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Healthy babies: A preliminary qualitative assessment to identify strategies to prevent early childhood obesity

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Published In/Presented At

Banerjee, E. Johnson, M. B., Biery, N. Renneisen, M. Burgess, N. Mulki, A. (2018, November 10). *Healthy babies: A preliminary qualitative assessment to identify strategies to prevent early childhood obesity*. Poster Presented at: The North American Primary Care Research Group (NAPCRG), Chicago, IL.

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Healthy babies: A preliminary qualitative assessment to identify strategies to prevent early childhood obesity

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BACKGROUND/INTRODUCTION

- In 2014, 14.5% of 2–4 year old WIC recipients had obesity.1
- Overweight and obesity in preschoolers increases the risk for adult overweight and obesity by 5 times.²
- Known risk factors for early childhood obesity include: Hispanic ethnicity, low income, rapid weight gain in infancy, early introduction of solid foods, restrictive feeding practices, excessive television viewing, and short sleep duration. 1,3-5
- Little is known about the best way to deliver an early childhood obesity prevention intervention.

To determine parental understanding of healthy weight

STUDY DESIGN: Qualitative research with 15 participants in English- and Spanish-speaking tocus groups

PARTICIPANTS: Parents of young children who receive medical care through 1 of 2 large underserved

RESULTS: THE HEALTH BELIEF MODEL

MODIFYING FACTORS

Demographics

- "Well, she was premie, so when she was born, she was only three pounds"
- ► "So I had my son at 15."

Parental upbringing

"Well, when I was younger my parent's were more strict on our eating so they'd be like, 'You have to eat everything on your plate.'

INDIVIDUAL BELIEFS

Responses to influences

Family Norms &

Benefits

Culture and Society

"...in my country all of the fast foods, all of the fast food franchises that are here, are there; but one is accustomed to always cook homemade food, prepare at home and either rices, vegetables, fruit, mixed with other things. But, when people arrive here, all they want is pizza."

School and Daycare

"It's not like before when they would give you pizza...Now there is a variety of fruits, vegetables."

"I think it's also a

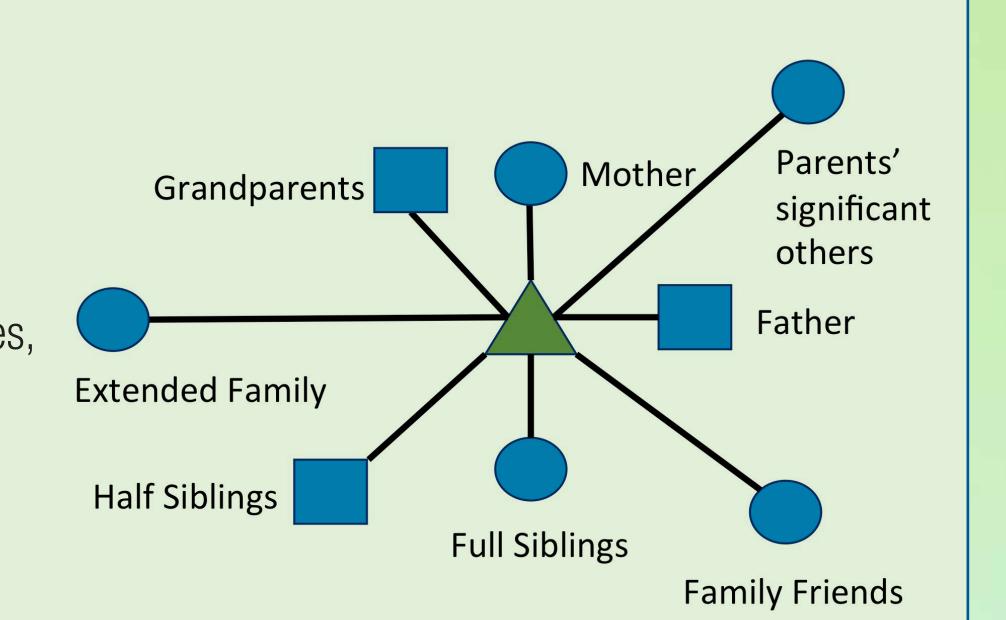
concern if they

mom."

Behaviors to support a healthy weight

Knowledge

- "I do not play that soda, at all, for my kids"
- "Not junk food or McDonalds and all that stuff."
- "Well, I want them to eat vegetables, fruits not always the same thing, but try to vary what they eat because I want them to enjoy the food as well."



DISCUSSION

Respondents were concerned about underweight as well as overweight and felt that a program should focus on healthy weight. Recommendations from respondents varied in regard to location, timing, and program activities and topics.

Limitations of this study included difficulty recruiting Englishspeaking participants.



OBJECTIVE

in childhood, interest in childhood obesity prevention, and recommendations for program delivery

METHODS

practices in Allentown, Pa.

OUTCOME MEASURES: Qualitative analysis used theoretical framework based on the Health Belief Model.⁶

CUES TO ACTION

Growth chart⁷

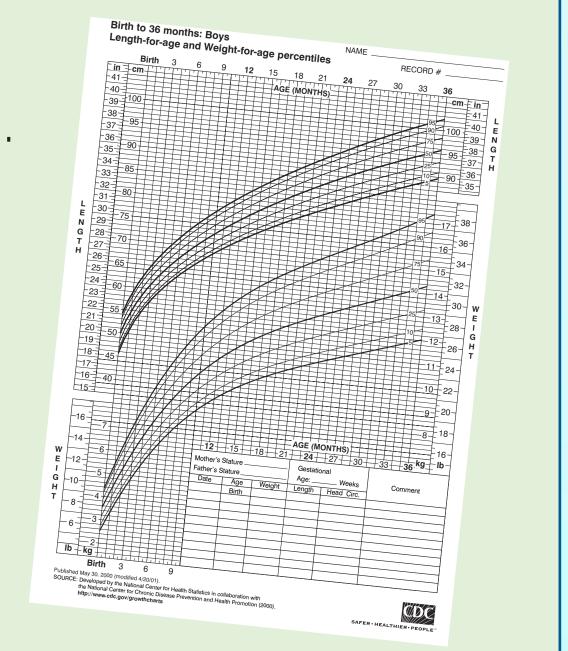
- ► "So I always ask them, I'm like, "Is my daughter overweight?" And they're like, "No," because they was like, if you look at the growth chart, she's tall for her age, so her weight matches her height."
- "But every time she's at the doctor visit or I always ask the doctor to show me the chart to see her progress on her weight, so it's not going down or staying the same, to see because I breast feed."

Medical problems from unhealthy behaviors

"My 8-year-old, he's just cavity-prone for some reason... So now, I like pretty much cut [candy] out."

Visual Cues

- "They're not like where I could see their ribs or anything like that."
- "Well, when they are growing I take notice with their clothes; because one is accustomed to see them daily, another person who is living with them can notice more rather than someone who is not."



CONCLUSION

The outcomes of this study will be valuable in the design and evaluation of interventions to prevent early childhood obesity.

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"WIC gives you the

ouchers for the farmer

They'll be like, 'Oh, just give her

'And I'll be like, 'Oh...No

a lick of ice-cream, it's just ice-

"I try to incorporate fruits

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