



JUS Media? Programme

Food-Focused Media Literacy for Jamaican Families

Unhealthy eating is a major risk factor for obesity and associated chronic non-communicable diseases (NCDs), with the Caribbean having the worst NCD rates in the Americas. Data indicate that adopting a part-American identity in Jamaica is linked to watching more US cable TV daily, which is then linked to eating more unhealthy foods.

Because compelling evidence shows that time spent watching TV is a major contributor to unhealthy eating, successful media literacy programs have been designed to teach U.S. youth and families critical evaluation skills about unhealthy food advertising. However, there are currently no healthy eating or media literacy interventions in the Caribbean accounting for U.S. media presence or Americanization, and a need exists for food-focused U.S. media literacy training in Jamaica, as a case study for similar settings. The **Jamaican and U.S. Media? Programme (JUS Media? Programme)** is a family intervention which will combat the negative impact of U.S. media on eating habits in Jamaica. This intervention may also benefit future Jamaican migrants to the U.S. because approximately 10% of U.S. immigrants originate from the Caribbean.

FUNDING

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The long-term goal is to implement effective family health prevention programs in developing regions. By combatting risk factors for unhealthy eating in Jamaica, this intervention has the potential to make a substantial positive contribution to improving diet, decreasing risk for chronic disease, and ultimately strengthening families.

RESEARCH TEAM

DR. GAIL M. FERGUSON, PhD



Dr. Ferguson is an Assistant Professor in the Department of Human Development and Family Studies. Born and raised in Jamaica, her research focuses on 21st-century globalization and its impact on the cultural identity and well-being of youth and families in Jamaica and the Caribbean, North America, and Africa.

DR. MICHELLE NELSON, PhD



Dr. Nelson is an Associate Professor in the Department of Advertising. Her research focuses on cross-cultural persuasion, persuasion knowledge (advertising literacy), and consumer socialization. Recently, she has successfully created and tested a food-focused advertising literacy intervention among primary school students in the U.S.

DR. JULIE MEEKS, PhD



Dr. Julie Meeks is a Professor of Child Development and Nutrition at the University of the West Indies. Over the last two decades, she has focused on issues of children and violence, including the development of aggression among children, and the effects of violence on Caribbean children.

