

# Sugar Sweetened Beverage Consumption, TV Viewing Hours, and Bmi of Adolescent Boys and Girls

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## Abstract

### Objectives

To identify an association between Sugar Sweetened Beverage consumption, TV viewing hours and BMI status of adolescents.

### Methods

A cross sectional study was conducted including (600) adolescent aged 13-15 years. Sugar Sweetened beverages (categorized on NHANES III and NHANES 1999-2004 basis), dietary and milk intake, TV viewing hours, socio-demographic profile was assessed through 24-hour dietary recall and questionnaire method. Computed BMI was compared with WHO (2007) classification.

### Results

With age adolescents (600) consumed more SSB (>600-1000 ml/day i.e. 3-4 times /week) spending 2-3 hours /day watching TV, belonged to joint family (60%) and (54%) vegetarians. With increase in TV viewing hours (2-5 hours /day), prevalence of daily soft drink consumption was reported among all the (300) adolescent girls (100%). Similarly, Sugar Sweetened Beverages consumption was double than (300) boys (312±123.33 k.cal/day; p≤0.05 for boys and 613±116.37 k.cal /day for girls; p≤0.05) and lesser milk intake. Highly qualified parent's (i.e.30.16% post graduate mothers and 16.66% fathers) adolescent boys and girls consumed more Sugar Sweetened Beverages (657.42±98.65 ml/day, p≤0.05 for boys and 579.76± 226.17 ml/day ; p≤0.05 for girls). While 50% of working mother's adolescents spent 2-3 hours in watching TV (p≤0.05) and consumed more SSB (649.03 ± 176.22 ml / day ; p≤0.05 for boys and 597.68 ±221.41 ml/day ; p≤ 0.05 for girls).TV viewing hours were more among obese girls (3.15 hours /day; p≤0.05).

## Conclusions

SSB consumption, mother education level and TV viewing hours had statistically proven impact on BMI.

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