Health Literacy for Healthy Ageing
Challenges for youth

Chair today: E. Buskens, MD, epidemiologist
Program Director Healthy Ageing UMCG
Professor of MTA
Guests of Honour

• National Health Museum – Goal: improve health through information & stimulation
• Sullivan Alliance – Goal: transform health professionals
• Secretary HS '89 – '93
Healthy Ageing: More Years, Better Lives
North Netherlands Healthy Ageing

- Life course perspective
- Fundamental new knowledge through applied research and societal solutions
- Self-management and self-determination, a realistic perspective?
‘Guidance’ from across the Atlantic

• Look closely at examples
  – The bad ones
  – The good ones
DAILY MEDIA CONSUMPTION

- 4.5 HOURS IN FRONT OF THE TV
- 1.5 HOURS ON THE COMPUTER
- 2.5 HOURS LISTENING TO MUSIC
- OVER 1 HOUR PLAYING VIDEO GAMES
- 38 MINUTES READING
## Consuming Advertising

<table>
<thead>
<tr>
<th>Ages</th>
<th>Ads Annually</th>
<th>Food Ads a Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 2 to 7</td>
<td>13,904</td>
<td>12</td>
</tr>
<tr>
<td>Ages 8 to 12</td>
<td>30,155</td>
<td>21</td>
</tr>
<tr>
<td>Ages 13 to 17</td>
<td>28,655</td>
<td>17</td>
</tr>
</tbody>
</table>

50% of all ad time on children’s shows is for food.
TYPES OF ADS AIMED AT CHILDREN UNDER 12

- CANDY AND SNACKS: 33%
- CEREAL: 28%
- OTHER: 29%
- FAST FOOD: 10%
CONSUMING TREATS

American children now eat an average of 3 snacks a day between meals.

On average, teens eat 34 teaspoons of sugar every day.

AMOUNT SPENT ON HOLIDAY CANDY EACH YEAR IN AMERICA

- $1 BILLION VALENTINE’S DAY
- $1.4 BILLION CHRISTMAS
- $1.9 BILLION EASTER
- $2 BILLION HALLOWEEN
THE RESULTS

1 IN 3 AMERICAN CHILDREN IS OVERWEIGHT OR OBSESE.

Childhood obesity has become parents’ No. 1 health concern – ahead of smoking and drug abuse. They consider TV ads promoting junk food to be a big part of the problem.

Youngsters who are already overweight are even more susceptible to junk food ads and will increase consumption by 134%.

50% OF OVERWEIGHT CHILDREN REMAIN OVERWEIGHT AS ADULTS.
$51 MILLION

Government Spending on Marketing Healthy Eating and Exercise to Kids

$1.6 BILLION

Food Industry Spending on Ads Promoting Foods High in Calories and Low in Nutrition to Kids
NY city smoking ban 2003

- Smoking prevalence in NY City residents decreased from 21.5% in 2002 to 18.4% in 2004 (p<0.001)
- Youth smoking decreased from 14.8% to 11.2% while unchanged at 23% in the US
- Feb 3rd 2011 New York's smoking ban extended to parks and beaches
Dutch figures

Self determination? Own responsibility?

Life expectancy by education
Family problem
Examples ‘epidemiology’

2,700 Babys Drenthe
3,000 infants North Netherlands
165,000 3 generations
35,000 children
Today inter-disciplinary

- What do we know?
- What can we learn?
- Where & how to proceed?