



The University of Bradford Institutional Repository

<http://bradscholars.brad.ac.uk>

This work is made available online in accordance with publisher policies. Please refer to the repository record for this item and our Policy Document available from the repository home page for further information.

To see the final version of this work please visit the publisher's website. Available access to the published online version may require a subscription.

Link to original published version: <http://www.isbnpa2015.org/>

Citation: Nagy LC, Horne M, Bingham D, Kelly B, Clemes S, Mohammed MA and Barber S (2015) Cultural and economic differences in television viewing in early childhood . International Society of Behavioural Nutrition and Physical Activity, 14th Meeting, Edinburgh, Scotland, UK, 3-6th June 2015.

Copyright statement: © 2015 The Authors. Reproduced by permission from the copyright holder.



Introduction

TV viewing is the most prevalent sedentary behaviour¹

Established adverse outcomes for:

- cardio-metabolic disease
- gross-motor development
- cognition development
- language development²

Aim of research: to describe TV viewing trajectories from age 5 to 40 months



Methods

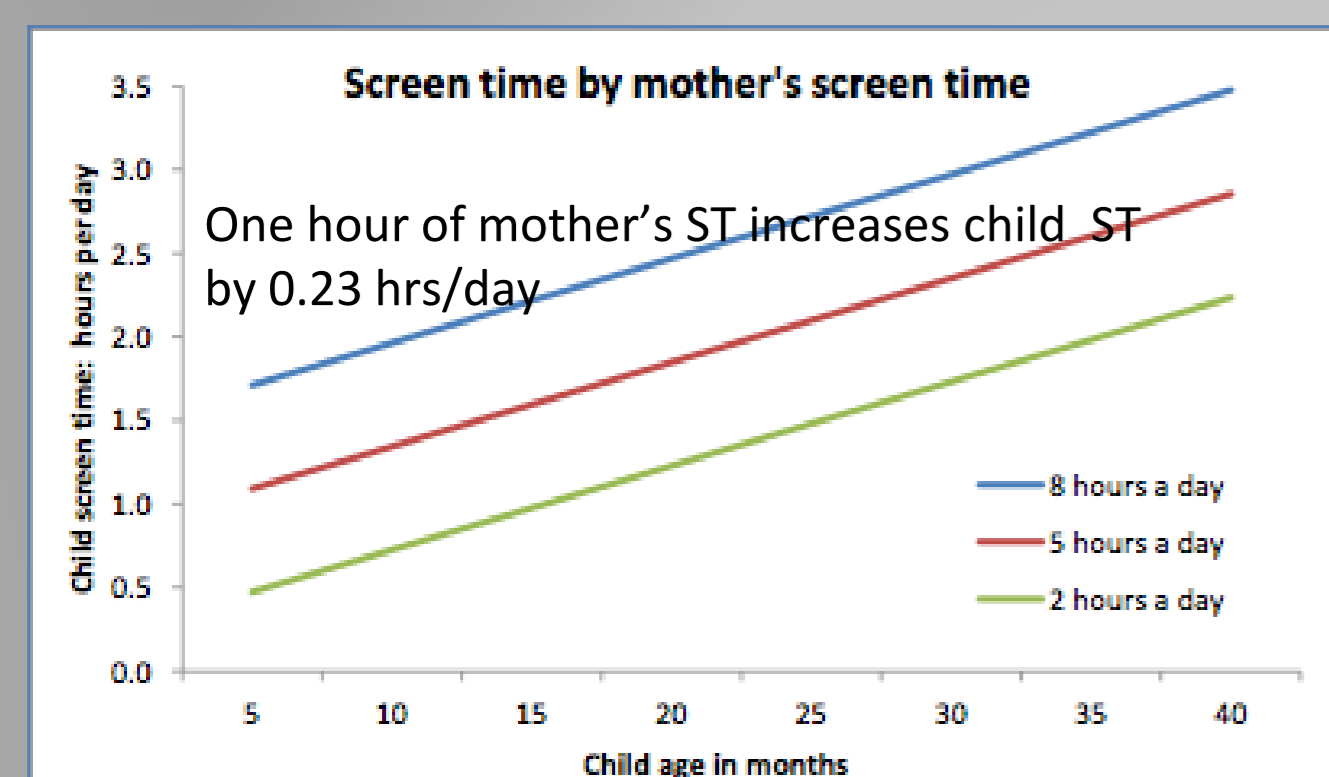
1284 children from BIB cohort

Child TV/DVD viewing reported by Mother at approx. 6,12,18,24 and 36 months old- EPIC Norfolk EPQ-2 questionnaire³

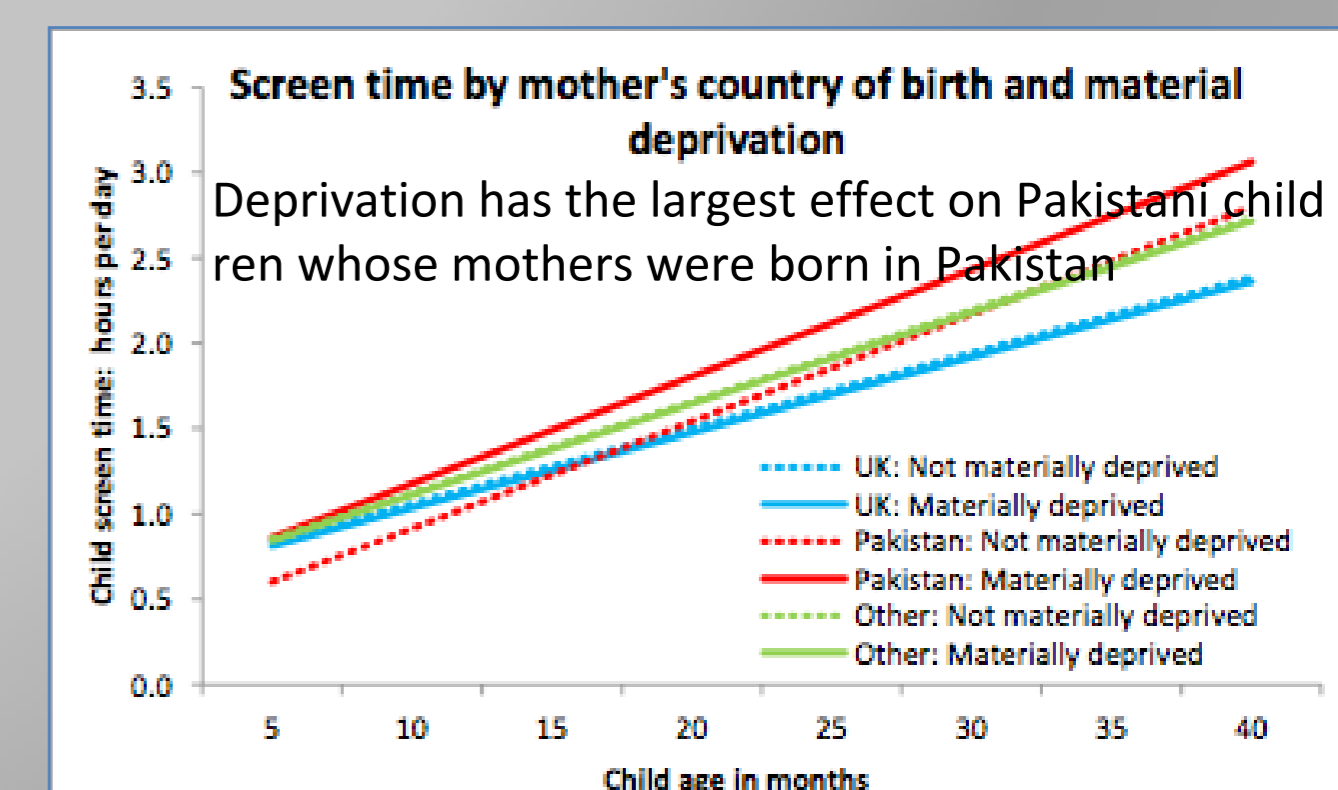
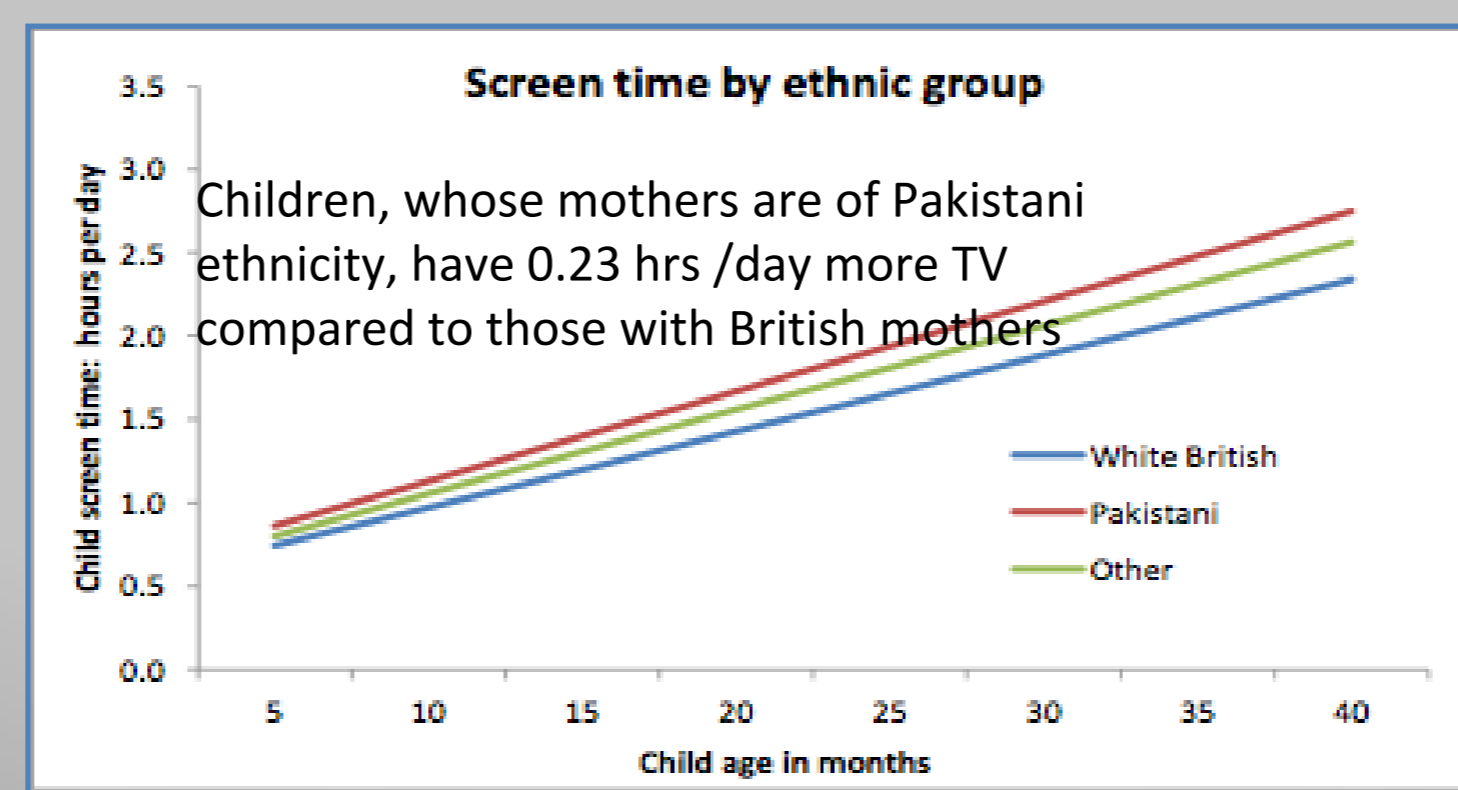
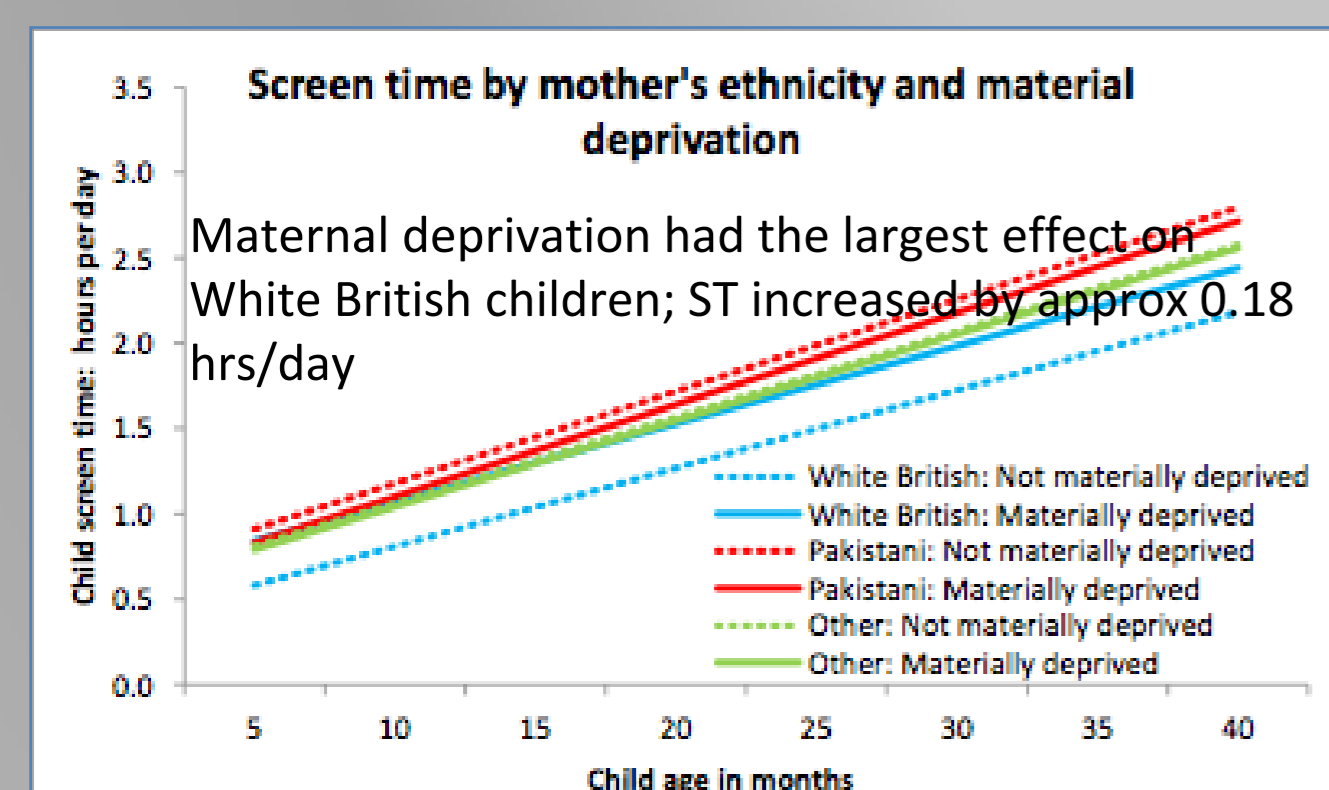
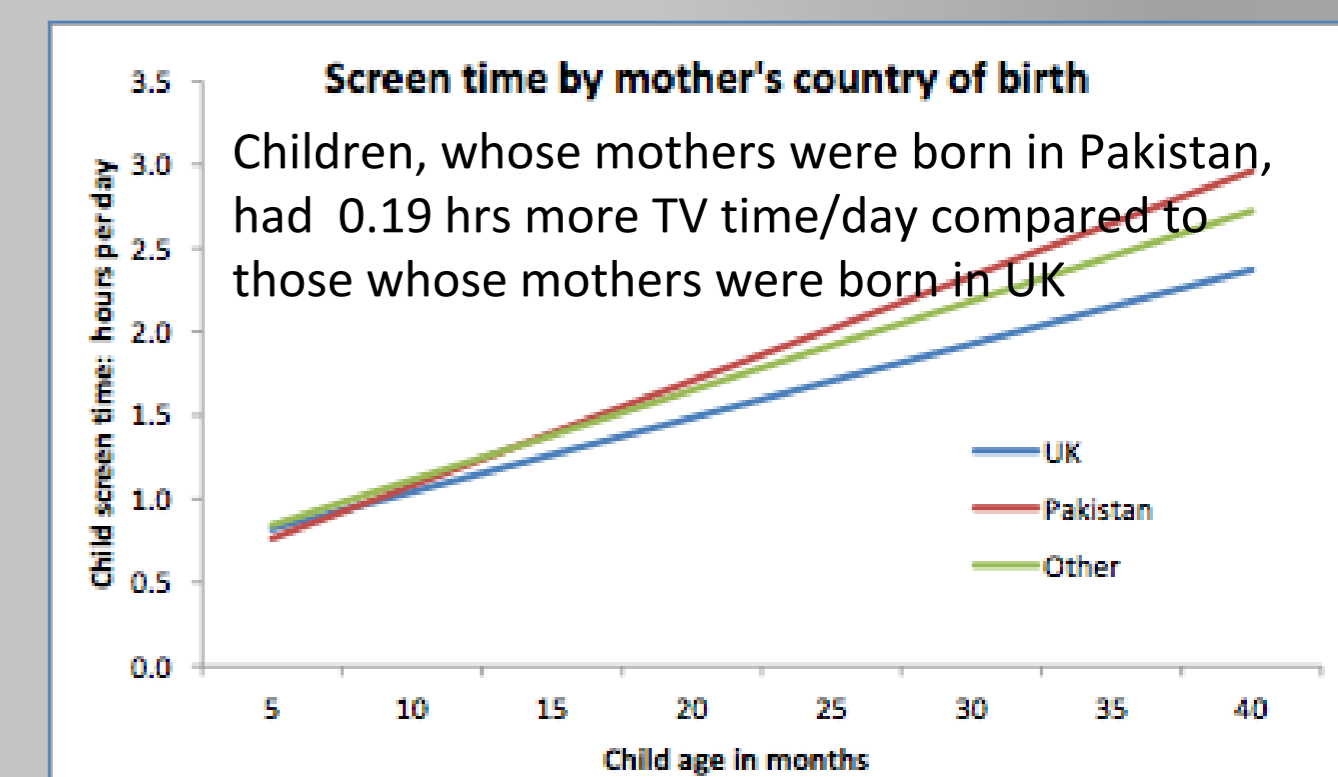
Estimated trajectories of TV viewing using multi level modelling

Explanatory factors: mother's TV viewing, age, self reported ethnicity, country of birth and material deprivation

Results



- The average screen time (ST) for children aged 19.9 months is 1.38 hrs/day
- Mother's ST, mean centred at 2.8 hrs/day (0-9)
- ST increases with 0.4 hrs/day with every month above 19.9m and decreases with 0.4 hrs/day with every month below 19.9m
- Similar baseline ST despite ethnicity or deprivation
- Differences in ST are greater as children get older



Discussion & Conclusions

- Largest substantive factors in children's TV viewing is mother's screen time
- Interventions to reduce children's screen time need to incorporate reducing mother's screen time
- Interventions need to be tailored for different cultural and socioeconomic groups
- Interventions should start before the critical time when the shift in screen time occurs
- Further research should focus on identifying the critical point of shift in screen time

References:

1. Bar R, Laricella A, Zack E, Calvert SL: Infant and early childhood exposure to adult-directed and child-directed television programming: relations with cognitive skills at age four. *Merrill-Palmer Q* 2010, 56 (1):21-48
2. Tomopoulos S, Dreyer BP, Berkule S, Fierman AH, Brockmeyer C, Mendelsohn AL: Infant media exposure and toddler development. *Arch Pediatr Adolesc Med* 2010, 164(12):L1105-1111
3. Wareham NJ, Jakes RW, Rennie KL, Mitchell J, Hennings S, Day NE: Validity and repeatability of EPIC-Norfolk Physical Activity Questionnaire. *Int J Epidemiol* 2002, 31 (1):168-174

Authors:

- Ms Liana Nagy**, PhD Student, University of Bradford and Bradford Institute for Health Research - Presenter and corresponding author. Email: lnagy@bradford.ac.uk
Dr Maria Horne, University of Bradford and Bradford Institute for Health Research
Mr Daniel Bingham, PhD Student, Loughborough University and Bradford Institute for Health Research
Dr Brian Kelly, Bradford Institute for Health Research
Dr Stacy Clemes, Loughborough University
Prof Mohammed Mohammed, University of Bradford and Bradford Institute for Health Research
Dr Sally Barber, Bradford Institute for Health Research