

Healthy Viewing for Healthy Eating: An intervention for parents of under sevens

This short professionally produced DVD supported by a simple, easy to read booklet, aims to raise parents' awareness of the impact of television food advertising on children's eating preferences and food requests. It provides practical tips for 'creating a family friendly media zone'.

Background to the project

This DVD Kit was produced as part of the Keep your children out of the firing line project which aims to raise parental awareness about the impact of television food advertising on children's obesity and overweight, and additionally to offer information about media impact on body image and eating disorders.

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