Young children’s screen habits are associated with consumption of sweetened beverages independently of parental norms

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* Social mediation
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* Risks and harms
* Other

## Sample

Two to nine-year-old children (n = 1,733) in Sweden.

## Implications For Parents About

## Other Parent Implication

Effect of parental norms and TV habits on association between young children's screen habits and sweetened beverage consumption;

## Implications For Educators About

Other

## Implications For Policy Makers About

Stepping up awareness and empowerment

## Implications For Stakeholders About

# Abstract

OBJECTIVES: This study investigated the associations between children's screen habits and their consumption of sweetened beverages. Because parents might be disposed to regulate their child's screen and dietary habits in a similar direction, our specific aim was to examine whether these associations were independent of parental norms. METHODS: In the Swedish sample of the European Identification and prevention of dietary and lifestyle-induced health effects in children and infants (IDEFICS) study, parents filled in questionnaires about their 2 to 9-year-old children's (n = 1,733) lifestyle and diets. RESULTS: Associations between screen habits and sweetened beverage consumption were found independent of parental norms regarding sweetened beverages. A longitudinal analysis revealed that sweetened beverage consumption at 2-year follow-up was predicted by exposure to commercial TV at baseline (OR 1.4, 95 % CI 1.1-1.9). Cross-sectional analysis showed that the likelihood of consuming sweetened beverages at least 1-3 times per week increased for each hour/day watching television (OR 1.5, 95 % CI 1.2-1.9), and for being exposed to commercials (OR 1.6, 95 % CI 1.3-2.1). TV viewing time and commercial exposure contributed to the associations independently of each other. CONCLUSIONS: The results strengthen the assumption that it is possible to influence children's dietary habits through their TV habits.

# Outcome

"Associations between screen habits and sweetened beverage consumption were found independent of parental norms regarding sweetened beverages. A longitudinal analysis revealed that sweetened beverage consumption at 2-year follow-up was predicted by exposure to commercial TV at baseline (OR 1.4, 95 % CI 1.1–1.9). Cross-sectional analysis showed that the likelihood of consuming sweetened beverages at least 1–3 times per week increased for each hour/day watching television (OR 1.5, 95 % CI 1.2–1.9), and for being exposed to commercials (OR 1.6, 95 % CI 1.3–2.1). TV viewing time and commercial exposure contributed to the associations independently of each other." (Authors, in Abstract)