

# Perceived Message Effectiveness of Sugary Drink Reduction Intervention Graphics



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## BACKGROUND

- Excess consumption of sugary drinks (SD) is associated with increased risk of dental caries, obesity, and cardiometabolic disease among children.<sup>1,2</sup>
- A complex interplay of individual, family, community, environmental and macro-level factors contribute to disproportionately high SD intake and disparities in health-related outcomes among Non-Hispanic, Black children.<sup>3</sup>
- Few interventions have utilized a community-engaged approach to reduce SD intake in this population.<sup>4</sup>

## OBJECTIVES

- To examine the perceived message effectiveness (PME) of prototype intervention graphics developed to lower SD consumption and increase water intake among low-income, Black children in Washington D.C.

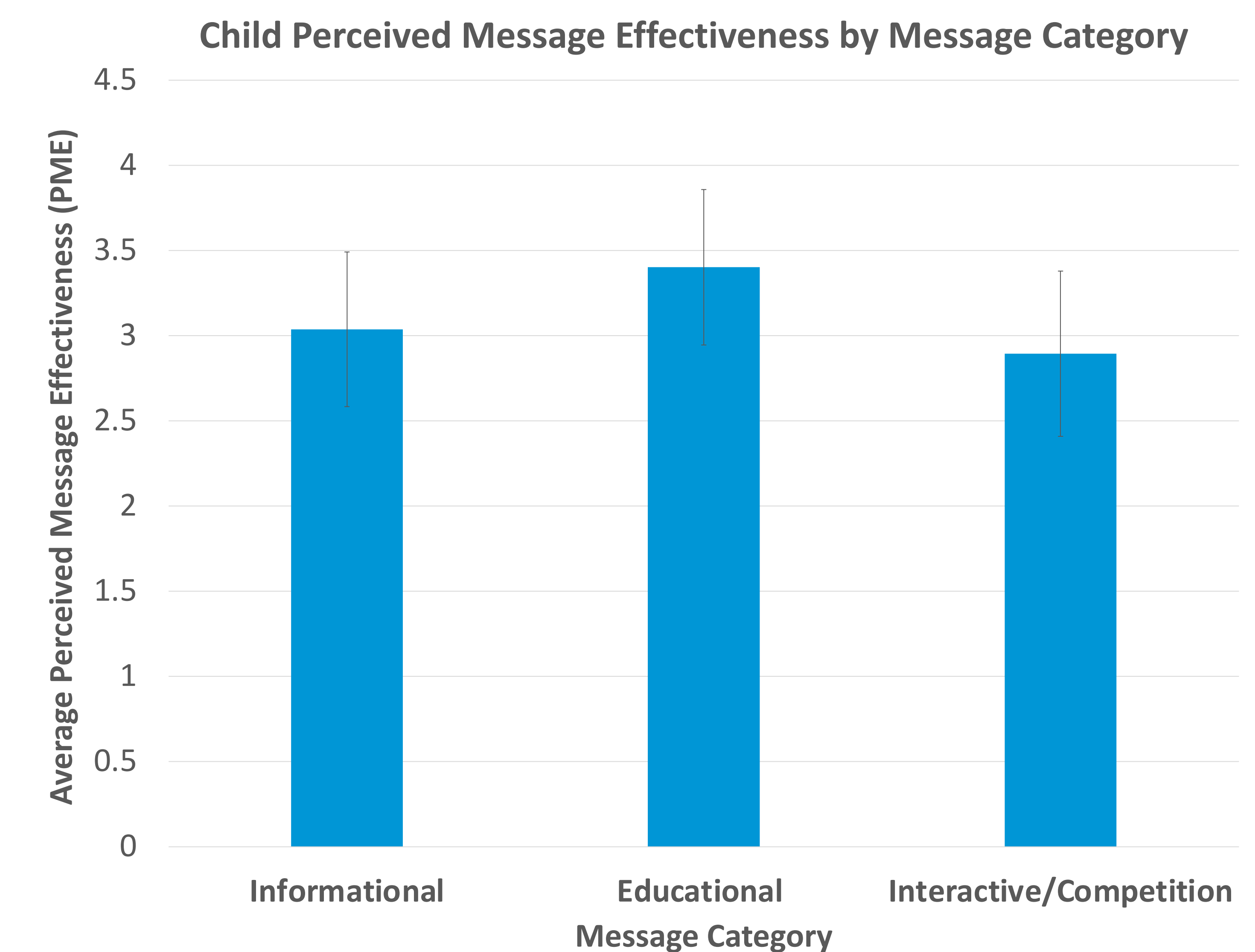
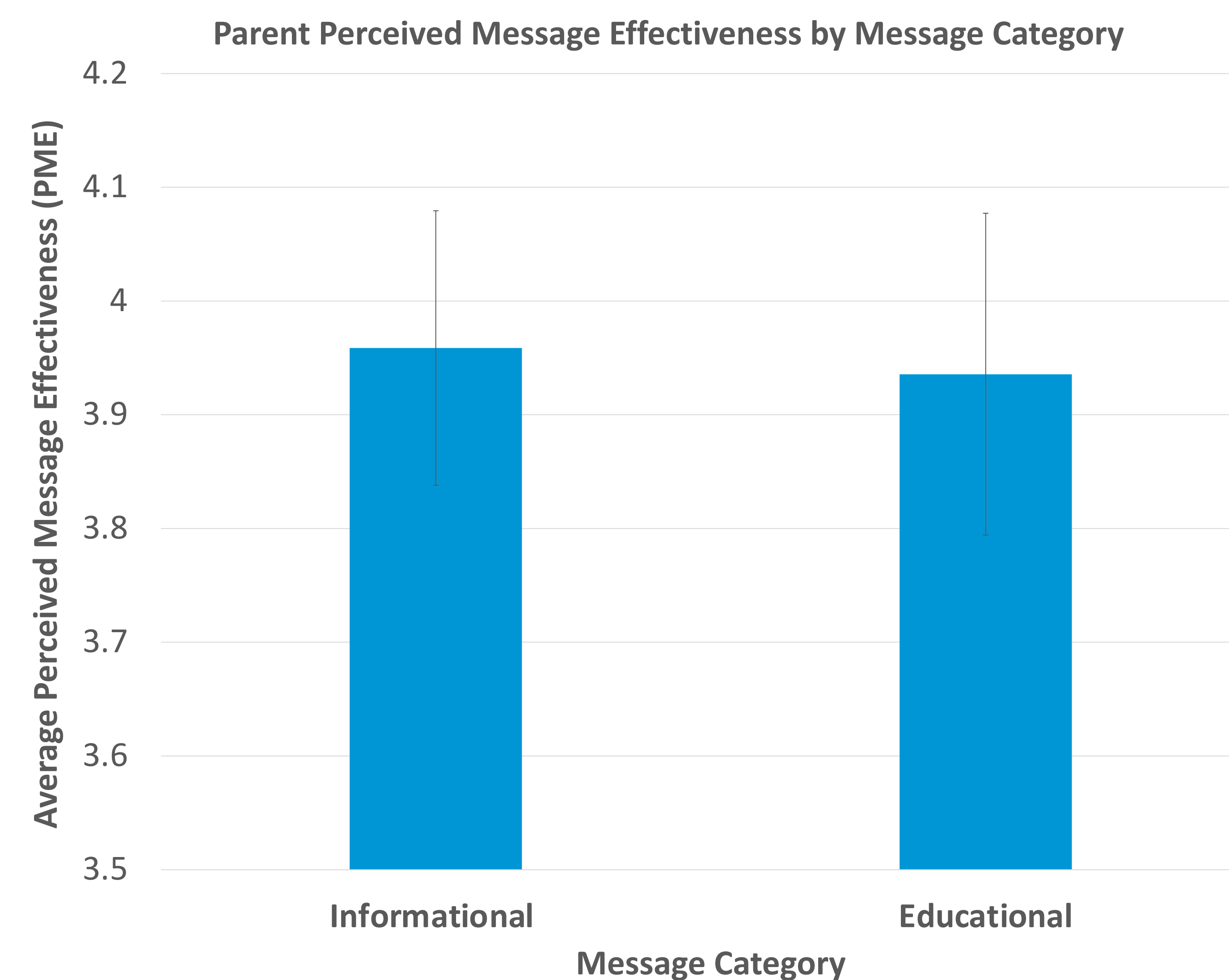
## METHODS

- Children 11-14 years old (n=10) and their parents (n=7) were recruited from a pediatric primary care clinic in Ward 8 of Washington, D.C.
- Participants were shown messaging prototypes which were categorized as either educational or informational; children were shown an additional category of graphics that featured challenges and interactive content.
- For each graphic or message, participants responded to PME questions on a scale from 1 (strongly disagree) to 5 (strongly agree).
- Mean PME scores were calculated for each graphic, overall and for individual questions, and were compared within and across categories.

Examples of DC SIPS prototypical graphics shown to participants for PME rating.



## RESULTS



### PME Questions for Parents

- This graphic makes me concerned about the health effects of SDs
- This graphic discourages me from wanting my children to drink sugary drinks
- This graphic makes sugary drinks seem unpleasant to me
- This graphic is believable to me
- This graphic grabbed my attention

### PME Questions for Children

- This picture makes me worried that drinking SDs is bad for my health
- This picture discourages me from wanting to drink SDs
- This picture makes SDs seem yucky to me
- This picture grabbed my attention

### Key Findings:

- Parent's mean PME scores for educational and informational graphics were comparable (3.94 and 3.96).
  - For educational graphics, the highest rated statements were "this grabbed my attention" (4.14) and "drinking sugary drinks are bad for my health" (3.70).
  - The highest mean score for informational graphics was for "this makes me concerned about the health effects of sugary drinks" (4.04).
- For children, mean PME scores were highest for educational content (3.40), followed by informational graphics (3.04), and interactive content/challenges (2.89).
- The highest rating across all categories was for the statement "this caught my attention" (3.83, 3.62, 3.57).

## CONCLUSIONS

- Findings offer valuable insight regarding effective messaging for SD reduction among Black youth in Washington D.C. and their parents.
- Graphics displaying the health risks of SD consumption and nutritional education were similarly effective for parents.
- Children rated educational messages most effective and rated messages in all categories to be effective in garnering their attention.

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