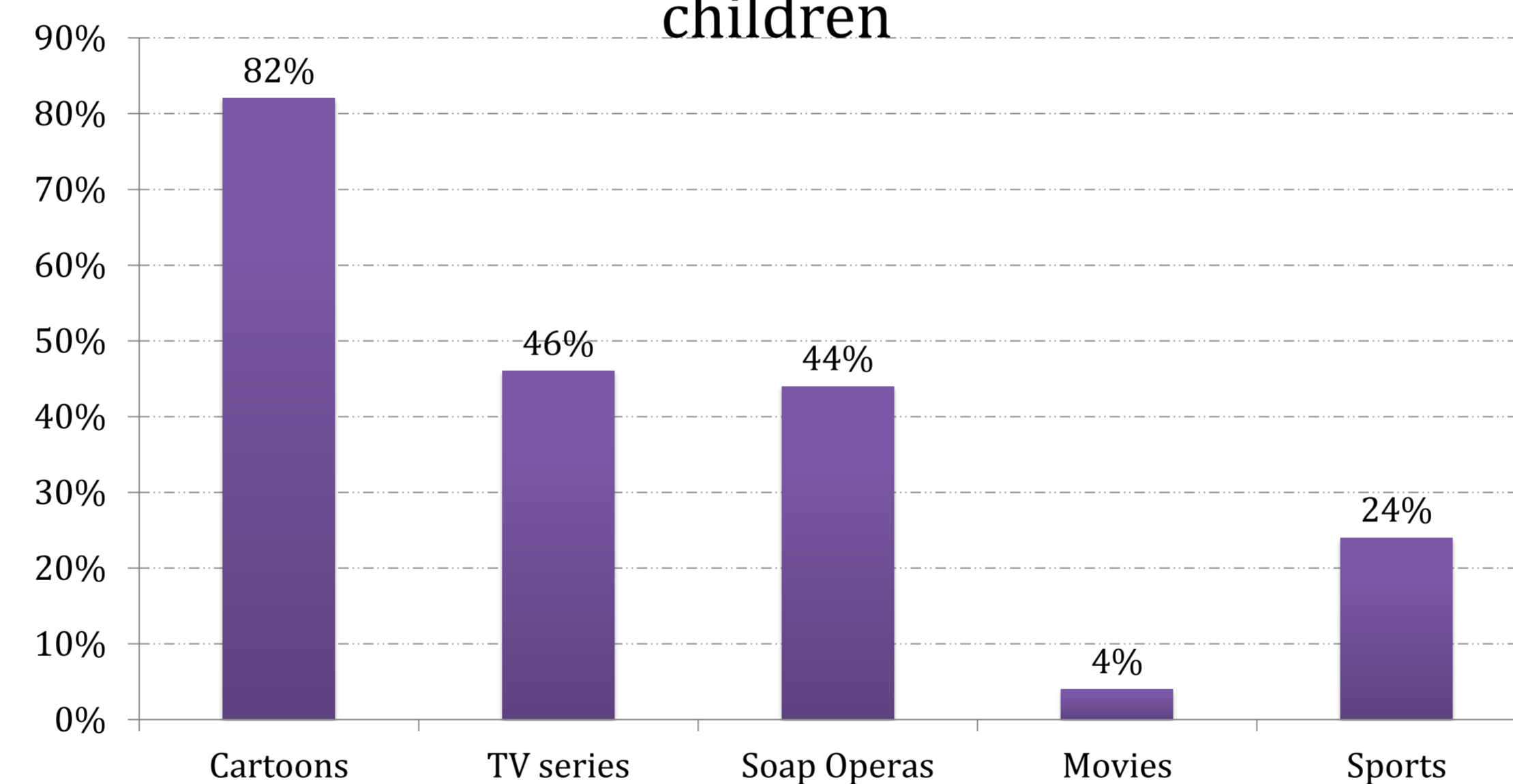
RESULTS

- Children referred in 81% to watch television both on weekday and on weekends, 72% during the afternoon, and 38% at night when there are no restrictions to publicity (Graph 1).
- Preferred programs among children were cartoons (82%), TV series (46%), soap operas (44%), movies (41%), and 24% referred to watch sports (Graph 2).
- 68% of children said they buy the products they see on TV (Graph 3).
- Children's reasons to buy a product: 56% flavor, 44% a craving, 3.5% hunger, and 11% for a gift (Graph 4).

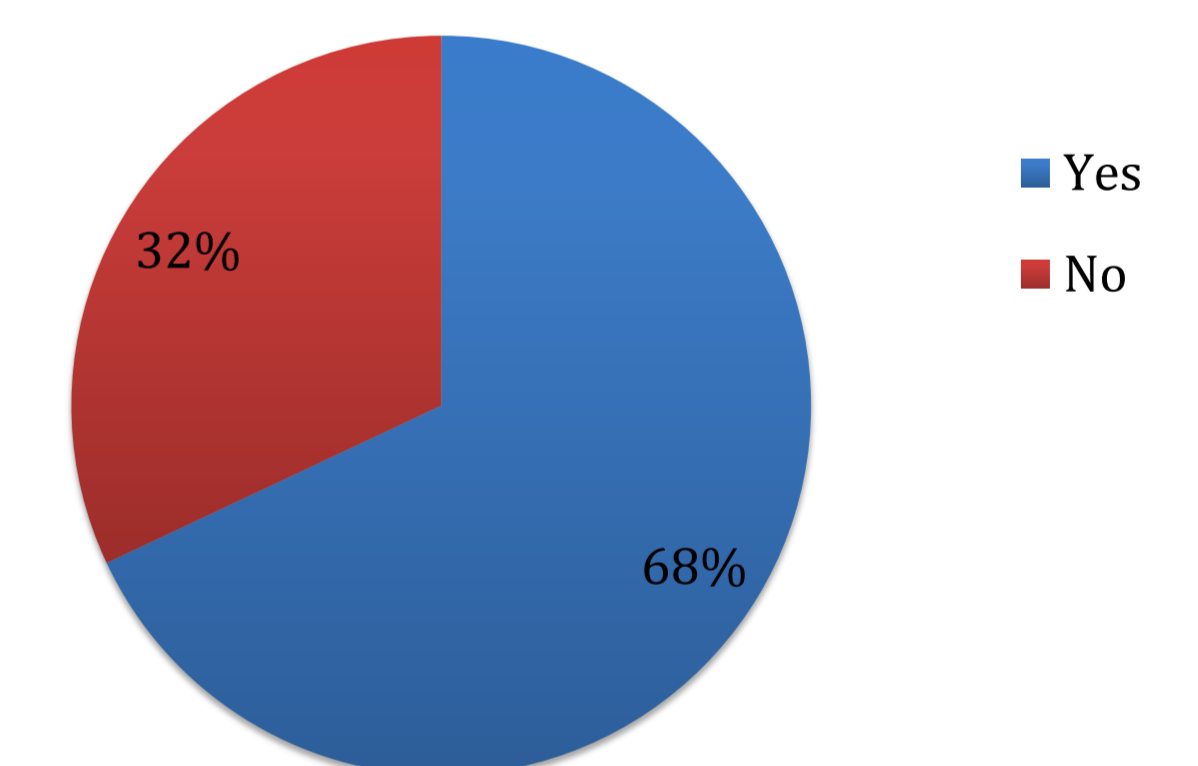
Graph 1. Percentage of children that watch TV at different times



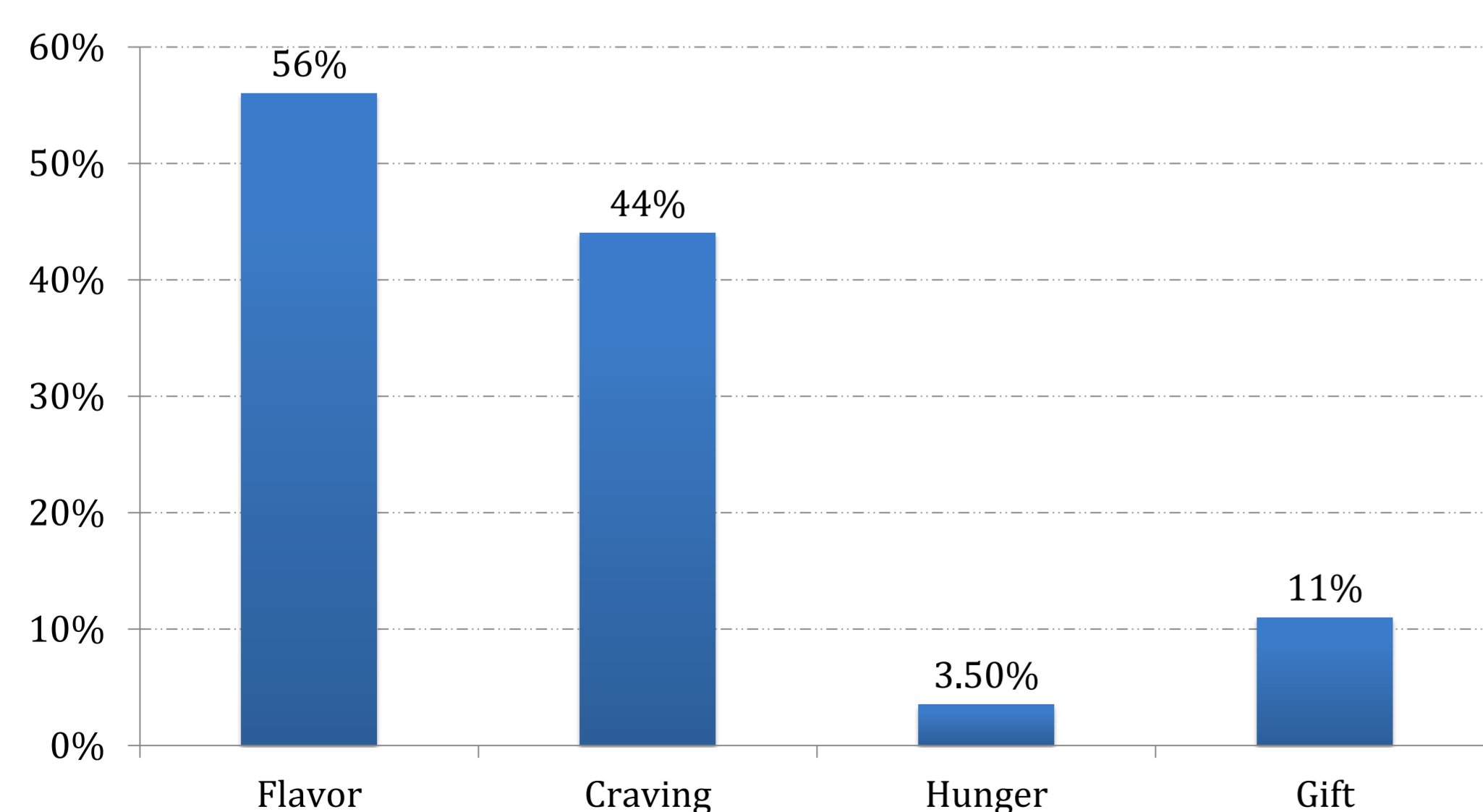
Graph 2. Preferred programs by school age children



Graph 3. Percentage of children buy products marketed on TV



Graph 4. Reasons of school age children to buy a product



CONCLUSIONS

- Stronger policies are required to regulate marketing of food and beverages directed to children including night shows and other programs not classified to children.
- Marketing of food and beverages on TV can influence purchase decision affecting choices contributing to children obesity.

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