

# Parenting in a Changing World: Thinking About Parents and Childhood Obesity Prevention



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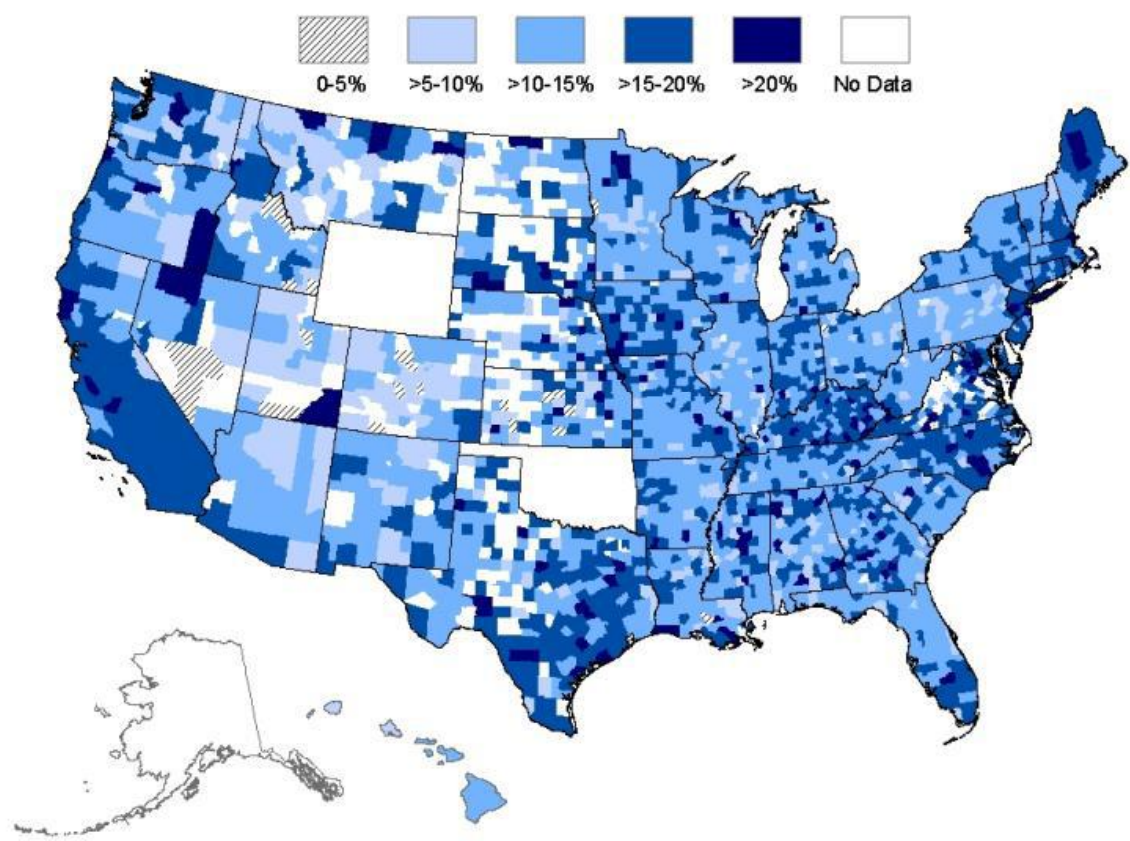
February 21, 2013

# Prevalence of Obesity Among U.S. Children 1963-2010



## Childhood Obesity- Risk Starts Early

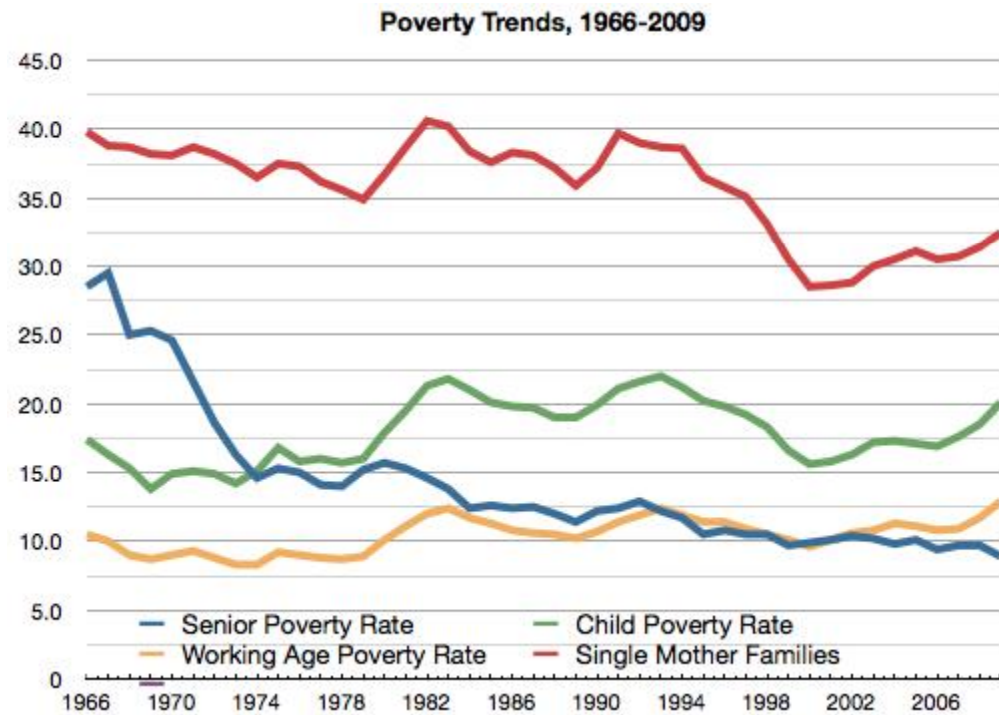
- q 1 of 3 Children Are Obese or Overweight Before Their 5<sup>th</sup> Birthday
- q 1 of 7 Low Income Preschool Children are Obese
- q American Indian and Alaska Native (20.7%) and Hispanic (17.9%) children have the highest rate among preschool children



2009-2011 County Obesity Prevalence Among Low Income Children Aged 2 to 4 Years

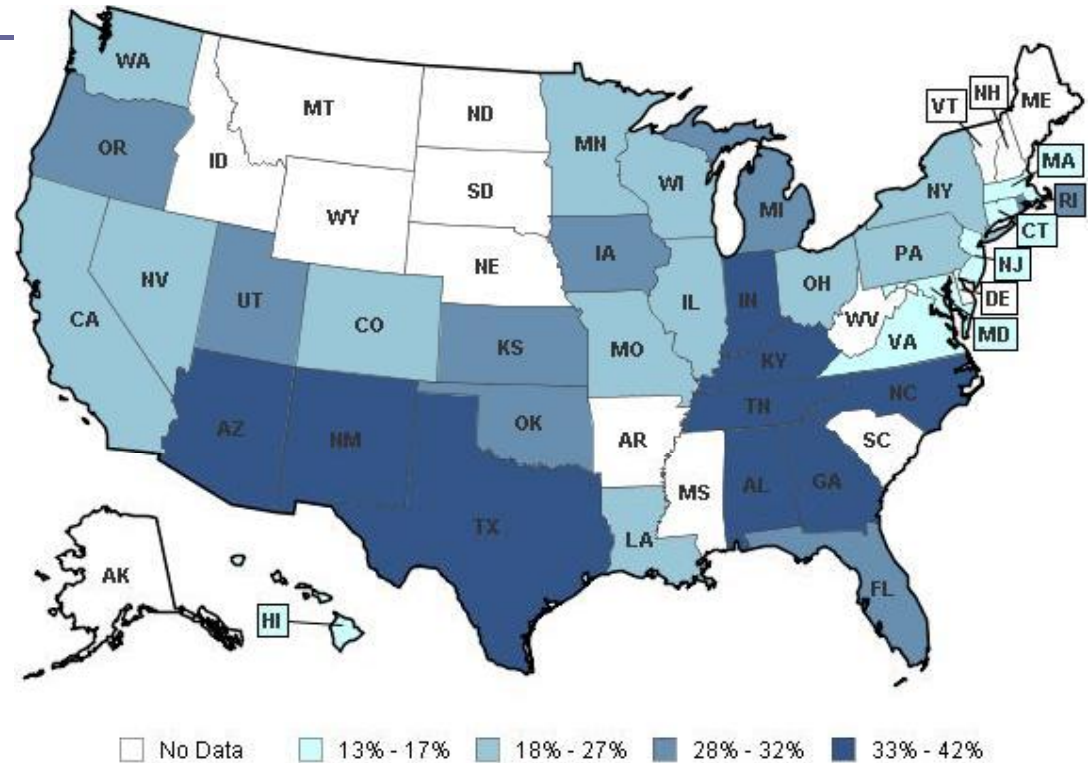
## What Has Changed?

- The Child and Single Mother Poverty Rates Have Been Increasing Since 1998.



# Rapid Increase in Immigrant Families

In 17 states, over 28% of immigrant children live below the poverty line.



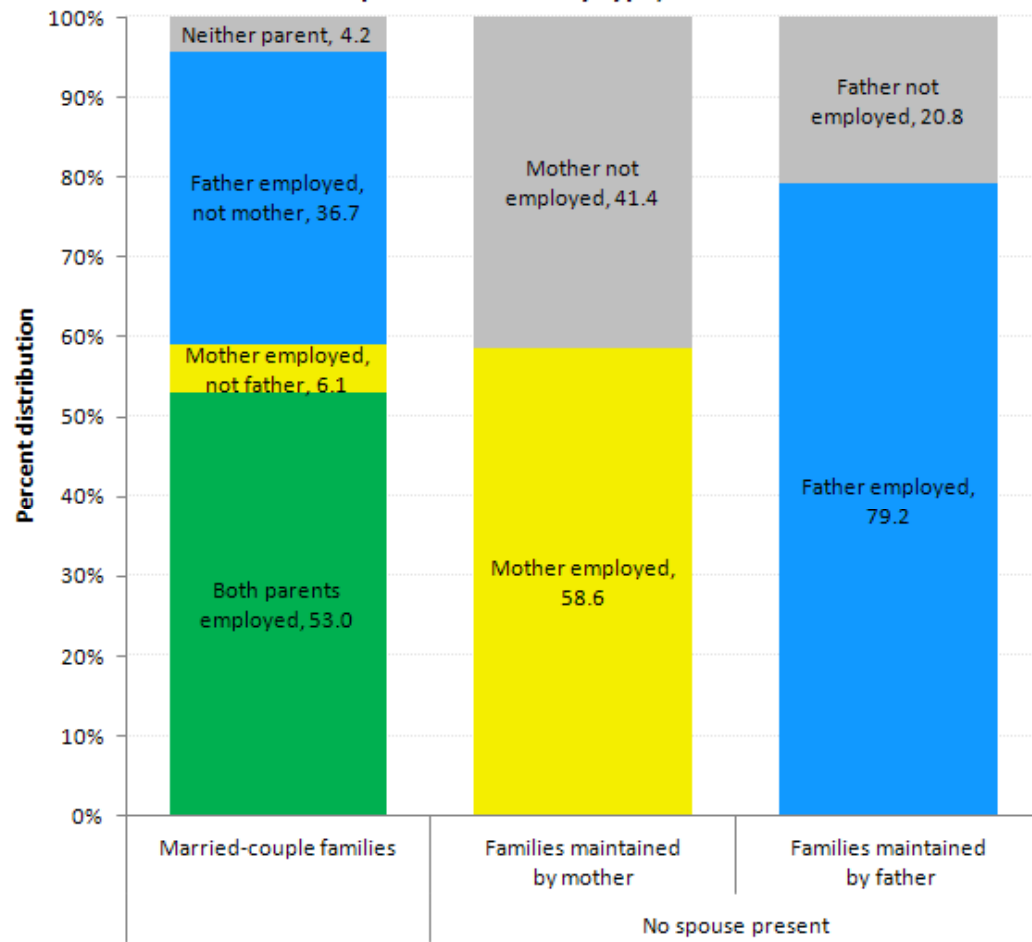
Children living below the poverty threshold by children in immigrant families: Children in immigrant families (Percent) - 2011

**KIDS COUNT Data Center, [www.kidscount.org/datacenter](http://www.kidscount.org/datacenter)**  
A Project of the Annie E. Casey Foundation

# Workforce and Early Care

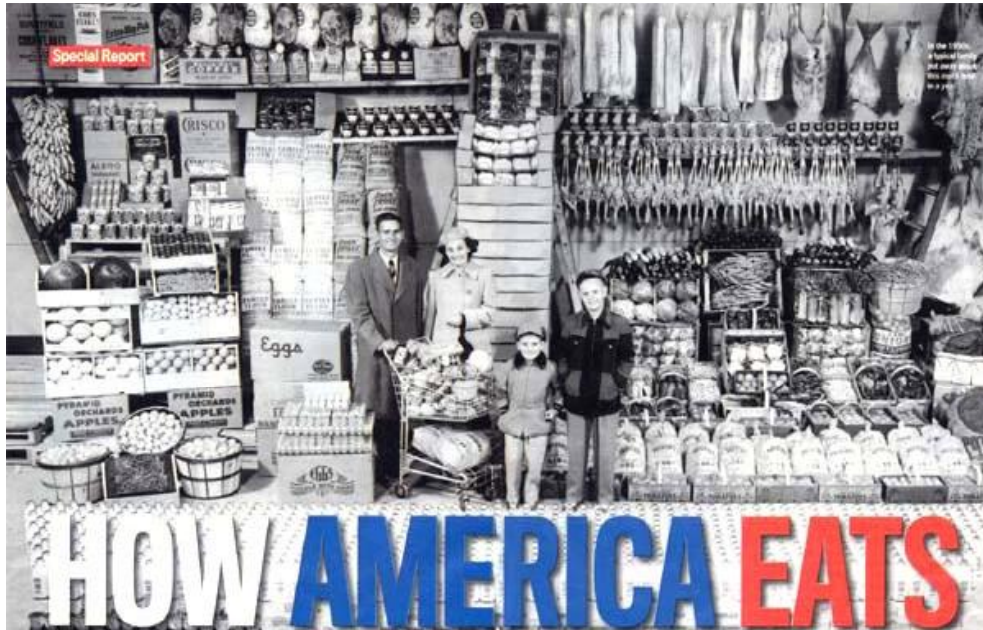
- In 1975 2 out of 5 Women with Children Under the Age of 6 Held a Paid Job
- In 2010, the Number of Women Going Back to Work Before Their Children Reached Their First Birthday Was 56.5%
- The percent of children enrolled in early care and education programs has remained relatively stable since 1995 (56%). However, the number of poor children receiving early care in relative homes or home providers has increased significantly.

Families with children under 6 by employment status of parents and family type, 2011



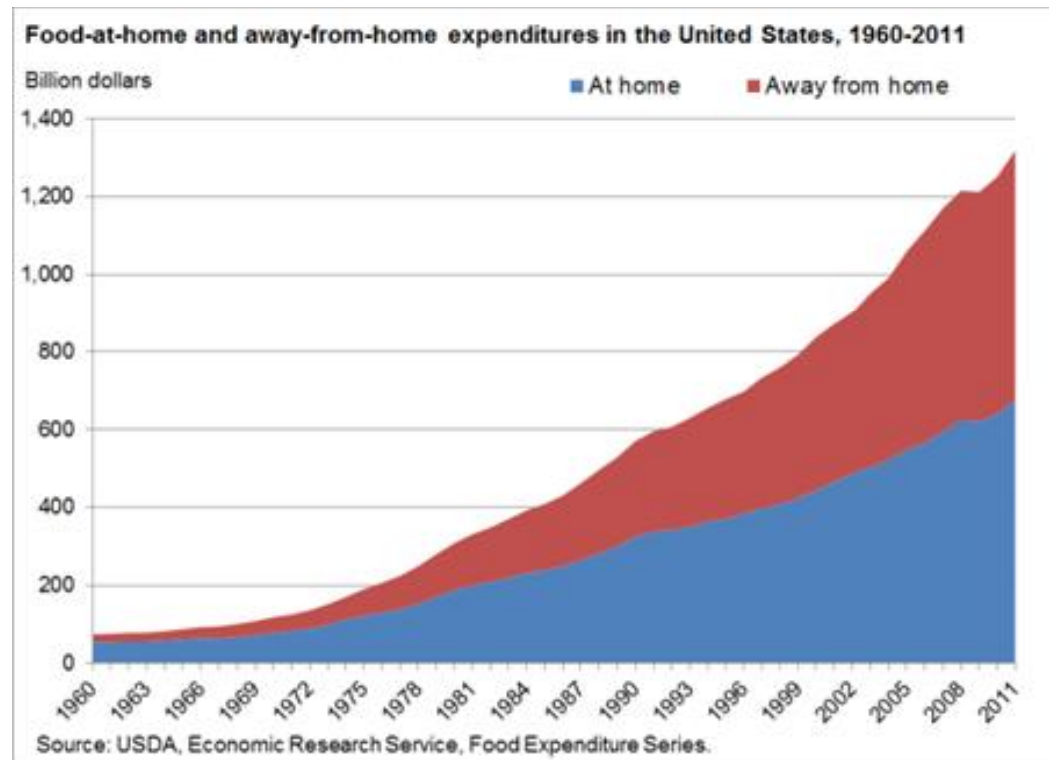
Source: U.S. Bureau of Labor Statistics

# Nutrition Transition



## As A Nation We Eat More

- Average caloric intake increased 24.5% or about 530 calories between 1970 and 2000
- Annual consumption of cheese increased 287% between 1950-2000. Most cheese consumption is processed cheese used in prepared foods.
- Average use of added fats increased 67% between 1950 and 2000.
- American consumption of sweeteners increased 39% between 1950 and 2000
- In 2000, the average American consumed 152 pounds of caloric sweetener





# Changes in Physical Environment

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## Walking & Biking to School

- Ⓟ In 1969 48% of children 5 to 14 usually walked or bicycled to school
- Ⓟ In 2009, 13% of children 5 to 14 years of age usually walked or bicycled to school
- Ⓟ In 1969, 41 % of children in K-8 lived within one mile of school-89% of those walked or biked to school
- Ⓟ In 2009, 31% of children in grades K-8 lived within one mile of school-35% walked or biked to school



# What do we expect of parents?

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- ⌘ Follow Dietary Guidelines
- ⌘ Practice Responsive Feeding
- ⌘ Limit Screen Time
- ⌘ Adequate Sleep
- ⌘ Adequate Physical Activity



# What is the Reality?

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## Vegetable Consumption 2-3 year olds

- n 30% do not consume any vegetables in a given day
- n Fewer than 15% consume dark green leafy vegetables
- n French Fries most commonly consumed vegetable

p Fox et al, (2010)



# Screen Time

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- p 46% of families report having a television in the area where they eat
- p 67% of children between 4 and 11 years watch more than 2 hours of television or videos per day
- p Each additional hour of television viewing increases prevalence of childhood obesity by 2%



# Physical Activity

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## Preschool Children

- ⌘ 60% of outdoor time spent in sedentary activities
- ⌘ 3.4- 11.0 % in moderate to vigorous physical activity

## 4- 11 year olds

- ⌘ 31% engage in low active play



# Sleep

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- p Preschool age children should get about 10-12 hours of sleep per night
- p 68.9% of preschool aged children had a TV in their bedroom
- p Bedroom TV is associated with obesity in school age children
- p Children with TV in bedrooms watch more TV and sleep less



# Must we blame parents?

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Family Life is Complex

Embedded in A Food and Built Environment

Simple Portrayals Disregard Hard Work of Parenting



# Mealtimes Routines as an Example

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# Mealtime FAQ's

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- p Most shared family mealtimes last between 18-20 minutes
- p 63% of family members eat dinner together “frequently” or “always”
- p Families with children under 18 eat dinner together “frequently” or “always” 77% of the time
- p 86% of parents agreed that dinnertime was the best time for family members to get together and talk

# Meta-analysis

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## Study Characteristics

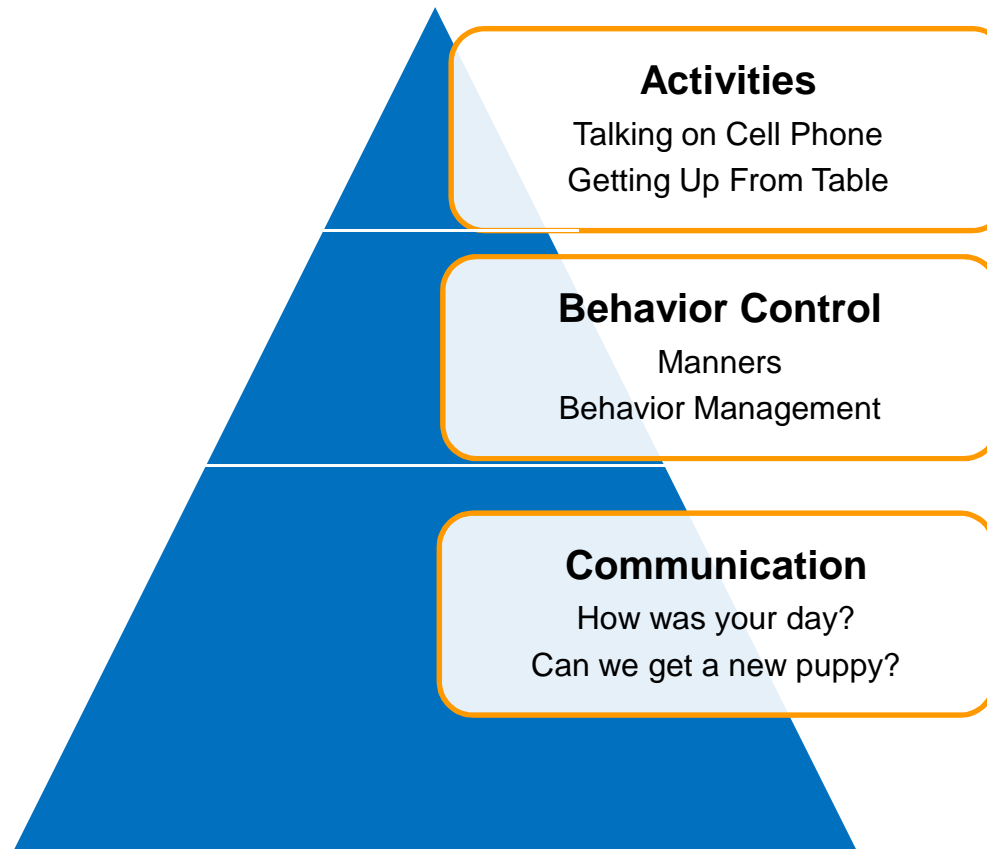
- Ⓟ 17 studies
- Ⓟ 182,836 children
- Ⓟ Children between 2.8-17.3 years
- Ⓟ Families share 3 or more meals per week

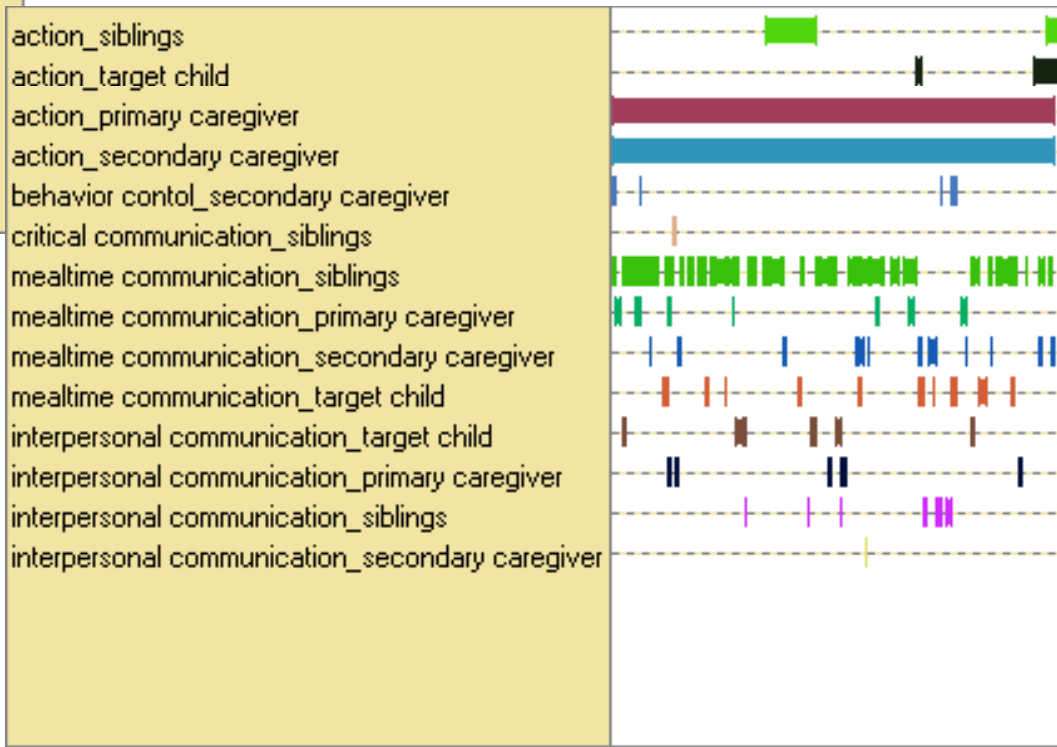
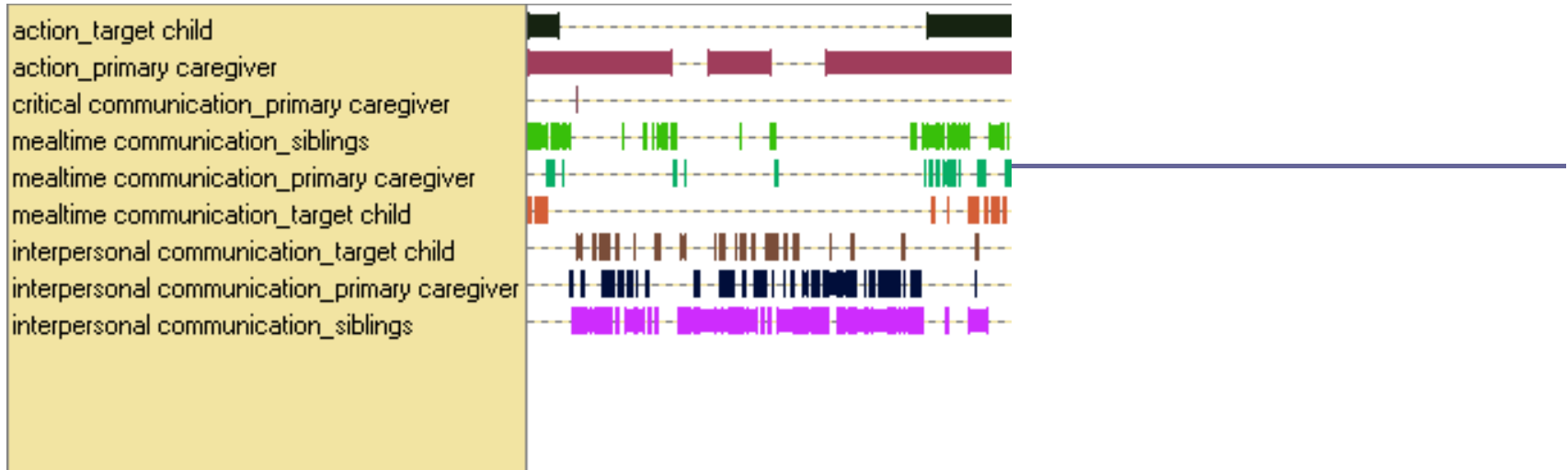
## Nutritional Health Outcomes

- Ⓟ Reduces the odds for overweight by 12%
- Ⓟ Reduces the odds for eating unhealthy foods by 20%
- Ⓟ Reduces the odds for eating disorders by 35%
- Ⓟ Increases the odds for eating healthy foods by 24%

# ABC's Family Mealtime

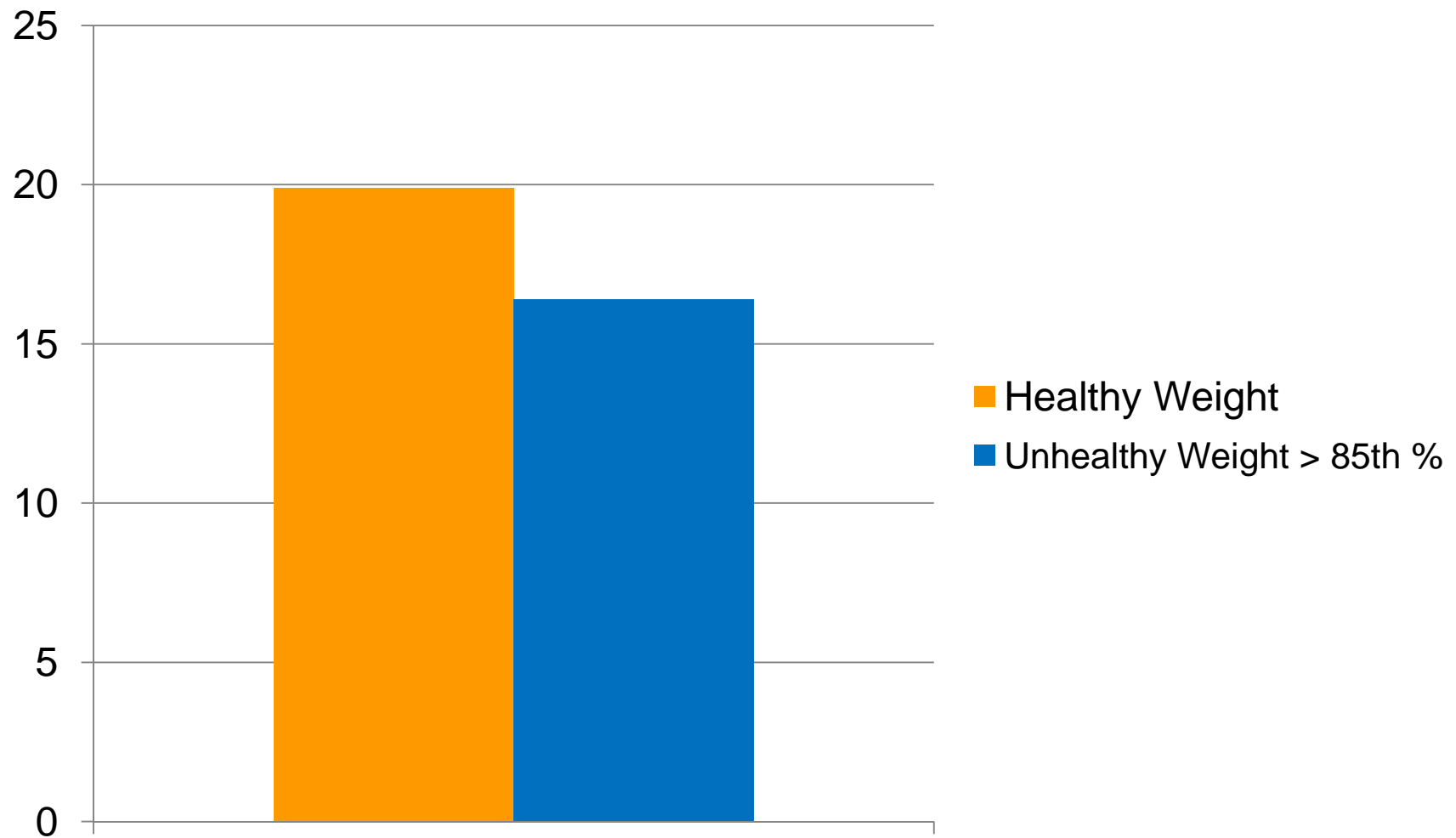
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# Time Spent At Meal

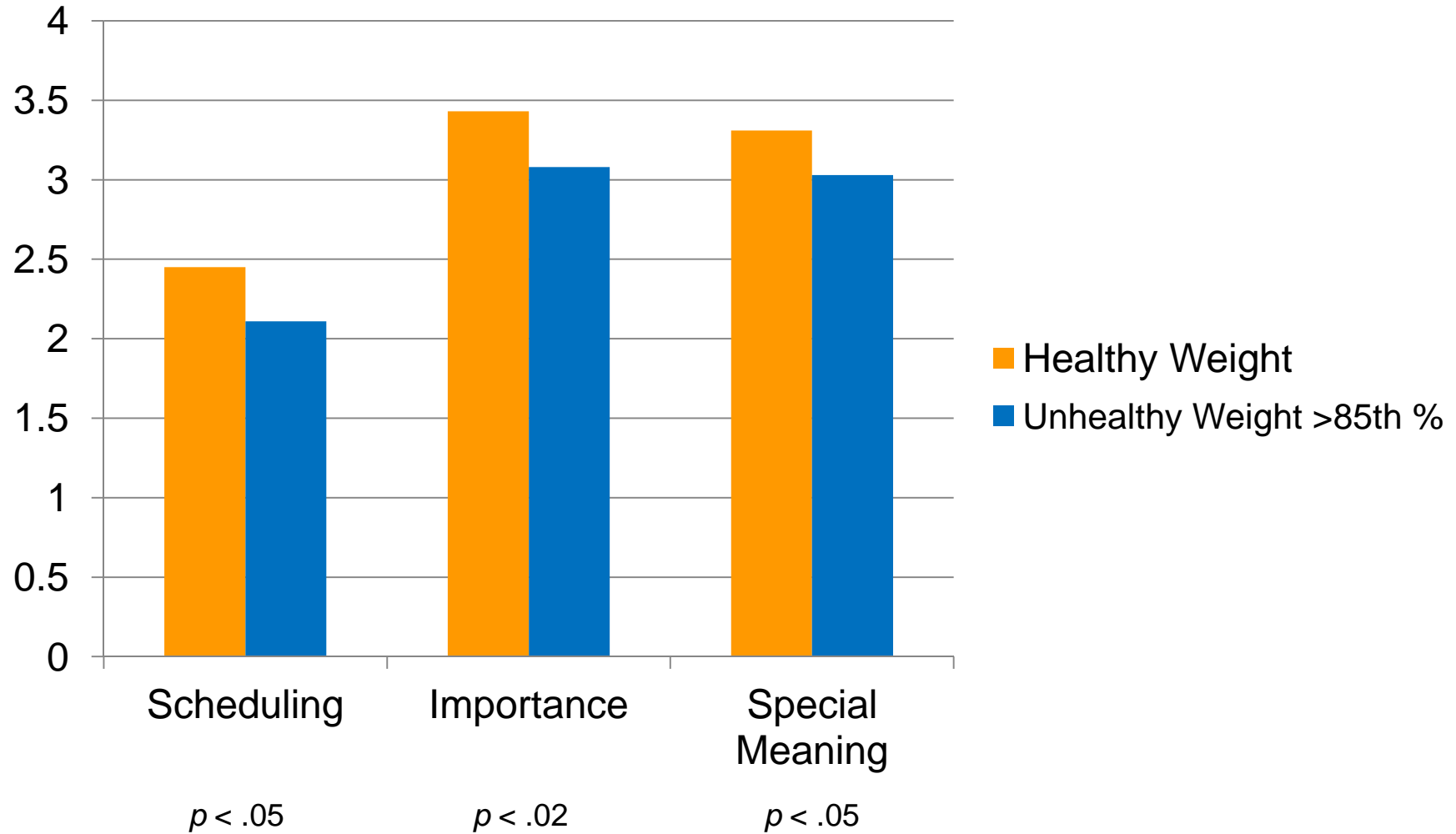
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Fiese, B. H., Hammons, A., Grigsby-Toussaint, D. (2012). *Economics and Human Biology*.

# Report of Mealtime Quality

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## Other Family Climate Indicators



Responsive Feeding Patterns



Parenting Stress



Family Chaos

# Primary Barriers to Sharing Meals in Families With Preschool-Age Children

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## p Problematic Behavior

- n Sibling Fights
- n Picky Eating
- n Child Tantrums

## p Scheduling Difficulties

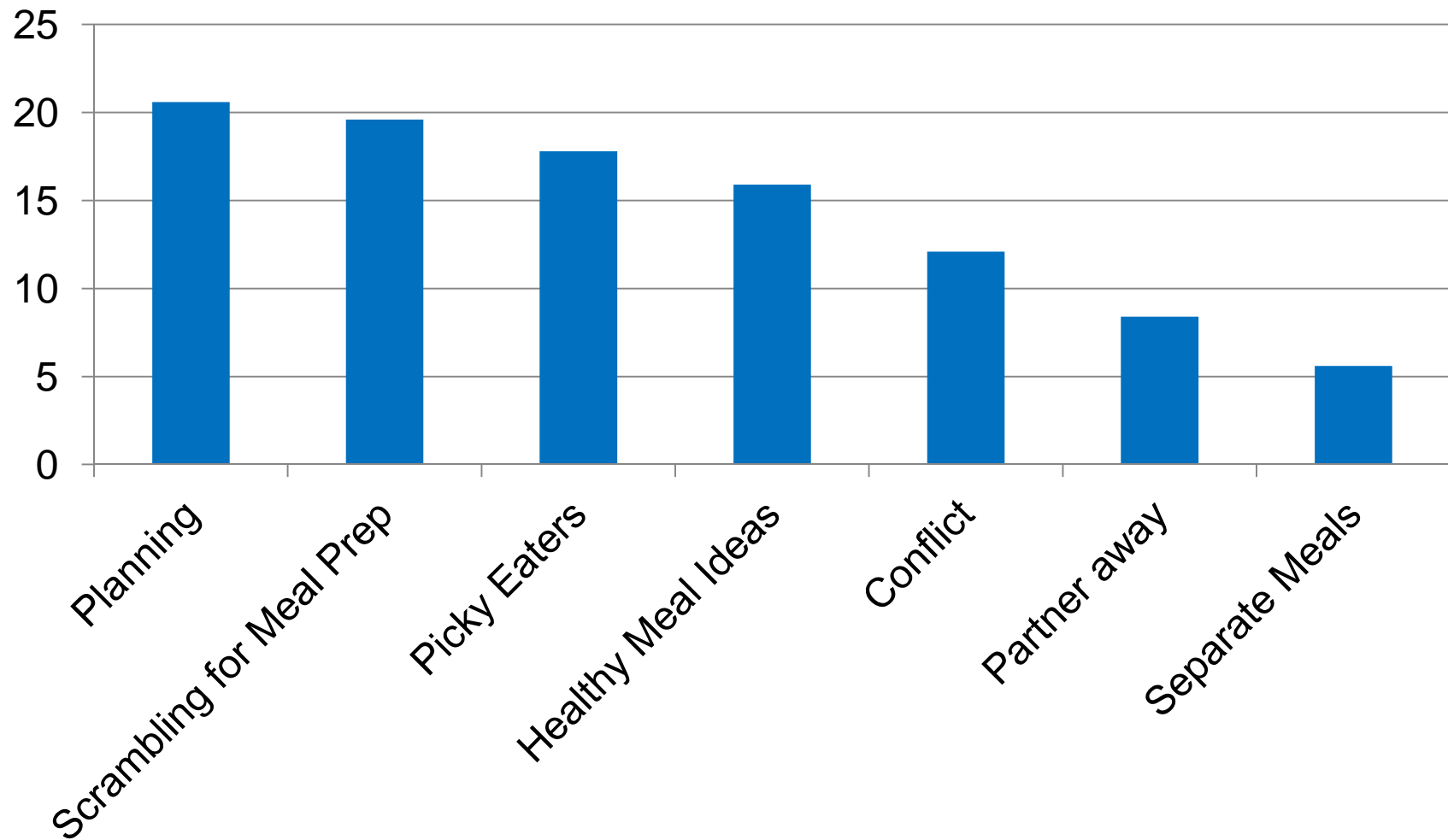
- n Parent Work

## p Support From Partner





# Primary Challenges- Parents of 8-10 Year Olds



Fulkerson et al., 2008

# What Do Parents' Do?

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- p 46% of families interviewed in CDC report stated they had a television where they ate
- p Parents of young children report using television during mealtimes as a way to avoid conflict



# Why is This A Problem?

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- ⌘ Monitoring Food Choice
- ⌘ Prevents Communication
- ⌘ Food Advertising



## Food Marketing

Total amount spent on food marketing to children is about \$10 billion a year.

Fast food outlets spend over \$3 billion annually on television advertising aimed at children

About 80% of foods advertised to children are for fast foods and sweets.

It would require 10 hours of children's television viewing to see one ad of "Go" foods



## Pester Power

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Young children have become a powerful force in parents decision making

It is time to reclaim time, budgets, and the family table



## Parents Are Concerned About Media Effects

Encourages children to pester parents

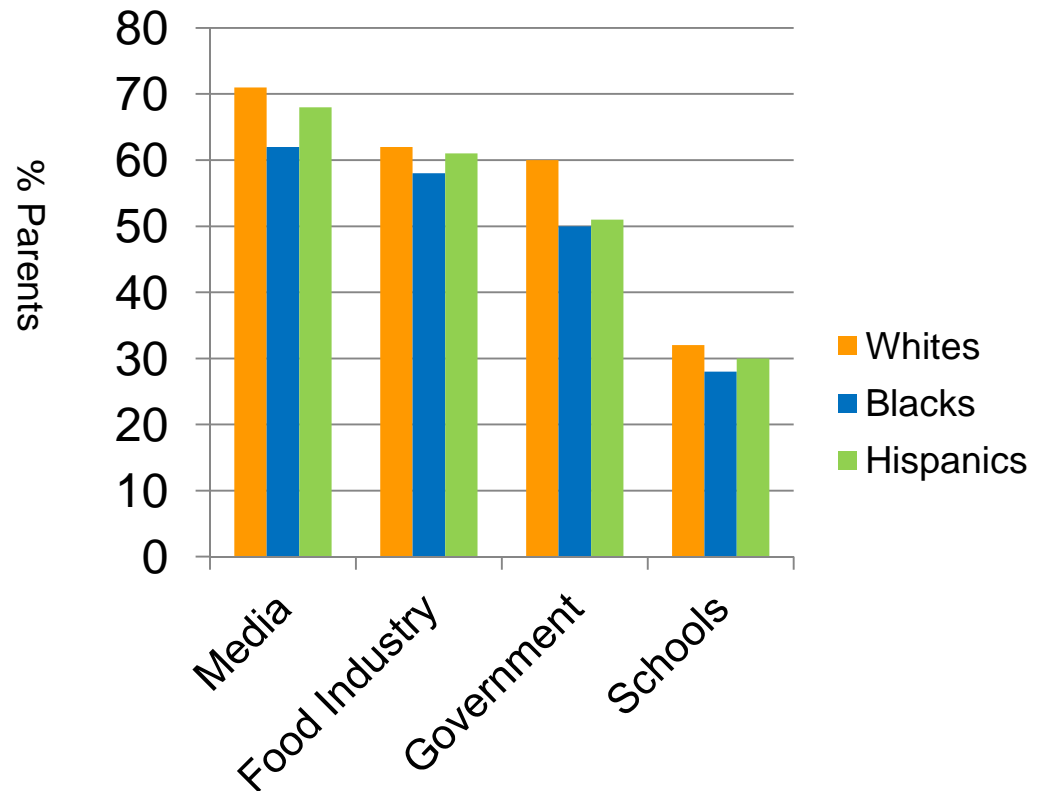
Increases food preferences

Promotes unhealthy foods

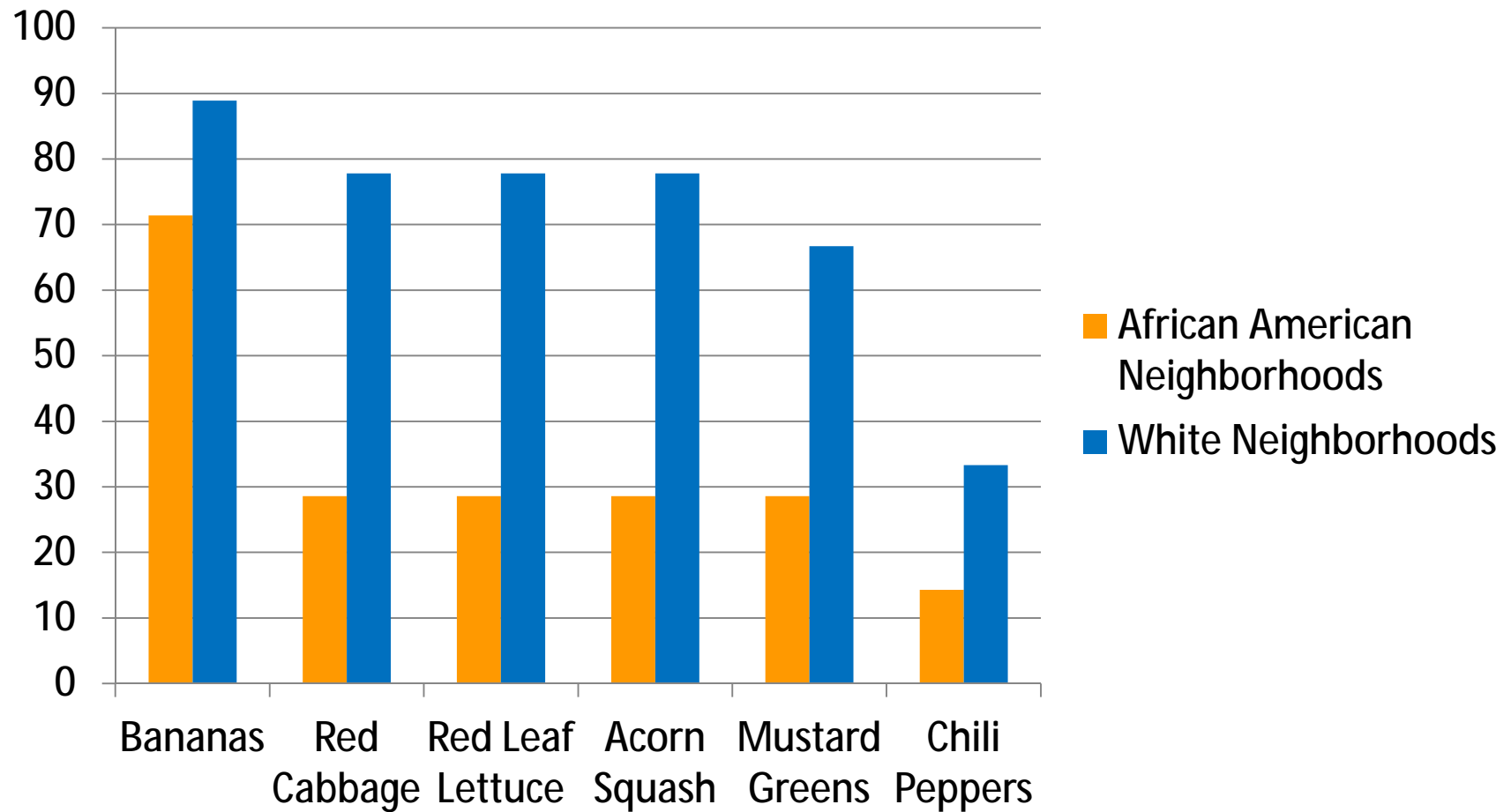
Encourages snacking between meals

**Makes parents job harder**

### Negative Influence of Different Institutions on Healthy Eating



# Access is Important



# Clear the PATH for Parents

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**P**LANNING

**A**CCESS

**T**OOLS

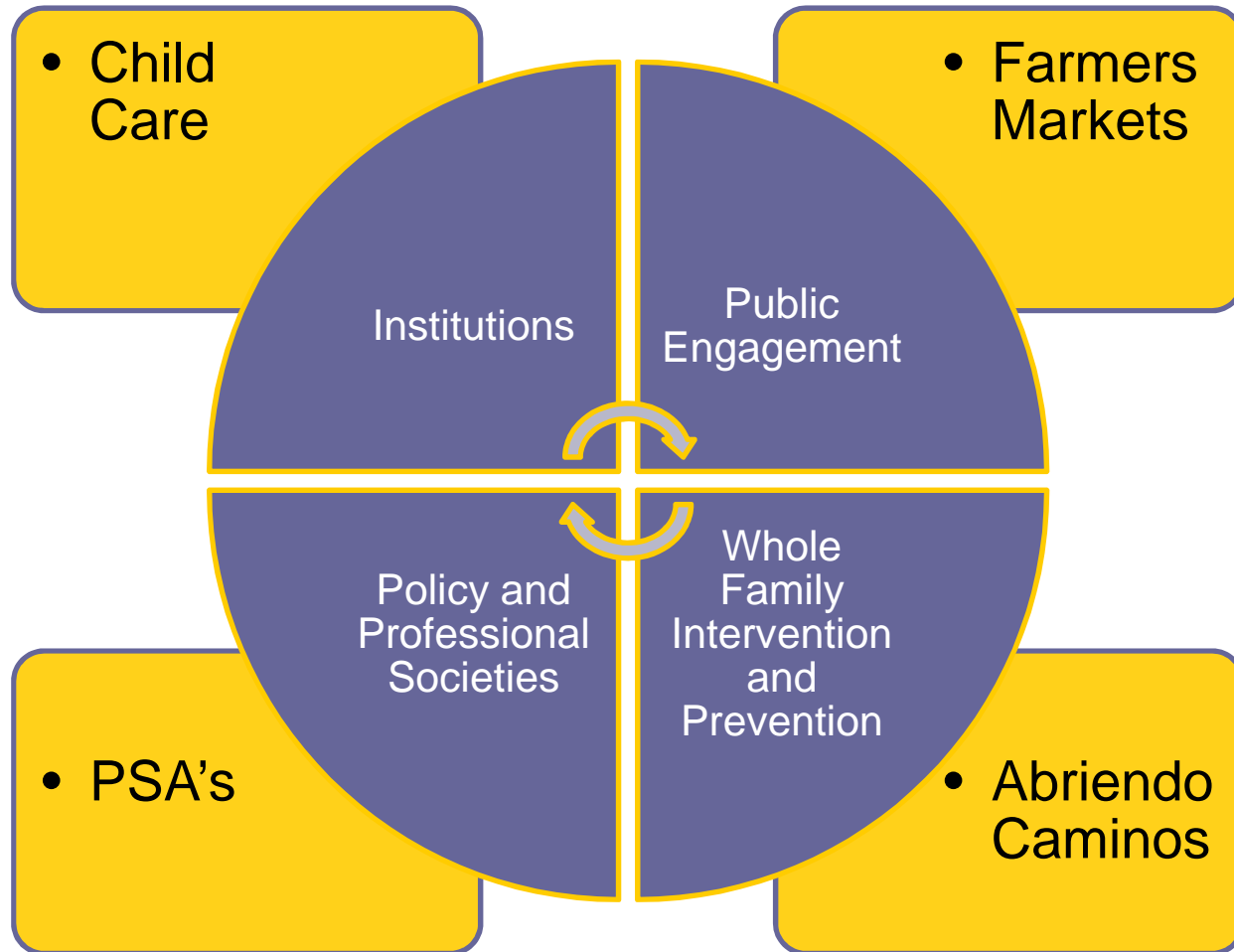
**H**ARD FACTS





# Reaching Out to Parents

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# Mealtime PSA's

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# Funding Partners

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- Ⓟ USDA
- Ⓟ National Cancer Institute
- Ⓟ University of Illinois Health and Wellness Initiative
- Ⓟ Christopher Family Foundation Food and Family Program
- Ⓟ The Pampered Chef, Ltd.
- Ⓟ Robert Wood Johnson Foundation



**Thank You!**