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'[I learnt] how to look at ads differently...': Lessons from an Australian alcohol media literacy program

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Abstract

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Presenter: Chloe Gordon

Organisation: University of Wollongong

Co-authors: Sandra Jones; Lisa Kervin; Jeong Kyu Lee

Stream: Stream B: Healthy Lifestyles

Format: Oral

Title: "[I learnt] how to look at ads differently": Lessons from an Australian alcohol media literacy program"

Abstract: Objectives Given the harms caused by underage drinking, the influence of the media on children's alcohol related attitudes and behaviours is an important issue to address. While alcohol media literacy (ML) programs in the US have proven effective, no such programs have yet been implemented and evaluated in Australia. We conducted a pilot study to examine the feasibility and potential impact of a program developed and delivered in an Australian context. Methods Data came from thirty-seven 5th and 6th grade students from one school in the Sydney region who participated in ten ML lessons. An embedded mixed method design was used. Pre and post-questionnaires were analysed to measure program outcomes; teacher interviews and observations, student exit slips and work samples and a researcher reflective journal were examined to understand program implementation factors. Results The program proved effective in increasing students' ML skills and understanding of persuasive intent; decreasing interest in alcohol branded merchandise; and lowering perception of drinking norms. Key factors in implementation were the importance of school context; attainment of learning outcomes to differing extents; program's useability providing flexibility; perceived complexity and achievability of the lessons and program's engagement and relevance for the students. Key conclusions An Australian alcohol ML program appears feasible and has potential to lead to measurable outcomes. This research is significant as it focuses on early prevention, to empower students to respond to alcohol advertisements and reduce future alcohol related harms.

Presenter: Megan Hammersley

Organisation: Early Start Research Institute, University of Wollongong

Co-authors: Tony Okely; Rachel Jones

Stream: Stream B: Healthy Lifestyles

Format: Interactive Poster

Title: "Parent-focussed Childhood Overweight and Obesity Interventions Using eHealth: A Systematic Review"

Abstract: Introduction: eHealth interventions have shown promise in assisting with lifestyle behaviour change and offer the advantage of broad-reach access. A 2011 review of electronic interventions for obesity and overweight prevention and treatment in children and adolescents found that many studies demonstrated positive results in relation to weight, physical activity or diet. A gap identified was the lack of interventions that were parent- focussed. Objective: The objective of this systematic review was to review the evidence for eHealth overweight and obesity interventions for children and adolescents aged 0-18 years, where parents/carers are an agent of change. Methods: Seven databases were searched from 1995-2015. Randomised controlled trials which reported BMI / BMI z-score were included. Secondary outcomes included diet, physical activity and screen time. Statement of Findings: Eight articles on seven eHealth interventions, using the mediums of internet, interactive voice response and telemedicine were included. Participant age ranged from 5-15 years and study size ranged from 35-1013 dyads. One study reported a significant improvement in weight/adiposity (waist-to-hip ratio). Three studies demonstrated significant improvements in at least one dietary measurement and three studies showed significant improvements in at least one physical activity measurement. Key Conclusions: While over half of the studies demonstrated significant improvements in diet or physical activity, only one found a significant change in weight/adiposity. As many studies were small, they may have been inadequately powered. There were no studies on children under the age of five. It is recommended that larger studies be conducted, particularly those which target younger age groups.