Process of developing text messages on healthy eating and physical activity for Chilean mothers with overweight or obese preschool children to be delivered via WhatsApp

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© 2018, © 2018 The Author(s). This open access article is distributed under a Creative Commons Attribution (CC-BY) 4.0 license. Background: Chile has a very high prevalence of childhood obesity; 25% among 4?5 y olds. Numerous school-based strategies have been implemented with no lasting improvement. Given that parents are key in obesity prevention and that their participation in programs is low, mobile technology is increasingly being used to test its effectiveness in changing children?s behavior. Objective: to report the process of developing text messages for Chilean mothers of low socioeconomic status with overweight or obese preschool children. Methodology: The process involved 3 stages: (a) initial elaboration of 60 messages on healthy eating and physical activity (b) 3 focus groups which included similar participants as the target population and (c) consensus on the final messages obtained from 56 experts, using the Delphi technique. Results: a list of 40 text messages encouragin