
Influencing the Parents of Children Aged 9–13 Years

Findings from the VERB™ Campaign

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Background: The CDC's VERB™ campaign was designed to increase physical activity among children aged 9–13 years (tweens). As part of the strategy to surround tweens with support to be physically active, VERB developed messages for parents, the secondary target audience, to encourage them to support their tween's physical activity.

Design: Multiple regression analyses were conducted to determine whether parent awareness of VERB was a significant predictor of seven factors that related to parental attitudes, beliefs, and supportive behaviors for tweens' physical activity using the Youth Media Campaign Longitudinal Survey (YMCLS).

Setting/participants: Parents (N = 1946) of U.S. children aged 9–13 years.

Intervention: Advertising directed at tweens through paid television, radio, print, Internet, and schools was the primary VERB intervention; tween advertising could have been also seen by parents. Messages directed at parents encouraging their support of tweens' physical activity were delivered in English through mainly print and radio. In-language messages for Latino and Asian audiences were delivered through print, radio, television, and at events.

Main outcome measures: Parents' awareness of VERB; parents' attitudes, beliefs, and support for their tweens' physical activities.

Results: Awareness increased each year of the campaign; more than 50% of parents were aware of VERB by the third year of the campaign. Parents reported that their main source of awareness was television, the main channel used to reach tweens. Awareness of VERB was predictive of positive attitudes about physical activity for all children, belief in the importance of physical activity for their own child, and the number of days parents were physically active with their child.

Conclusions: Parents' awareness of VERB was associated with positive attitudes, beliefs, and behavior. Parents' awareness probably resulted from a combination of messages directed to parents and tweens. To maximize audience reach, social marketers who are developing health messages should consider the potential value of parents and their children seeing or hearing the same messages, separately or together.

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Introduction

Using a social marketing framework, the CDC developed the VERB™ campaign to promote the physical activity of children aged 9–13 years (tweens). The campaign's strategy was to surround tweens (the primary target audience) with messages from multiple points of influence, including television, print, radio, Internet, community outreach, events, schools, local and national partnerships, and public relations. The cam-

paign also directed marketing efforts to parents as a secondary audience for the campaign.

Social marketing campaigns aimed at children often target parents as a secondary audience because parents are key influencers of their children's attitudes and behaviors in several areas, including underage drinking,¹ tobacco use,^{2,3} and eating preferences.^{4,5} Several large-scale social marketing campaigns with children as the primary audience targeted parents as the secondary audience (e.g., the National Anti-Drug Youth Media Campaign,^{6,7} the U.S. Department of Agriculture's Team Nutrition program,⁸ CDC's Bone Health campaign⁹).

In this paper, the focus is on the VERB campaign's marketing efforts directed to parents. The conceptual background for the VERB campaign and the rationale

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for directing messages to parents are described; also presented are a summary of campaign efforts to reach parents, a report of the findings of the effects on parents, and a discussion about the implications for the VERB campaign and similar future campaigns.

Conceptual Background for Parents As Influencers

Campaign planners drew on communication and behavior theories to develop the VERB campaign.¹⁰ Two behavior theories that were used to guide the campaign were the theory of planned behavior¹¹ (TPB) and social cognitive theory¹² (SCT). TPB proposes that behavior can be predicted by a person's intentions to perform the behavior and their perceptions of control over the behavior. The determinants of intention include attitudes toward the behavior, subjective norms (significant others' beliefs regarding the behavior), and perceived behavioral control. Principles of SCT that were applied to VERB were that a person's behavior is affected by their beliefs about the outcomes of a behavior and the values placed on the outcome, others' observations and reinforcement of the behavior (social influences) and self-efficacy (confidence to perform the behavior). Campaign planners directed messages at parents because they are an important component of subjective norms (TPB) and social influences (SCT) for their children's behavior. Parents constitute one of the strongest socializing agents for their children¹³ and although friends begin to take on more importance during pre-teen years, adolescents continue to rely on their parents for guidance and support in many areas, including health behaviors.^{14,15}

The parent component of the VERB campaign was also guided by the literature on children's physical activity, which indicates that parents can positively support their children's physical activity through multiple mechanisms. Parents can provide logistical support, such as transportation to sporting events or recreational facilities¹⁶ and paying fees for team sports.¹⁷ Several parental social support factors have been linked to increased levels of physical activity among children and adolescents, including parental encouragement for the child to be fit,¹⁸ adolescents' perception of their parents' encouragement for physical activity,¹⁹ parents' beliefs in the importance of children's physical activity,²⁰ parents observing their child be active,²⁰ and being physically active with the child.²¹ In addition, general family characteristics such as family cohesion, parental engagement, and parent-child communications have been found to be significant predictors of adolescent physical activity levels.²² Parents can also encourage their children's physical activity through socialization and direct modeling.²³⁻²⁵ However, the research on parent modeling of physical activity has been mixed, with some studies showing strong sup-

port^{25,26} while others finding little relationship.^{27,28} Demographic factors such as higher educational and income levels of parents²⁹⁻³¹ have also been associated with increased physical activity levels among children. Similarly, race and ethnicity have been found to be a significant predictor for children's physical activity, with whites more likely to be physically active than African Americans and Hispanics.^{32,33} It has been suggested, though, that racial and ethnic differences in physical activity may largely be the result of socioeconomic factors.³⁴

Based on the theoretical foundations for the campaign, the scientific literature on children's physical activity, and formative research conducted with tweens for the campaign, which reinforced the key role of parents in guiding the tweens' choices of activities,³⁵ campaign planners developed messages for parents that would inform, educate, and model supportive and praising behavior. The overall goal for messages directed at parents was to increase their awareness of the importance of tweens' physical activity and encourage positive attitudes and supportive behaviors (both verbal and nonverbal) for facilitating tweens' physical activity. The advertising aimed at parents informed them about methods to influence their tweens and stressed the value of being active with them. Below, the marketing strategy used to disseminate parent-directed messages is described.

Marketing Strategy for Parents

In contrast to the tween general-market strategy, the general-market strategy for parent-directed messages did not include paid advertising on national broadcast or cable television networks.

The general-market parent advertising was largely in print, with messages placed in 21 national women's magazines, such as *Good Housekeeping*, *Woman's Day*, *Working Mother*, and *Family Circle*. Two television PSAs directed at parents were also produced and aired on a limited basis in the first 2 years of the campaign. Media efforts directed at ethnic parent markets included in-language television advertising for Hispanic or Latino (Spanish) and Asian-American (Korean, Mandarin, Cantonese, Vietnamese) parents. Radio advertising and print advertisements were developed for African American and American Indian parents. Messages directed at parents did not use the VERB brand after the second year of the campaign, because campaign planners became concerned that the VERB brand identity, *for tweens by tweens* might be compromised if tweens thought the brand was also for adults.

Methods

The VERB outcome evaluation was designed primarily to assess the campaign's effect on tweens' attitudes and behaviors related to physical activity. The main data-collection instrument for the evaluation, the Youth Media Campaign

Longitudinal Surveys (YMCLS)³⁶ was intended to measure the effects of the VERB campaign intervention in its totality, rather than the effect of individual campaign elements (e.g., messages directed to parents). Parents were interviewed during YMCLS to obtain consent to talk to their tweens, collect household demographics, and capture a limited number of parent variables that were viewed as possible covariates and mediators in the tween intervention study. Post-hoc analysis revealed that data from the parents held useful insights about VERB's influence with parents, although the data were insufficient to conduct a comprehensive outcome evaluation. The goal of the current study is to explore the effects of the VERB campaign on parents, based on the YMCLS data. Parents' general awareness of the campaign and its association with parent attitudes, beliefs, and behaviors is examined as related to tweens' physical activity.

Design and Sample

The sample for this study came from the baseline (2002) and follow-up (2003, 2004, 2005) YMCLS. The 2002 baseline survey was conducted prior to any VERB advertising with children aged 9–13 years and one parent of each child. Survey participants were selected through random digit dialing, and the telephone interviews were administered with computer-assisted technology. Interviews were conducted in English and Spanish; 8% of the parent interviews were conducted in Spanish. For the baseline survey, individuals in 60.5% of sampled households completed the screening interview. Among eligible adult respondents, 3084 (87.0%) completed the parent interview. About 15% attrition occurred among parent respondents at each year of follow-up, resulting in a sample for this study of 1946 parents who completed the baseline and all 3 years of follow-up surveys. There was evidence of response bias among households remaining in the YMCLS sample in 2005. Respondents in 2005 were significantly more likely to be white and have higher incomes and educational levels compared to the original baseline sample in 2002 (Table 1).

The analysis used unweighted YMCLS data. The YMCLS was designed to create national population estimates of children aged 9–13 years, not their parents. Demographic information collected on parents was not detailed enough to permit population estimates to be made. For example, data were not collected on noncustodial parents or on custodial parents living outside the residence in which the child was interviewed. This made weighting to a national parent population inappropriate. The IRB at the CDC and Westat approved this study.

Measures

Parental awareness of VERB and source of awareness. In the follow-up surveys (2003–2005), parents were asked, *Have you seen, read, or heard about any messages or advertising for getting kids active?* Parents that responded affirmatively were asked, *What is the name of the message or advertising?* Those who spontaneously responded *VERB*, without prompting, were categorized as having *unaided awareness*. Parents who could not recall the campaign name were prompted with the following question, *There are many ads on television, radio, and in newspapers and magazines with slogans you may or may not remember. Have you heard, read, or seen any ads with the slogan: _____*; they were read a list of four possible answers, which included *VERB: It's What*

Table 1. 2002 and 2005 YMCLS respondent demographics

	2002 respondent demographics		2005 respondent demographics	
	Total	%	Total	%
Overall	3114	100	1946	100
Tweens' race/ethnicity*				
White	2049	65.8	1438	73.9
Black	383	12.3	185	9.5
Hispanic	490	15.7	220	11.3
Other	192	6.2	103	5.3
Household income (\$)*				
≤25,000	637	20.5	288	14.8
25,000–50,000	824	26.5	483	24.8
50,000–75,000	734	23.6	480	24.7
>75,000	919	29.5	695	35.7
Parents' education*				
High school graduate or less	1124	36.1	536	27.5
Some college	1025	32.9	649	33.4
College graduate or more	965	31	761	39.1

*Significant differences between 2002 and 2005 respondents, $p < 0.01$

You Do! The interviewer was instructed to rotate the list of possible responses. Parents who responded *yes* based on the VERB prompting were categorized as having *aided awareness*. Parents who could not recall the campaign even after being prompted about VERB were categorized as having *no awareness*. *Unaided awareness* and *aided awareness* were combined for this study to create the overall VERB-awareness variable. Beginning in 2005, parents who reported VERB awareness (either aided or unaided) were asked about all the places (sources) they had seen, read, or heard about VERB.

Parents' attitudes, beliefs, and behavioral support for their tweens' physical activities. The attitude and belief questions were asked of all parents during the baseline and the follow-up surveys. Responses to individual questions were summed to create four subscales of attitudes and beliefs about physical activities for tweens (Table 2). Behavioral support for their tweens' physical activity was measured through three questions that were asked of all parents during the baseline and follow-up surveys (Table 2).

Statistical Methods

Paired t-tests were used to examine differences in VERB awareness measures by campaign year. Independent t-tests were used to examine the differences in parents' attitude, belief, and behavioral support measures by overall VERB awareness in 2005. Multiple regression analysis was conducted to explore the influence of VERB awareness on seven parental attitude, belief, and behavioral support measures for their tweens' physical activity in 2005. Each of these seven measures was the outcome variable in separate regression analyses. Predictors in the regression models were the respective baseline (2002) attitude, belief, and behavioral support measures, demographics (child's age, parent's education, household income, race/ethnicity), and parent awareness. In addition, because parents' attitudes and beliefs influence their supportive behaviors,²⁰ the 2005 parents' attitude and belief measures regarding tweens' physical activity were

Table 2. Measures of parents' attitudes, beliefs, and support for tweens' physical activity

Global measures	Scale	Survey items combined for global measures	Cronbach's alpha
Attitude and belief measures			
Attitudes about PA for all children	1 = strongly disagree 5 = strongly agree	Kids who do regular PA have more self-confidence Kids who do regular PA are healthy Kids who do regular PA will be healthier adults	0.82
Beliefs about parents' ability to influence own tweens' PA level	1 = not very confident 5 = extremely confident	Confidence in ability to influence child's organized PA Confidence in ability to influence child's free-time PA	0.77
Beliefs about importance of their tweens' PA	1 = not very important 5 = extremely important	Importance of child's participation in organized PA Importance of child's participation in free-time PA	0.52
Perceived barriers to their children engaging in PA	1 = strongly disagree 5 = strongly agree	Transportation problems Few opportunities for children's PA nearby PA too expensive Not enough time to keep children involved in PA Not comfortable with outside play near home	0.69
Behavioral support measures			
Parent attends sporting events	1 = never 5 = always	Frequency of parent or another adult in household attending events related to child's sports, clubs, or other activities during the past school year	NA
Parent transports child to PA	1 = never 5 = always	Frequency of parent or another adult in their household taking child to and from activities	NA
Parent physically active with child	0–7 days	Number of days a parent or another adult in household and the child are physically active together in the past 7 days	NA

NA, not applicable

included as potential predictors in the regression models for behavioral support. Predictors were entered into each regression model simultaneously. All analysis was conducted using SPSS 13.0.

Results

Parent Awareness of VERB

Awareness of VERB (unaided, aided, overall) increased significantly during each successive year of the campaign (Table 3). In 2005, among parents reporting awareness of VERB, television was the most frequently

reported medium for learning about VERB (88%) and more than half (51%) reported television as the only source for awareness. Print (28%) and radio (15%)

Table 3. Parent awareness of VERB, by campaign year (%)

	2003	2004	2005
VERB awareness			
Overall	34	49**	55**
Aided	30	40**	45**
Unaided	4	9**	10*

* $p < 0.05$; ** $p < 0.001$.

Table 4. Parents' attitudes, beliefs, and support for children's physical activity by 2005 VERB awareness

	Total (N=1946)	Parents aware of VERB (n=1077)	Parents unaware of VERB (n=869)	<i>p</i> value
Attitudes and beliefs in 2005 (mean)				
Attitudes about PA for all children	7.96 ± 1.32	8.07 ± 1.27	7.83 ± 1.38	<0.001
Beliefs about importance of PA for their children	4.07 ± 1.26	4.08 ± 1.27	3.92 ± 1.34	<0.008
Beliefs about ability to influence their children's PA	3.59 ± 1.46	3.43 ± 1.49	3.3 ± 1.54	<0.05
Perceived barriers to their children's PA	4.63 ± 2.84	4.54 ± 2.83	4.74 ± 2.85	<0.15
Support behaviors in 2005 (mean)				
Attended children's PA event	4.14 ± 1.22	4.15 ± 1.22	4.13 ± 1.22	<0.77
Transported children to PA	4.24 ± 1.08	4.26 ± 1.06	4.21 ± 1.12	<0.34
In past 7 days, parent and child active together	1.63 ± 1.67	1.75 ± 1.69	1.48 ± 1.62	<0.001

were second and third most frequently reported sources for learning about VERB.

Parent Attitudes, Beliefs, and Support by VERB Awareness

In 2005, parents aware of VERB were significantly more likely to (1) have positive attitudes about physical activity for all children, (2) believe in the importance of physical activity for their own child, (3) be confident of their ability to influence their child's physical activity, and (4) have been physically active with their child during the 7 days before the survey than were parents who were unaware of VERB (Table 4).

Attitude and Belief Regression Models

A series of multiple regression analyses were conducted to examine the effects of parents' awareness of VERB on the four parent attitudes and belief measures. The primary goal of these analyses was to determine whether awareness was a significant predictor of attitudes and beliefs regarding tweens' physical activity

while controlling for baseline attitudes and beliefs. Findings indicated that baseline attitudes and beliefs explained the most variance across all four attitude and belief outcomes. However, VERB awareness was a significant predictor of two 2005 attitude and belief outcomes: (1) parents' attitudes about physical activity for all children and (2) parents' beliefs about the importance of physical activity for their children (Table 5).

Supportive Behavior Regression Models

A series of multiple regression analyses were conducted to examine the effects of parents' awareness of VERB on the three 2005 parent supportive behavior measures. Parents' awareness was a significant predictor of only one supportive behavior measure (number of days during the previous week a parent and child were physically active together). Similar to the attitude and belief regression findings, baseline measures of parental supportive behavior explained the most variance across all three regression models (Table 6).

Table 5. Summary of regression analysis for parents' 2005 attitudes and beliefs about children's physical activity

	Parents' attitudes about PA for all children	Parents' beliefs in their ability to influence their child's PA	Parents' beliefs about importance of their child's PA	Parents' perceived barriers to PA for children
<i>p</i> value	0.001	0.001	0.001	0.001
Adjusted R-square	0.16	0.22	0.24	0.43
Predictors Beta (SE)				
Baseline attitudes and beliefs	0.38 (0.02)***	0.41 (0.02)***	0.46 (0.02)***	0.53 (0.02)***
Household income	0.00 (0.03)	-0.02 (0.02)	0.00 (0.02)	-0.15 (0.02)***
Age of child in 2005	-0.04 (0.02)	-0.16 (0.02)***	-0.12 (0.02)***	-0.02 (0.02)
Parents' education	0.06 (0.02)*	-0.01 (0.02)	0.04 (0.02)	-0.05 (0.02)**
Child race/ethnicity				
Black	0.01 (0.02)	0.10 (0.02)***	0.03 (0.02)	0.02 (0.02)
Hispanic	-0.04 (0.02)	0.05 (0.02)*	0.04 (0.02)	0.09 (0.02)***
Other	-0.01 (0.02)	0.04 (0.02)	0.03 (0.02)	0.04 (0.02)*
Parents' awareness of VERB	0.07 (0.02)**	0.03 (0.02)	0.05 (0.02)*	-0.02 (0.02)

p*<0.05; *p*<0.01; ****p*<0.001.

Table 6. Summary of regression analysis for parents' 2005 support of children's physical activity

	Parent attends child's sport event	Parent transports child to PA	Parent and child active together
<i>p</i> value	0.001	0.001	0.001
Adjusted R-square	0.25	0.19	0.16
Predictors Beta (SE)			
Baseline measures of support for days parent and child active	0.26 (0.02)***	0.28 (0.02)***	0.26 (0.02)***
Parents' attitudes about PA for all children	0.02 (0.02)	0.06 (0.02)*	0.03 (0.02)
Parents' belief in their ability to influence their children's PA	0.17 (0.02)***	0.12 (0.02)***	0.15 (0.02)***
Parents' belief about importance of their children's PA	0.03 (0.02)	0.02 (0.02)	0.06 (0.03)*
Parents' beliefs about barriers to PA for their children	−0.11 (0.02)***	−0.08 (0.02)**	−0.03 (0.02)
Household income	0.08 (0.03)**	0.10 (0.03)***	−0.04 (0.02)
Age of child in 2005	−0.06 (0.02)**	−0.09 (0.02)***	−0.09 (0.02)***
Parents' education	0.08 (0.02)**	0.04 (0.02)	−0.07 (0.02)**
Child's race/ethnicity			
Black	−0.05 (0.02)*	−0.04 (0.02)	−0.04 (0.02)
Hispanic	−0.11 (0.02)***	−0.05 (0.02)*	−0.005 (0.02)
Other	−0.04 (0.02)*	0.02 (0.02)	−0.01 (0.02)
Parents' awareness of VERB	−0.01 (0.02)	0.002 (0.02)	0.05 (0.02)*

p*<0.05; *p*<0.01; ****p*<0.001.

Awareness Effect Size

The standardized beta coefficients in the regression models represent the relative effect size for each predictor. The effect size for parental awareness of VERB ranged from 0.02 to 0.07. In the regression models, where awareness was a significant predictor, effect sizes were modest for awareness and ranged from 0.05 to 0.07 (Tables 5 and 6), yet these are typical of effect sizes found in other media campaign evaluation.³⁷

Discussion

The goal of this study was to explore parent awareness of the VERB campaign and its association with attitudes, beliefs, and supportive behaviors related to tweens' physical activity using parent interview data collected from YMCLS. These findings suggest that the campaign did reach parents, with more than half of all parents reporting awareness of VERB by the third year of the campaign (2005). Overall, VERB awareness was associated with parents' improved attitudes, beliefs, and support for their tweens' physical activity. In addition, after controlling for baseline responses to attitude, belief, and support measures, parental awareness of VERB remained a significant predictor of parents' attitudes about physical activity for all children, beliefs in the importance of physical activity for their children, and the number of days parents were physically active with their children.

Interestingly, these results also indicated that the majority of parents reported learning about VERB from television (88%), and over half reported exposure only via television. This finding was puzzling because the potential for general-market parents to have seen parent-directed television ads was limited to two PSAs in first 2 years of the campaign. Hispanic and Asian in-language parent ads were on television; however, when these groups were excluded from the analysis, VERB awareness through television remained at 88%. The campaign ads that were specifically directed at parents (e.g., providing tips on how to support tweens' physical activity) were primarily in women's magazines. Furthermore, while the VERB brand was used in the advertisements targeted to parents in the first 2 years of the campaign, by the third year, the advertisements targeted to parents no longer used the VERB logo, but the survey continued to ask parents about awareness of the VERB brand.

The pattern of findings for parent awareness suggests that parents probably became aware of VERB from seeing advertising messages directed to tweens. VERB advertisements directed at tweens were extensively broadcast on national children's television networks such as Nickelodeon and Disney throughout all years of the campaign. Research on television viewing suggests that parents and children frequently co-view television (i.e., they watch programs together). Co-viewing is estimated to be as high as 70% during prime time, and

some studies suggest that television viewing may be one of the most frequently shared activities among family members.^{38–43} Co-viewing is widely studied; it is one way parents can mitigate the influence of television on their children and results in many positive outcomes.⁴⁴ For example, co-viewing allows parents an opportunity to discuss advertising and program messages with their children and increases communication and understanding between parent and child.^{45–48}

The current study has several limitations. The data were all self-reported and subject to social desirability bias. The YMCLS was designed to be nationally representative of children aged 9–13 years, not of their parents. Moreover, the attrition rate among respondents over the course of the longitudinal survey reflects certain response biases. Households in the 2005 YMCLS sample were more likely to be white, have higher educational and income levels compared to households in the baseline sample. Thus these findings cannot be generalized to all U.S. parents. In addition, the longitudinal nature of the survey (e.g., annual phone calls asking about VERB) may have contributed to the parents' awareness of VERB (panel conditioning). Furthermore, this analysis cannot rule out the possibility that the observed relationships are causally reversed from what the campaign intended. That is, parents with positive attitudes about physical activity were predisposed to recall the VERB campaign. However, by including baseline measures of attitudes, beliefs, and behaviors in the regression models, we controlled for these potential confounders.

The YMCLS was designed primarily to measure VERB-related outcomes with regard to tween attitudes, beliefs, and behaviors. Parental data were collected mainly to permit better covariate control on the tweens' outcomes. Therefore for several reasons (e.g., cost, survey length), a limited number of parental measures were included in YMCLS. In particular, although we hypothesize that parents viewing of advertising targeted to tweens was the primary source of VERB awareness, parents were not specifically asked about their television co-viewing behavior. Our ability to examine the effects of all advertising directed to parents is limited because some did not use the VERB brand and our study had only one global VERB awareness measure for parents. Consequently, we cannot rule out alternative explanations to co-viewing, such as parent awareness resulting from parent-directed messages from the first 2 years of the campaign when the VERB brand logo was used in parent messaging. However, we believe this is unlikely because television (88%) was the most frequently reported medium for learning about VERB and parent-directed messages were primarily in women's magazines, a source of awareness reported by only 28% of parents. Alternatively, these findings may reflect exposure to television PSAs directed to parents in the first 2 years of the campaign. This also seems unlikely,

given that there were only two television PSAs for general-market parents, while tween-directed advertising was extensively aired on national children's television networks during this same time frame. Thus even during the first 2 years of the campaign, when parent ads included the VERB brand logo and television PSAs for parents were aired, parent awareness data likely reflect encounters with a small volume of promotions targeted at parents or a larger volume of advertisements intended for tweens.

Parents are important influencers of their children's attitudes and behaviors in a range of areas, including physical activity.^{1–5,20,37} For that reason the VERB campaign made efforts to reach parents as part of the campaign's overall strategy to surround tweens with encouraging messages about physical activity. The VERB campaign strategy to reach parents was largely educational rather than one of persuasion. Our findings suggest that the campaign was successful in reaching many parents, probably through a combination of marketing materials directed to them and parental viewing of television advertisements intended for tweens. Co-viewing may provide a unique opportunity for influencing parents and has potential implications for other social marketing campaigns that include parents as a secondary target audience. Planners of such campaigns may need to consider the consequences of parents and children viewing a message together but having different interpretations. Campaign planners may need to craft messages in such a way to ensure that multiple interpretations of an advertisement (e.g., parents view it as healthy, while tweens view it as "cool" and "fun") are at least consistent with overall campaign goals. In the case of VERB, while co-viewing was not explicitly intended, campaign planners conducted formative research with parents to ensure that VERB advertisements directed at tweens were also acceptable to parents. Campaign planners may also consider creating messages that depict interactions between parents and tweens (e.g., being physically active together by biking) in advertisements that are most likely to be co-viewed. Further research needs to be conducted on the value of co-viewing in health communication campaigns.

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