

Design and validation of an image for dissemination and implementation of chilean dietary guidelines Diseño y validación de la imagen para la difusión e implementación de las guías alimentarias para la población chilena

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© 2015, Grupo Aula Medica S.A. All rights reserved. Introduction: Food-Based Dietary Guidelines (FBDG) are usually accompanied by an image for dissemination and implementation. Objective: to design and validate an image to represent the variety and proportions of the new Chilean dietary guidelines, include foods high in critical nutrients that should be avoided and physical activity guidelines. Method: a panel of experts tested seven graphics and selected three that were validated with 12 focus groups of people aged 10-14 and 20-40 years, of both sexes, from different socioeconomic groups and from both rural and urban areas. We analyzed the perception of variety and proportions of the food groups for daily intake and motivation for action in diet and physical activity. We utilized the METAPLAN method used previously in the validation of FBDG. Results and discussion: the final image was a circle that showed the variety and proportions of each food group for daily consumption (in picture