Abstract

In order to design effective interventions for the prevention of childhood obesity the stages of change, motivations and barriers related to the consumption of five daily portions of fruit and vegetables and physical activity were determined in 323 mothers of preschool children attending Primary Health Centers, through the application of a previously validated survey. Only 5% of them consumed 5 or more portions with the majority (61.3%) consuming 1 to 2 portions. The main motivations to eat 5 portions were “I like them” and “to lose weight” while the main barrier was “I forget to eat them”. With respect to physical activity, 33.1% considered themselves on the maintenance stage and 18.9% on the action stage. Main motivations were: “Makes me feel good”, “To lose weight”. Main barrier: “I don't have time”. It is suggested that educational interventions consider the mother attitudes and beliefs to be more effective.

Keywords

Preschool mothers, motivations, barriers, fruit and vegetables consumption, physical activity.