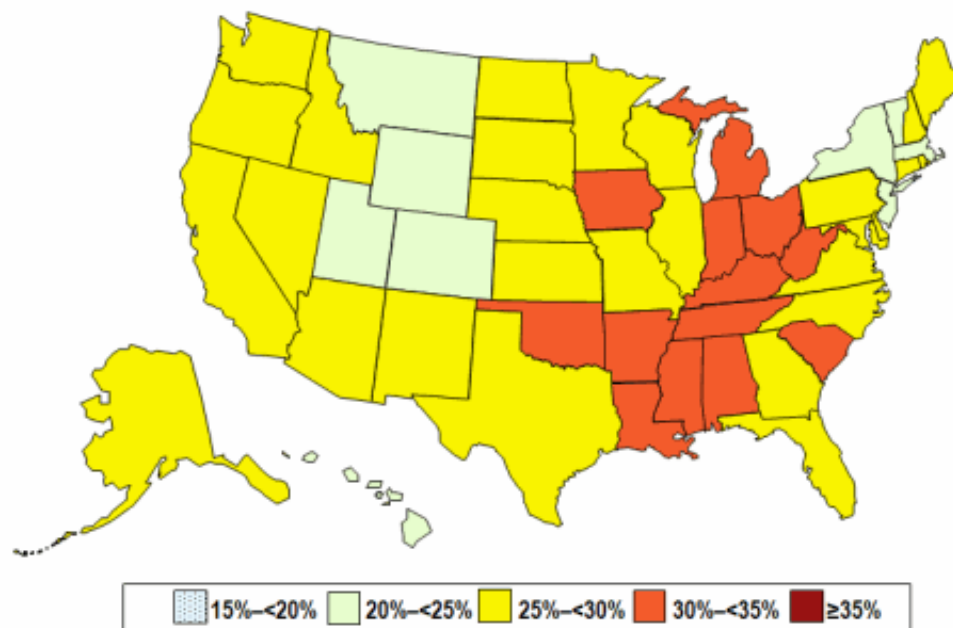


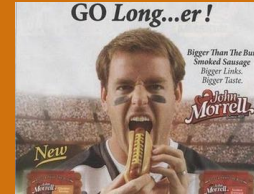


Is health literacy  
associated with  
attention given to food  
and beverage  
advertisements that  
use obesity prevention  
strategies?

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The University of Texas at Austin

\*Prevalence reflects BRFSS methodological changes in 2011, and these estimates should not be compared to those before 2011.







The degree to which individuals can obtain, process, understand, and communicate about health-related information needed to make informed health decisions.





+ Is health literacy associated with attention given to food and beverage advertisements that use obesity prevention strategies?



# Participants

N = 47

Staff at UT-Austin

Students at GED center

# Newest Vital Sign

Less than adequate (n = 16)

Adequate (n = 31)

# Eye-tracking

Health claims

Physical activity

# Attention

Fixation duration

Fixation count



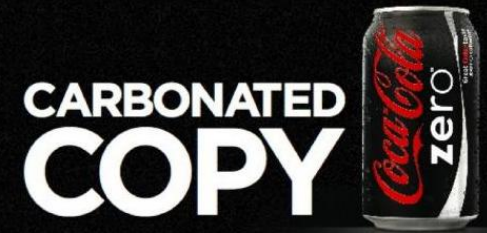




Health Claim



Physical Activity



Control

# + Results: Fixation Duration



## Regression Model

	beta	SE	p
Health Claims	0.50	0.19	<.01
Physical Activity	0.39	0.16	<.05
Control	0.19	0.12	ns

## Controlling for Covariates\*

	beta	SE	p
Health Claims	0.58	0.28	< .05
Physical Activity	0.62	0.24	<.05

\*race/ethnicity and education



# + Results: Fixation Count



## Regression Model

	beta	SE	p
Health Claims	1.72	0.59	<.01
Physical Activity	1.32	0.48	<.01
Control	0.44	0.34	ns

## Controlling for Covariates\*

	beta	SE	p
Health Claims	1.529	0.88	ns
Physical Activity	1.72	0.72	<.05

\*race/ethnicity and education



## Health Claim



## Physical Activity



Adequate  
HL

Less Than  
Adequate  
HL

Increases in health literacy are associated with more attention given to food and beverage advertisements with obesity claims

When searching for products, those of lower health literacy may ignore health information presented in advertisements, packaging, or labels

## + Future Research:

How are obesity prevention strategies interpreted across health literacy levels?

Can advertisements and product packaging be designed for equal interpretation across health literacy levels?



Thank you.

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