Abstract

The purpose was to determine the consumption of alcohol before and during the gestation in connection with personal characteristics and to identify its beliefs on the consumption of low alcohol the theory of the social representations of Serge Moscovici. The design, descriptive-correlational. The sample, 165 pregnant women. The questionnaire TWEAK was applied to measure the alcohol consumption. The results showed a prevalence of consumption of previous alcohol to the pregnancy of 62.4% (95% IC, 0.55 - 0.70) and during the pregnancy 14.5% (95% IC, 0.15 - 0.32). Found significant difference of the consumption of alcohol before the pregnancy with the age of the women (H = 11.15, p <0.05). The main belief of the women on the consumption of alcohol before the gestation was to socialize and during the pregnancy to have addiction to the alcohol.

Keywords

Personal factors, beliefs, consumption of alcohol, pregnant women.