

Motivations and barriers of Chilean children; threats or opportunities for the implementation of 2013 food based dietary guidelines? Motivaciones y barreras de los niños chilenos; ¿amenazas u oportunidades para la implementación de las guías alimentarias

Olivares, Sonia

Zacarías, Isabel

González, Carmen Gloria

© 2014 Grupo Aula Medica S.A. All rights reserved. Introduction: Implementation of the updated Food Based Dietary Guidelines (FBDG) for the Chilean population requires the design of innovative strategies and effective. Objective: To determine motivations and barriers for children and mothers of preschool-age children to follow new FBDG messages, aiming to identify challenges and opportunities for designing effective communication and implementation strategies. Methods: A qualitative study based on 12 focus groups of 9 to 13 age children and 6 focus groups of mothers of preschool-age children, living in the north, central and south regions of the country, to analyze their reaction to each one of the 2013 FBDG messages. Results and discussion: Answers of children and mothers did not show differences by gender (in the case of the children) or region of the country. Results show the most frequent and representative comments regarding each message. Challenges to reducing the consumption of