Cultural and economic differences in television viewing in early childhood

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Introduction

TV viewing is the most prevalent sedentary behaviour[1]

Established adverse outcomes for:
- cardio-metabolic disease
- gross-motor development
- cognition development
- language development[2]

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

Methods

1284 children from BIB cohort

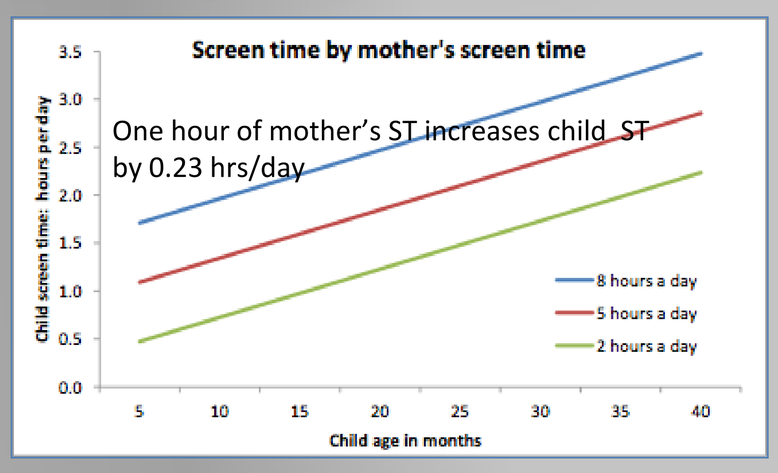
Child TV/DVD viewing reported by Mother at approx. 6,12,18,24 and 36 months old- EPIC Norfolk EPQ-2 questionnaire[3]

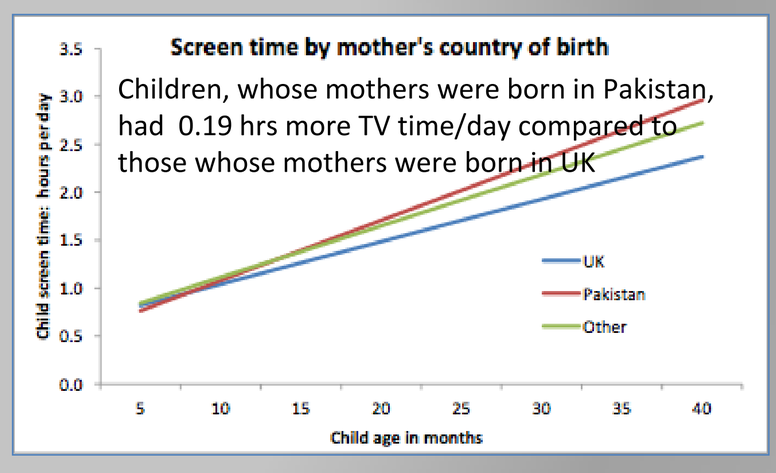
Estimated trajectories of TV viewing using multi level modelling

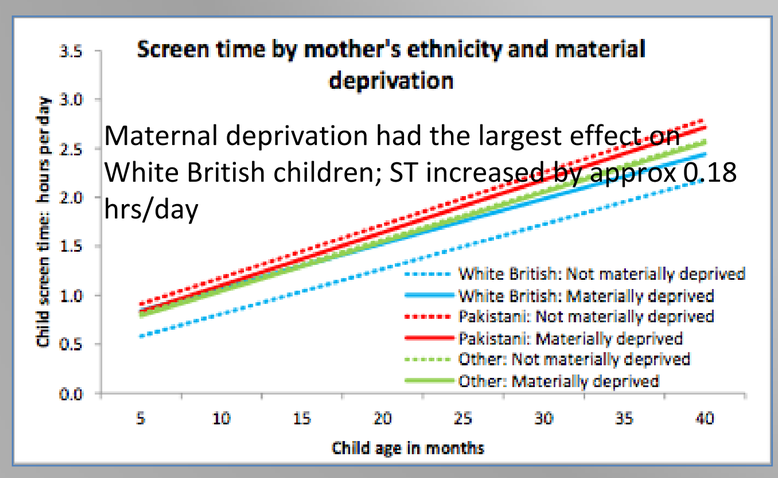
Explanatory factors: mother's TV viewing, age, self reported ethnicity, country of birth and material deprivation

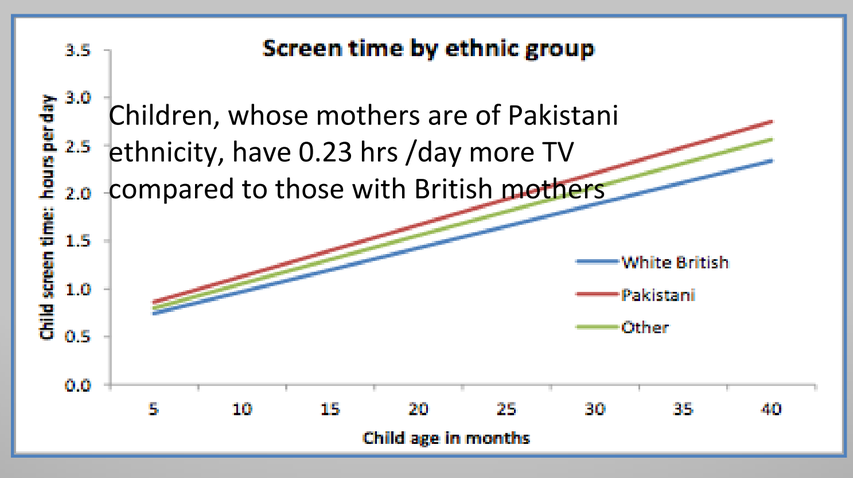
Results

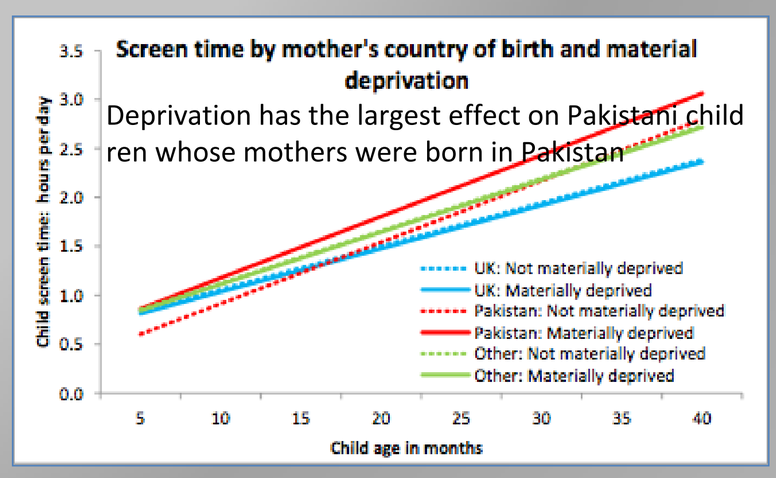
- The average screen time (ST) for children aged 19.9 months is 1.38 hrs/day
- Mother's ST, mean centred at 2.8.hrs/day (0-9)
- ST increases with 0.4 hrs/day with every month above 19.9m and decreases with 0.4hrs/day with every month below 19.9m
- Similar baseline ST despite ethnicity or deprivation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

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