



5 Jobs that lead parents to change their children's beverage habits

1

Help me prioritize my kid's long-term health as I'm prioritizing mine



What it is

Parents with Job 1 are willing to trade the current enjoyment of sugary drinks or unhealthy foods for longevity and a life without health issues for themselves and their children.



What it's not

Parents with Job 1 aren't motivated by issues with their children's current health because they don't have them, nor by a desire to curb poor behavior in children.

2

Help me fix my child's disruptive behavior



What it is

The progress for this Job is about fixing disruptive behavior now, starting healthy habits now, and seeing their children thrive today and in the future.



What it's not

Caregivers with Job 2 aren't concerned about their personal health, health issues running in their family, or preventing cavities.

3

Help me feel like a better parent



What it is

Parents with Job 3 struggle with a lot of guilt around their children's diet-induced health issues. They're also worried about the damage their child's current health problem could cause long-term.



What it's not

Parents with this Job aren't motivated to change their children's beverage habits due to the parents' health issues, nor due to their child's behavior.

4

Help me cut down on sodas for my child's long-term health



What it is

Those with Job 4 are concerned about their child's weight and associated health issues, and about their children exhibiting addictive behaviors with sodas.



What it's not

Parents weren't highly motivated to address behavior problems. Parents with Job 4 also had their own health issues, but this wasn't the primary driver for change.

5

Help me build healthy habits for my vulnerable child



What it is

Parents with Job 5 struggle to be careful about food and beverage choices for a vulnerable child who follows their example. These parents also believe artificial ingredients are bad for health and avoid them.



What it's not

While parents with this Job mentioned that health issues ran in their families and that they sought to avoid similar fates for themselves or their children, this wasn't the main motivation for change. This Job was also less about addressing children's behavior problems.

Find out more at:

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