

Influence of television advertisements on food items on the nutritional status and the dietary pattern among grade six children of Ambalangoda Urban Council area
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The study was conducted in three sections which included videotaping prime time hours of children in mostly visible four channels, Self administered questionnaire for children and self administered questionnaire for parents. When consider the advertising time per hour nine minutes were allocated for advertisements during a hour. Advertisements were further analyzed and found that processed food such as instant noodles, biscuits, cakes, flavoured milk, soft and carbonated drinks, milk and milk products were advertised mostly Advertisements on natural foods like fruits and vegetables were not advertised at all. The children watched average of 18 hours of television per each week which means more than two hours per day. There was significant association between Televisions watching time of children and nutritional status which means a' positive trend of obesity among the children. Majority of the parents (57.9 percent) disagree about the fact that advertising was good, but 64.5 percent said that they were encouraged to buy advertised food by their children. 85.2 percent of parents would purchased the advertised foods in the television when they were forced by the children. The study indicates the television advertisements influence the behaviour of children and it has adverse effects on nutritional status. It is recommended to raise awareness among parents, teachers and adolescents themselves on watching TV for long hours and adverse outcomes. The relevant authorities should consider advertising natural foods and good habits through the television to promote healthy diets and life styles.