

Appendix
Exposure to Child-Directed TV Advertising and Preschoolers' Intake of Advertised Cereals
Emond et al.

Appendix Table 1. Associations Between Exposure to Advertisements for Specific SBC Brands and Mean Intake of Those Brands^a

Independent variable	Outcome: Frequency of recent SBC intake ^b		
	Model 1 Unadjusted	Model 2 Adjusted for covariates	Model 3 Adjusted for covariates and baseline SBC intake
	IRR (95 % CI)	IRR (95 % CI)	IRR (95 % CI)
SBC advertisement exposure, brand-specific			
No exposure	1.0 (ref)	1.0 (ref)	1.0 (ref)
Recent (i.e., past 7-day) exposure only	1.13 (0.91, 1.39)	1.09 (0.89, 1.35)	1.12 (0.91, 1.38)
Past exposure only ^c	1.21 (1.04, 1.41)*	1.13 (0.97, 1.31)	1.13 (0.98, 1.30)
Recent (i.e., past 7-day) and past exposure	1.35 (1.14, 1.60)**	1.26 (1.06, 1.49)*	1.21 (1.03, 1.43)*
Usual intake of SBC brand at baseline	–	–	4.46 (4.14, 4.81)**

Notes: Boldface indicates statistical significance (* $p < 0.05$; ** $p < 0.001$).

^aAmong 624 children enrolled in a prospective study.

^bNumber of times in the past 7 days each SBC was consumed (0, 1, 2, 3, 4, 5 or more). Each Poisson model included crossed random effects for child and SBC brand to account for the repeated measures and effects nested within brand, respectively. Each model was adjusted for time (i.e., follow-up assessment, continuous) and included both advertising exposures listed in the table. Model 2 is further adjusted for child age, sex, race/ethnicity, and WIC recipient status; parent education; children's other screen time (hours per week) at baseline and TV time (hours per week) at each study survey. Model 3 includes those same covariates plus usual intake of each advertised SBC brand at baseline.

^cPast advertisement exposure based on any exposure at a previous follow-up assessment including baseline.

IRR, incidence risk ratio; SBC, sweetened, high-sugar breakfast cereal; WIC, Special Supplemental Nutrition Program for Women, Infants, and Children.