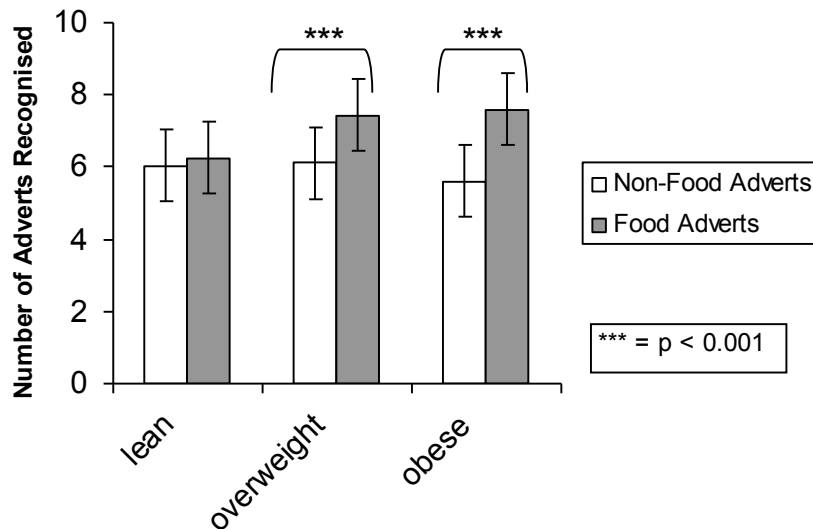


Research Report

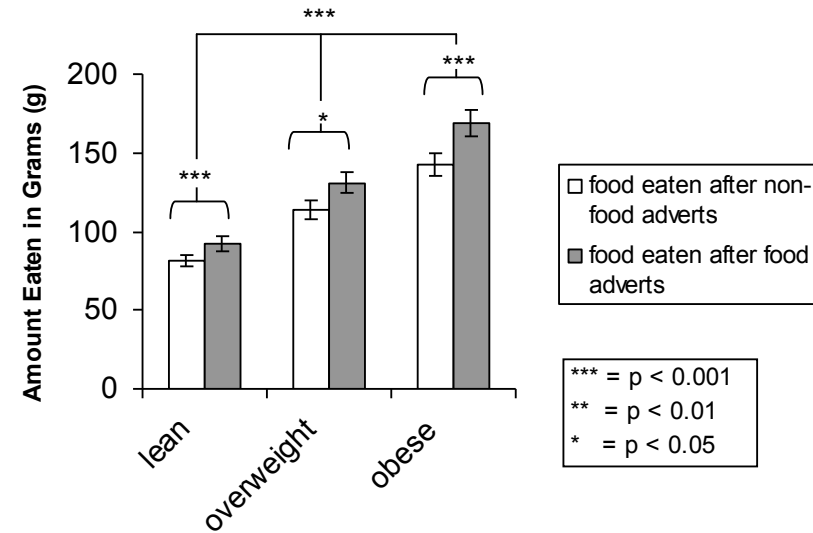
Effect of television advertisements for foods on food consumption in children

Jason C.G. Halford*, Jane Gillespie, Victoria Brown, Eleanor E. Pontin, Terence M. Dovey

(a). Number of Adverts Recognised.



(b). Amount of Food Eaten After Presentation of Adverts.



Obese children recognised more food adverts than toy but all children responded to them by increasing gram intake and altering food choice

Short communication

Beyond-brand effect of television (TV) food advertisements/ commercials on caloric intake and food choice of 5–7-year-old children

Jason C.G. Halford^{a,*}, Emma J. Boyland^a, Georgina Hughes^a,
Lorraine P. Oliveira^a, Terence M. Dovey^{a,b}

Younger children

Effects of adverts on over all energy intake
still observable in younger children

but

No selective effects on food choice seen in
older children (HFSW, HFSV, LWSW)

No discernable difference in magnitude of
effect in differing weight status categories

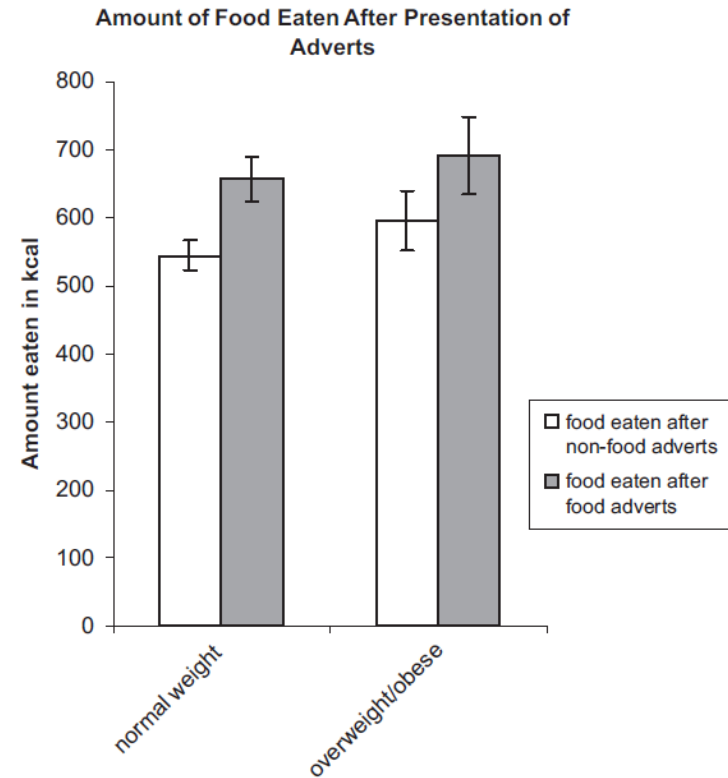
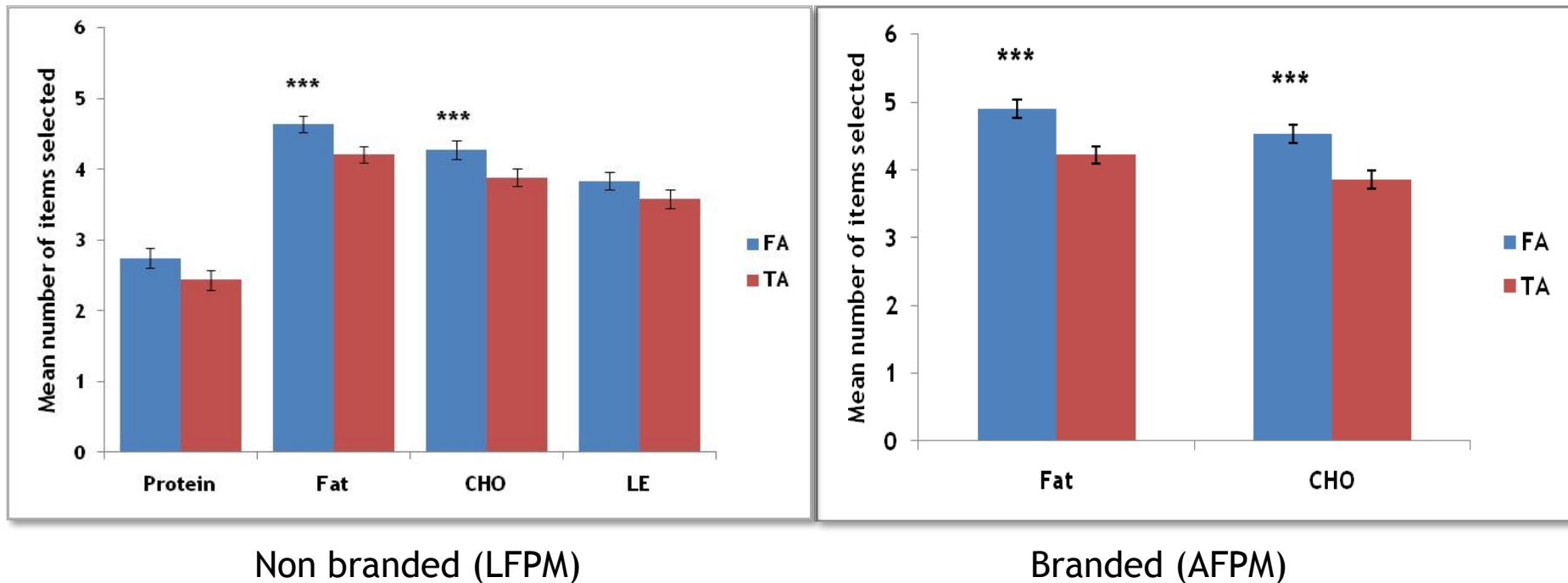


Fig. 1. Illustrates the mean (\pm SE) amount of food eaten by the normal weight children and the obese and overweight children in the two advertisement conditions.

Effects of exposure to TV food advertising on children's food preferences

(Boyland *et al.*, 2011 Pediatrics)

- All children selected more non-branded and branded items after FA compared to TA.



Effects of exposure to television food advertising on children's food preference

(Boyland *et al.*, 2011 Pediatrics)

High TV viewers had a higher mean BMI SDS than the **low TV** viewers.

The food preferences of **high TV** viewers were more affected by food ad exposure than **low TV** viewers.

Increased media use increases susceptibility?

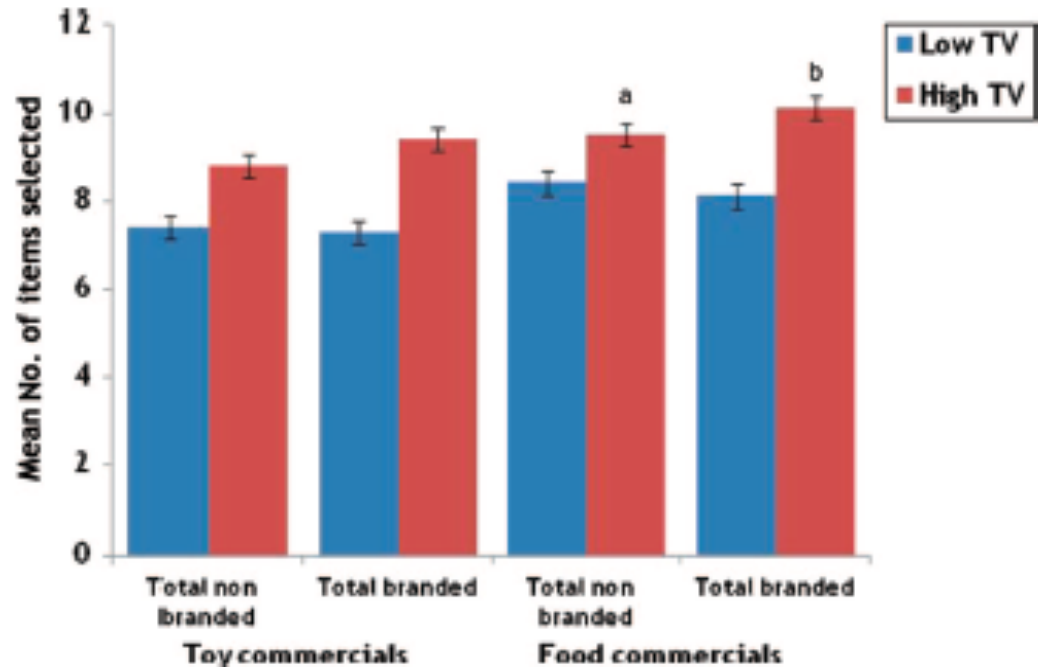


FIGURE 4

Mean (SEM, indicated by the error bars) number of branded and nonbranded items selected from the AFPM in each condition according to macronutrient category. ^a $P < .01$, ^b $P < .001$, indicate a significantly greater number of items selected by high television (TV) viewers compared with low television viewers.