

# Why study frames?

- Analyze major themes systematically
- Understand how a given issue is being covered
- Identify what is not being covered
- Create opportunities to discuss coverage with reporters

# Nutrition News Coverage Theory of Change

Analysis of News Coverage

Media Advocacy Training & Strategic Consultation

Prepare advocates to engage journalists with news to set the agenda and frame stories on nutrition

**Improve Policies on Childhood  
Nutrition**

# Childhood Nutrition in the News

- Electronic database search - Nexis and Dialog
- 5 major California newspapers
- July 1998 - August 2000
- Keyword search for "nutrition" + "child" + "policy" (with variations)

# Childhood Nutrition in the News: Findings

- 2000 pieces, 100 substantive
- News 66%, opinion 34%
- Nearly 1/3 on front page of their section; 14% on page A1
- 25% wire service stories; 25% had specific local angle

## Childhood Nutrition in the News: Primary Subject

Advice for parents	14%
Food safety	9%
Milk pricing	9%
New research on obesity	8%
School breakfast	7%
Fast food in schools	6%

# Childhood Nutrition in the News: Who Speaks?

Advocate	39%
Gov't. agency rep.	30%
Nutritionist/RD	23%
Researcher/professor	19%
Parent	17%
Student	13%
Politician	11%

# Childhood Nutrition in the News: What's the problem?

Corrupt/inept gov't 17%

Too much TV/media time 13%

Prevalence of fast food outlets  
11%

Soda, esp. in schools 9%

Inattentive parents 6%

Elimination of PE from school  
3%

# Childhood Nutrition in the News : What's the solution?

Personal behavior change 31%

None mentioned 17%

Better options for school lunch  
11%

Improve counseling by pediatricians  
8%

Extend PE requirements in school 7%

Improve nutrition education 6%

# Childhood Nutrition in the News: Conclusions

- Not much news on nutrition policies
- What does exist is substantive, well-placed
- Problem upstream; solution downstream
- Advocates must create news and opinion pieces that emphasize upstream solutions to nutrition problems