

# Obese teens eat up fast-food hype, study says

October 29 2013

---



Advertising messages more likely to reach overweight TV watchers than their slimmer peers.

(HealthDay)—Obese teens and young adults may be more receptive to TV fast food ads than those who aren't obese, a new study says.

"Given the concerning rates of [obesity](#) in U.S. youth and associated health risks, a better understanding of influences leading to obesity in youth is critical in guiding prevention and [public health strategies](#)," study author Dr. Auden McClure, of the Norris Cotton Cancer Center at the Dartmouth-Hitchcock Medical Center in Lebanon, N.H., said in a center news release.

The study included 2,541 [participants](#), aged 15 to 23, from across the United States who viewed a random set of frames from fast [food ads](#) with brand names removed.

Participants were then asked if they had seen the ad, if they liked it, and if they could name the brand. Based on their responses, the participants received a score that reflected their receptiveness to the food ads. Those with higher scores were more likely to be obese than those with lower scores, according to the study, published in the November issue of the *American Journal of Preventive Medicine*.

"The more we know about how marketing influences teens and [young adults](#), the better able we are as parents and pediatricians at helping young people to navigate the influx of marketing messages and make good choices," said McClure, an assistant professor of pediatrics and of community and family medicine.

She noted that the study could not determine which comes first—being receptive to TV fast food ads or obesity—and said further research is needed to better understand the link between food advertising and obesity risk.

**More information:** The American Academy of Pediatrics outlines the effects of [obesity on teen health](#).

Paper: [dx.doi.org/10.1016/j.amepre.2013.06.011](https://doi.org/10.1016/j.amepre.2013.06.011)

Copyright © 2013 [HealthDay](#). All rights reserved.

Citation: Obese teens eat up fast-food hype, study says (2013, October 29) retrieved 25 April 2024 from <https://medicalxpress.com/news/2013-10-obese-teens-fast-food-hype.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--