The Information, Motivation, and Behavioral (IMB) Skills Model Articulated to Child Sweetened Beverage and 100% Fruit Juice Consumption

Information
- About healthy and unhealthy beverages
- Benefits and consequences of beverages
- Appropriate amounts, portion sizes
- Misinformation about beverages

Motivation
- Personal Motivation: Attitudes about +/- outcomes of kids drinking beverages and implementing rules/restrictions for own children.
- Social Motivation: Perceptions of others support for drinking certain beverages and implementing rules/restrictions on beverage consumption.

Behavioral Skills
Objective and perceived abilities
- For acquiring healthy beverages in a manner that fits the family’s financial and environmental context.
- For serving healthy beverages to the child across daily life-context
- For obtaining accurate information about beverages
- For developing and implementing effective rules/restrictions about beverage consumption for their children

Behavior
- Calories consumed from sweetened beverages and 100% fruit juice
- Household availability of sweetened beverages and 100% fruit juice

Health Outcome
- Child BMI Percentile

Moderating Factors Affecting Model
- Family Income
- Parental Education
- Parental Body Mass Index
