A food-focused media literacy programme promoting healthy eating among high school students and mothers in Kingston

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Pilot Schools

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Outline

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

• High non-communicable disorders rate (PAHO, 2011)

• Nutrition transition (Popkin et al., 2012)

• “Remote acculturation” to U.S. culture (internalizing U.S. values, behaviors, identity): a new cultural determinant and risk factor (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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Globalization prompts remote acculturation toward U.S. culture in Jamaica. Sociocultural
Food-Focused Media Literacy

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

• Successful evidence-based food-focused media literacy programs exist for US youth and families

• Teach critical evaluation skills about unhealthy food ads (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

- 92 7th graders & 92 mothers
- 2-session weekend workshop
- 8-week texting supplement after
- Main principles of media literacy relevant to food ads on US cable
Adapted the Intervention: USA→ JA


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

3. Media literacy training
   • Jamaican context
   • Text messages to reinforce key themes from workshop
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
A: Nutritional Guidelines
B: What is advertising?
C: Remote Acculturation

Negatives

- Watch more US cable
- Eat more unhealthy food

I love Deg[rr]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.

Student

Mother

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”
- The practice of making fun of ads, or spoofing advertising
- Deconstruct real meanings & motivations behind ads
2017 Efficacy Study in Kingston

• Over 800 7th graders & mothers screened
• 92 at-risk dyads enrolled
• Assigned to 3 study groups:
  1. **Control**: Questionnaires/24 hr food recalls only
  2. **Intervention I**: Questionnaires/recalls + workshop
  3. **Intervention II**: Questionnaires/recalls + workshop + texts
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Variable #1: Fruit Consumption
Wright et al. (2015).

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 mo
2. No, but I am thinking about eating 3 servings of fruits daily in the next 6 mo
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 mo
5. Yes, I have been eating 3 servings of fruits daily for 6 mo or more
Result #1: ↑ Fruit Consumption
Repeated Measures ANOVAs with between subjects factors; SES excluded: uncorrelated
Variable #2: Media Literacy
Bier et al. (2010). 14 items, mean score created

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

**Sample item:** Fast food ads link unhealthy food to natural things that humans want like love, good looks, and power.

**Sample item:** When people make movies and TV shows, every camera shot is carefully planned.

1. Never
2. Sometimes
3. Often
4. Very Often
**Result #2: ↑ Media Literacy**
Repeated Measures ANOVAs with between subjects factors; SES excluded: uncorrelated
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Participant Feedback:
“What was your Favorite Part?”

• “My favorite part was doing the subvertising.” (Student)

• “When we were watching the videos then voting.” (Student)

• “My favourite part was the lights, camera, burgers.” (Mother)

• “The interaction with the sub-advertisement along with the knowledge of being able to critique ads now.” (Mother)
Implications

• Food-focused media literacy a promising tool for improving nutrition information and healthy eating choices

• Stakeholder groups convened at UWI November & March
Thank you from JUS Media? Programme *(google us)*

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