

Parental Support for Policies That Encourage Healthy Eating for Children in the Media

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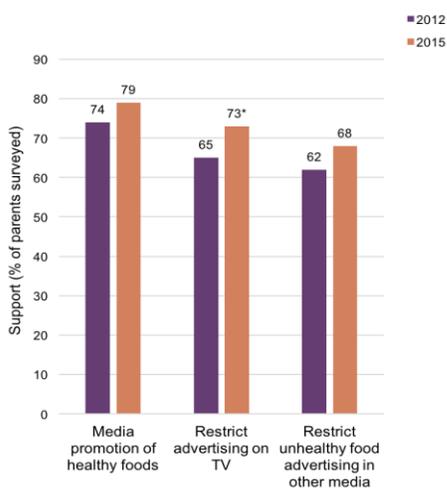
Parents expressed support for a broad range of media-related policies to promote healthy eating habits for their children. The findings highlighted in this summary are a part of a larger report on *Parents' Attitudes about Food Marketing to Children* released in April 2017.

Key Findings

- In 2015, 73% of parents supported policies to restrict unhealthy food marketing on TV, while 68% supported restrictions in other media.
 - 74% of parents surveyed supported policies to allow only healthy food advertising on TV programs primarily viewed by youth 14 and under.
- Black (73%) and Hispanic (80%) parents were more likely to support policies to promote healthy eating habits in the media than were white non-Hispanic parents (62%).
- From 2012 to 2015, parents' willingness to send a letter to a food/beverage company to decrease unhealthy food marketing in the media increased significantly from 69% to 79%.

Parents increasingly support policies and are willing to take action to encourage healthy eating for kids in the media.

Support for Media-Related Policies



*Significant difference between 2012 and 2015 at 95% confidence level, after Bonferroni corrections

For More Information

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For the full report, visit www.uconnruddcenter.org/parentsattitudes. UConn Rudd Center researchers surveyed a cross-sectional sample of 3,500 parents with children ages 2 to 17 annually from 2012 to 2015, including black, Hispanic, and low-income parents, and assessed changes from 2012-2015.

The Rudd Center for Food Policy & Obesity at the University of Connecticut is a multi-disciplinary research center dedicated to promoting solutions to childhood obesity, poor diet, and weight bias through research and policy.

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