

# PARENTING GAZETTE

*Parenting Just Got Easier*



**November 2009**

## **Popular Kids Cereals - 85% More Sugar and 65% Less Fiber – Than Adult Cereals**

A recent study conducted by Yale University found that breakfast cereals marketed to children have far more sugar and less fiber than cereals popular with adults. They also found that, when children eat cereal with high sugar content, they are twice as likely to overeat. (High levels of sugar intake are associated with obesity and other health issues.) The study found that marketing to children is "big business" and that the average child under 6 years views about 650 cereal commercials each year. **Parental monitoring of sugar and fiber content in cereal was recommended.**

*Yale University Rudd Center for Food Policy and Obesity*

## **Parents Worried About Effects of Alcohol Ads on Youth**

A recent study discovered that 75% of parents surveyed expressed concern that alcohol advertising encouraged youth to drink. The research also found that alcohol advertising has significantly increased over time. **The researchers remind that parents who are involved, set limits, and serve as role models are the best deterrents to youth use.**

*Georgetown University Center on Alcohol Marketing and Youth*

## **TV Time Linked to Aggression in Three Year Olds**

A research study conducted by Tulane and the University of Albany found that the more television a small child watches and/or the more TV his/her parents watch, the more likely a child is to be aggressive. The researchers speculate that TV viewing exposes children to violent content and that extensive TV watching by parents decreases time spent with their children. **The American Academy of Pediatrics recommends no TV viewing before 2 years and a limit of one to two hours during later preschool years.**

*Archives of Pediatrics and Adolescent Medicine*

## **Offensive Language During Prime TV Viewing Time for Children**

Recent research found that viewers were more likely to hear offensive language during programs aired between 8 and 9 pm, prime viewing time for children, than in programs broadcast later.

**Parents were cautioned to be watchful of the TV programs their children watch.**

*Joint Study: University of Tennessee and Florida State*

## **75% of Girls Surveyed Had a Negative Body Image**

A national study conducted by Dove products surveyed over 4,000 girls between 8 and 17 years. Seventy five percent of them expressed dissatisfaction with their physical appearance, reporting themselves as not sufficiently pretty or thin. In addition, 25% of the girls who viewed themselves negatively reported eating disorders and 75% reported destructive behaviors, including smoking, drinking, bullying, etc. **The researchers recommend that parents focus on health, not physical appearance, and discuss overly thin models and actresses as unrealistically thin and unhealthy.**

*Dove Self-Esteem Fund*

The Chippewa Valley Coalition for Youth and Families joins parents, school and community in promoting safe, healthy and drug-free youth and supporting families. For more information, please call 586/723-2360.