Hispanic Parents of Overweight and Obese Children and Their Outcome Expectations for Children’s Television Viewing: A Qualitative Study

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Presenters
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Learning Objectives

At the end of this Webinar, participants should be able to:

1. Apply methods of qualitative research to inform the development of intervention programs.

2. Explain how outcomes expectations may influence Hispanic Parents decision to limit TV viewing.

3. When working with Hispanic families, acknowledge that there are positive and negative outcomes expectations for children's TV viewing.
Research Brief

Hispanic Parents of Overweight and Obese Children and Their Outcome Expectations for Children’s Television Viewing: A Qualitative Study
Betty del Rio Rodriguez, MD1; Angela Hilmers, MD, MS2; Teresia M. O’Connor, MD, MPH3

ABSTRACT
Objective: Explore parental outcome expectations (OE) regarding children’s television (TV) viewing among parents of overweight or obese children.
Methods: Qualitative study using semi-structured interviews with 20 parents of 5- to 8-year-old overweight or obese children.
Results: Parent’s positive OE for allowing TV viewing were the convenience of using TV for entertainment or as a babysitter. Hispanic parents would limit children’s TV viewing to improve their children’s health, restrict content, and promote other activities. Negative OE such as children misbehavior and the loss of positive OE for allowing TV emerged as reasons parents may not limit TV.
Conclusions and Implications: Although Hispanic parents expected to improve their child’s health by limiting TV, the negative OE may prevent them from doing so. Interventions targeting children’s TV viewing, as a strategy to fight childhood obesity, may be more effective if they promote parent’s positive OE and address parent’s negative OE for children’s TV viewing.
Key Words: qualitative research, television, Hispanics, parents, child (J Nutr Educ Behav. 2013;45:718-722.)
Introduction

• Children in the US spend more than 2 hrs/day watching TV\(^1\)
  - \(\sim 28\%\) old children ages 7-13 watch \(\geq 4\) hours/day\(^2\)

• TV viewing may have its positive and negative outcomes
  - Positive outcomes
    • Effective communication of health related information\(^3\)
    • Promotion of Physical Activity\(^4\)
  - Negative outcomes merit limiting the behavior.
    • Increased sedentary behavior, poor dietary intake, and obesity\(^5-7\)
Introduction

• American Academy of Pediatrics recommendations on on screen time\textsuperscript{8}:
  - <2 hours of screen time per day
  - No TV on child’s bedroom
  - Only 54% of children in the US meet the recommendation\textsuperscript{1}

• TV viewing should be incorporated as a strategy to reduce childhood obesity\textsuperscript{9}
• Childhood obesity in the US\textsuperscript{10}
  - Ethnic minorities more likely to be affected
  - Disproportionally affects Hispanic children

\textbf{Figure 2.} Prevalence of Obesity in US Males and Females Aged 2 Through 19 Years

Taken from: JAMA 2012:307(5);p488
Children and TV

• Parents TV viewing and rules about TV viewing are associated with children TV viewing$^{11}$

• Parents rules and restrictions have been negatively associated with children’s TV viewing$^{12}$

• Important to understand why or why not parents limit their children TV
Behavioral Theories

• Are essential in the development of intervention programs\textsuperscript{13}
  
  - Health Belief Model, Theory of Planned Behavior, Social Cognitive Theory, Transtheoretical Model, etc.

• Help to explain behaviors and promote change

• E.g. Dietary behavior, parenting practices
Social Cognitive Theory

• Developed by Albert Bandura

• Interaction between people, behavior and environment

• Outcome Expectations (OE)
  - People will do what is felt will bring positive outcomes and abandon behaviors thought to bring negative outcomes\(^\text{14}\)
  - Potential target for interventions addressing children dietary behaviors\(^\text{15}\)
Study Objective

• To explore parental OE regarding children’s TV viewing among Hispanic parents of overweight and obese children attending community pediatric clinics

- To provide insight as to how to best promote parental TV restriction to reduce children’s TV viewing and ultimately help improve their weight status.
Methods:

• Design:
  - Qualitative study
  - Semi-Structured interviews

• Target population:
  - Parents of overweight or obese 5-8 year old
  - Attending community pediatric clinics in the Houston area
  - Texas Children Pediatrics Clinics, including Project Medical Homes Clinics (serving low-income families)
Methods:

• Recruitment:
  - Flyers and posters were placed at community clinics
  - Parents completed form and dropped in a box

• Inclusion criteria
  - Parents of children ages 5-8 year
  - Recently told by their pediatrician that their child was overweight or obese
  - No obesity related diagnosis
  - No medical or mental problem that will prevent from behavioral program participation
Methods:

• Recruitment (cont.)

- Parents were called back to confirm interest in participation and eligibility
- Consent obtained by mail
- Demographic questionnaire completed by parent
  • Income, educational level, family composition, child weight and height, etc.
Data collection: Interviews

• Staff trained on interviewing and coding for qualitative studies

• Interviews conducted by phone in English and Spanish by bilingual staff

• Used script with semi-structured questions, probes and prompts

• Questions were part of a larger questionnaire developed to inform an obesity intervention program
**Table 1.** Television Interview Questions and Constructs Addressed for the Study on Parental Outcome Expectations (OE) for Children’s TV Viewing

<table>
<thead>
<tr>
<th>Question</th>
<th>Construct</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. What are some of the reasons children watch TV?</td>
<td>(Introductory question)</td>
</tr>
<tr>
<td>2. What are some of the reasons parents let children watch TV?</td>
<td>Positive outcome expectations for children’s TV viewing</td>
</tr>
<tr>
<td>3. What are some of the reasons parents may limit the TV their child watches?</td>
<td>Negative outcome expectations for children’s TV viewing</td>
</tr>
<tr>
<td>4. If you tried to limit the amount of TV your child watches, what do you think would happen?</td>
<td>Positive and Negative outcome expectations for limiting TV</td>
</tr>
</tbody>
</table>
Data collection

• Interviews recorded

• Professional agency transcribed and translated verbatim

• Translations reviewed and revised for accuracy by bilingual staff
Data Analysis

• Use of a theoretical thematic approach

  - Open coding
    • Allowed the identification of theoretically derived thematic codes
  - Development of codebook

- Deductive-Inductive coding phase\textsuperscript{16}

  • Coding of the verbatim using the codebook (deductive)
  • Driven by the data expanded on existing codes and added new codes (inductive)
Data analysis

• Two independent coders

• Coding disagreement resolved by discussion and reaching consensus between coders and PI

• Cohen’s Kappa statistics assessed coding correspondence
Data Analysis

• NVIVO 2008
  - Code the data
  - Retrieve results

• Protocol was reviewed and approved by the BCM IRB Committee
Results:

• 22 parents completed the interviews

• Only 20 included in the analysis: 1 recording lost (technical problems) and 1 parent excluded after interview

• Saturation reached

• Intercoder reliability had a mean $Kappa$ of 0.94 (SD 0.23)
Table 2. Demographic Characteristics for the Participants of the Qualitative Study on Parental Outcome Expectations for Children’s TV Viewing (N=20)

<table>
<thead>
<tr>
<th>Variable</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child’s Gender, female, n (%)</td>
<td>12 (60.0)</td>
</tr>
<tr>
<td>Child’s Age, Mean (SD)</td>
<td>6.85 (±1.14)</td>
</tr>
<tr>
<td>Child’s Race/Ethnicity n (%)</td>
<td></td>
</tr>
<tr>
<td>Hispanic</td>
<td>18 (90.0)</td>
</tr>
<tr>
<td>Non-Hispanic Black</td>
<td>2 (10.0)</td>
</tr>
<tr>
<td>Parent’s Age, Mean (SD)</td>
<td>34 (±7.1)</td>
</tr>
<tr>
<td>Parent’s Highest Household Education</td>
<td></td>
</tr>
<tr>
<td>High School/GED or Less n (%)</td>
<td>8 (40.0)</td>
</tr>
<tr>
<td>Annual Household’s Income &lt; $20,000, n (%)</td>
<td>10 (50)</td>
</tr>
<tr>
<td>Spanish Speaking, n (%)</td>
<td>13 (65.0)</td>
</tr>
</tbody>
</table>

*Only one parent was a father.
## Results:

<table>
<thead>
<tr>
<th>Positive OE for allowing children to watch TV</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Parent’s convenience</strong></td>
<td>… Now if maybe, like, I’m busy cooking or something, and usually I’ll just have them watch TV or something. (Hispanic mother of a 6-year-old boy)</td>
</tr>
<tr>
<td></td>
<td>I think it’s easier for parents to turn the television on so children won’t bother them and so that children let parents do the things they need to do. (Hispanic mother of a 6-year-old boy)</td>
</tr>
<tr>
<td><strong>Entertainment</strong></td>
<td>My daughter specifically watches television because she likes to watch cartoons for fun. She likes cartoons and everything to do with children. (Hispanic mother of a 5-year-old girl) Children entertain themselves with cartoons. (Hispanic mother of a 7-year-old boy)</td>
</tr>
<tr>
<td><strong>Appease child’s desires</strong></td>
<td>Because it is something that they just have to sit there and do nothing. Because I know my son is lazy. (Hispanic mother of a 6-year-old boy) Honestly, if they watch television, [it] is because they are [a] little lazy about walking or going outside. (Hispanic mother of an 8-year-old girl)</td>
</tr>
<tr>
<td><strong>Keep children occupied and safe</strong></td>
<td>Because they are bored and can’t play outside. (Hispanic mother of a 5-year-old girl) The way I see it, I prefer that they watch television rather than being endangered outside. (Hispanic mother of a 5-year-old boy)</td>
</tr>
</tbody>
</table>
## Results:

<table>
<thead>
<tr>
<th>Positive OE for limiting children's TV viewing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Promote child’s health</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Limit sedentary behavior</strong></td>
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<tr>
<td></td>
</tr>
<tr>
<td><strong>Limit exposure to TV content</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Improve family relations</strong></td>
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<tr>
<td></td>
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</tbody>
</table>
Results:

<table>
<thead>
<tr>
<th>Negative OE for limiting children’s TV viewing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child misbehavior</td>
</tr>
<tr>
<td><em>She would get upset. She would get angry. She would have an attitude. She would bother me.</em> (Hispanic mother of an 8-year-old girl)</td>
</tr>
<tr>
<td><em>They would probably whine for a little while ’cause they won’t have nothing [anything] else to do and they’re bored.</em> (Hispanic mother of a 6-year-old boy)</td>
</tr>
</tbody>
</table>
Themes for Children’s Television Viewing

- Cartoons
- Parent’s Convenience
- Reasons Parents Let Children Watch TV
  - Parent’s Preference over other activities
- Entertainment
- Avoid Children’s Misbehavior
- Child’s Perceived Behavior
  - Habit
- Reasons Children Watch TV
  - Neighborhood safety concerns
  - Lack of alternative activities
- Boredom
- Laziness
- Lack of alternative activities
- Parent’s Convenience
- Parent’s Preference over other activities
- Entertainment
- Avoid Children’s Misbehavior
- Child’s Perceived Behavior
  - Habit
- Reasons Children Watch TV
  - Neighborhood safety concerns
  - Lack of alternative activities
- Boredom
- Laziness
Themes for Outcome Expectations for Limiting Children’s TV Viewing

Parent’s Outcome Expectations for limiting Children’s TV viewing

Positive Outcome Expectations
- Increases Physical Activity
- Promotes other activities
- Promotes Better Health

Negative Outcome Expectations
- Avoids Sedentary Behavior
- Improves Family Interactions

Child’s Behavior
- Fight with Siblings
- Boredom

Family
- Improves Family Interactions
- Disrupts Family relations

Avoids Sedentary Behavior
Promotes other activities
Promotes Better Health
Fight with Siblings
Boredom
Child’s Behavior
Disrupts Family relations
Improves Family Interactions
Avoids Sedentary Behavior
Promotes other activities
Promotes Better Health
Discussion

• Parents may act on limiting or allowing children’s television viewing depending on their anticipated outcomes

• Previous studies support that parents will act on limiting a behavior if they know it would affect their children health$^{17}$
Discussion

• Hispanic Parents of overweight and obese children may limit TV viewing with the expectation of improving their child’s health and physical activity.

• Parent’s may not limit TV if they think that their children behavior may worsen

• Positive OE for children’s TV viewing may also influence how much parents may restrict TV
Discussion

• Both positive and negative outcome expectations need to be addressed when designing intervention programs
  - Providing alternatives for entertainment
  - Safe and affordable places to do physical activity
  - Teach parents how to limit TV
• **Strengths**
  - Theoretical approach
  - Sample population
  - High risk population

• **Limitations**
  - Convenient sample
  - Lower generalizability due to limited representation of non-Hispanic ethnicity
Next Step

• Informed the development of a new POETV (Parent’s Outcome Expectations for Children’s TV Viewing) scale aimed at understanding the role that parent’s OC have on children’s television viewing
Conclusions and Implications

• Improvement on their child’s health is the main reason why parents may limit their children’s TV viewing.

• Negative expectations such as child misbehavior and the loss of convenience are important as well.

• Further research should focus on the value of these OE to help design better interventions.
Acknowledgements

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  - Journal of Nutrition Education and Behavior
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References


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