Impact of a food-focused media literacy programme promoting healthy eating among high school students and mothers in the Kingston corporate area

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Pilot Schools

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Outline

• Introduction to JUS Media? Programme
• Preliminary Quantitative Findings
• Preliminary Qualitative Findings
• Conclusions
Unhealthy Eating in the Caribbean

• Highest non-communicable disorders rate in the Americas; healthy eating targeted as high priority especially among youth (PAHO, 2011)

• Nutrition transition (Popkin et al., 2012)

• New cultural determinant of health puts some individuals at even higher risk: “remote acculturation” to U.S. culture (internalizing U.S. values, behaviors, identity) (Ferguson et al., 2015, 2017)
Remote Acculturation in Jamaica

“My culture I don’t know. My body is in Jamaica but my mind is in America” (Student)

"Jamaican culture is changing. We are embracing more of the American way of life.” (Mother)

(Ferguson et al., 2012; 2015)
Feel American, Watch American, Eat American? Remote Acculturation, TV, and Nutrition Among Adolescent–Mother Dyads in Jamaica

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Food-Focused Media Literacy

• Media literacy is “the ability to access, analyze, evaluate and create messages”

• Successful evidence-based food-focused media literacy programs exist for U.S. youth and families to teach critical evaluation skills about unhealthy food advertising (e.g., MMHU: Nelson, 2015; FFT: Powell, 2014)

• Media literacy efforts in Jamaica are germinal and overlook the role of US cable on eating
JUS Media? Programme

- 1st formers & mothers
- 2-session weekend workshop
- 8-week texting supplement after
- Main principles of media literacy relevant to food ads on US cable

The J(amaican and) U(nited) S(tates) Media? Programme teaches families to question the food messages in media and advertising, especially US cable, to be smarter and healthier.
Adapting the Intervention: US → JA

1. Adapt nutritional recommendations from USDA to latest Ministry of Health guidelines (2015)

2. Include remote acculturation theory and research findings with local Jamaican families

3. Condense media literacy training; adapt content for Jamaican context; create text messages
JUS Media? Programme

A. Healthy Eating in Jamaica

B. What is Advertising?

C. U.S. influence & Remote Acculturation

D. Media Literacy

E. Subvertising: Critique & Create
"I have to cut junk food out. I think that's one of the biggest things for me, because I get a lot of urges at late nights, just to eat junk food...It's hard to just walk away and not slip up sometimes. So it happens, but I try to not make it happen on the regular..” (Bolt in CNN Interview)
Healthy Eating

Prochaska & DiClemente, 1983;
Prochaska, DiClemente, & Norcross, 1992
C: Remote Acculturation

Has negatives

- Watch more US cable
- Eat more unhealthy food

I love Deg[r]assi (TV Show)
I love Instagram.
I like fast food.

Di fast food tingy to...A think fast food its...its taking a toll on dem as if they’re Americanized.

Mother

Student

Ferguson et al., 2015 & 2017
D: Media Literacy

Food ads on US cable TV target you!

- Teenagers & their parents
- Black youth
- Low and Middle Income Countries
- Persuasion Tactics
  - Repetition
  - Celebrity endorsements
  - Appeal to emotions
E. Subvertising

Goodbye Advertising
Hello Subvertising!

“subvert” + “advertising”
Deconstruct real meanings & motivations behind ads
The practice of making fun of ads, or spoofing advertising
Sample 1: JUS Media? Food advertisements often use tricks to persuade. Yesterday, did you see any ads that made fast food or drinks look healthy?

Sample 2: JUS Media? This is your mission, should you choose to accept it: Drink water instead of soda or other sweet drinks for one whole day this week! Do you accept?
2017 Efficacy Study in Kingston

Screened 800 7th Graders & mothers, enrolled 92 at-risk dyads based on Americanization, US cable viewing, & eating habits:

A. Control: No Workshop or texts
B. Intervention I: Workshop only
C. Intervention II: Workshop + texts
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Variable #1: Fruit Consumption
Wright et al. (2015). Five stage of change measure; 1 item for each food plate category

Do you currently eat 3 servings of fruits every day? (1 serving = 1 medium orange or 1 small banana)

1. No, and I do not intend to eat 3 servings of fruits daily in the next 6 months
2. No, but I am thinking about eating 3 servings of fruits daily in the next 6 months
3. No, but I am planning to eat 3 servings of fruits daily in the next 30 days
4. Yes, I have been eating 3 servings of fruits daily for less than 6 months
5. Yes, I have been eating 3 servings of fruits daily for 6 months or more
Variable #2: Media Literacy
Bier et al. (2010). 14 items, mean score. Cronbach’s alpha: St = .75-.89 & M= .83-.92

Sample item: Fast food ads show happy, healthy, slim people to make people forget about the health risks.

Sample item: When you see a food ad, it is very important to think about what was left out of the ad.

Sample item: People are influenced by TV and movies, whether they realize it or not.

1. Never
2. Sometimes
3. Often
4. Very Often
Sample Results Graph

Repeated Measures ANOVAs with between subjects factors; SES excluded: uncorrelated

We expected to see blue line (control) on bottom with other lines rising
Result #1: ↑ Fruit Consumption

Univariate: $F(2, 180) = 4.117, p = .02, \eta^2 = .04$

Medium effect size
Result #2: ↑ Media Literacy

Estimated Marginal Means of MediaLit

Multivariate: Wilk’s Lambda F(2, 1017) = .75, p = .02, η²=.05

Univariate: F(6, 222) = 3.17, p = .01, η²=.07

Medium Effect Sizes
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Subvertising Contest Winners

Or search “JUS Media Subvertising Contest Winners 2017 on youtube)
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Implications & Next Steps

• **Food-focused media literacy appears to be a promising tool** for improving nutrition information and healthy eating choices.

• **Text messaging may have public health potential**

• Convening stakeholder group @ UWI next week.
Thank you from JUS Media? Programme (google us)

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Google “Culture and Family Life Lab” for more resources on remote acculturation