

# PARENTING GAZETTE

*Parenting Just Got Easier*



**January 2010**

## **Most Food Advertized on Nickelodeon is Not Healthy**

Recent research found that about 80% of the food advertized on Nickelodeon, a TV network popular with children, is "junk food", with little nutritional value. The researchers called for industry standards to regulate food ads targeting children.

*Center for Science in the Public Interest*

## **You Can Teach Your Child Critical Thinking Skills – With Advertisements!**

Ellen Besen, a media expert, suggests that use of TV and print ads allow parents to educate their children about Media Literacy and improve children's ability to think critically. Media Literacy involves awareness of the techniques, sometimes subtle and distorted messages, intended to market products from toys to alcohol. Asking you child/teen what appeals to him/her in an ad and discussing the techniques, such as catchy music, celebrities in person or in voice-overs, cartoon characters, action, etc, used in advertisements can promote your child's understanding about the means used to influence their thinking and sell products.

## **The Expectations of Parents Influence Their Child's Behavior**

A recent research study of 6th and 7th graders and their mothers revealed that, if parents expect their children to be rebellious and to become involved in risk-taking behavior, including drinking alcohol and/or using other drugs, they are far more likely to do so. **The researchers suggested that parents communicate expectations that their child/teen will act appropriately and provide consequences for inappropriate behavior.**

*Journal of Research on Adolescents*

## **Alcohol Ads Found Often in Magazines Favored by Youth**

A study conducted by the Boston University School of Public Health, Johns Hopkins found that the magazines most frequently read by youth had the highest number of ads for alcohol. The researchers concluded that alcohol companies were deliberately targeting youth.

*Journal of Adolescent Health*

## **New Research on Binge Drinking in Teens**

According to research conducted at Pennsylvania State University, parents who allow their teens to drink may be promoting binge drinking in college. The study found that high school freshman who were most involved in bingeing had parental permission to drink in high school. **Those college students who drank moderately or not at all, were more likely to have parents who did not permit drinking during high school.**

*Join Together*