

A BETTER
START

E Tipu e Rea

Parental perceptions of risk of unhealthy weight in children

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Introduction

- Eight models have been developed to predict an infant's risk of obesity in early childhood.
- None of these models have been successfully utilised to prevent early childhood obesity.
- How would parents of young children in New Zealand respond to this information?

What do we know so far?

- Childhood obesity is a sensitive topic that can spark intense emotional responses in parents (Gillison et al., 2014; Grimmett et al., 2008)
- Parents think of their children's health in a broad sense – not weight dependent (Syrad et al., 2015; Almqvist-Tangen et al., 2015)
- Parental and clinician priorities for obesity prevention in infants can differ (Virdachalam et al., 2016)

“I would rather be told than not know” Bentley et al. 2017

- UK qualitative study of parents views on prediction of early childhood obesity
- 23 parents of infants aged ≤ 12 months
- Feared judgement from health professionals and others, but remained open to obesity risk communication
- Developmental stages associated with parental concerns about weight in infants - viewed as windows of opportunity for behaviour change e.g. walking, transition to solid foods
- Emphasised the importance of a non-judgemental communication style from the health professional

The present study

Online questionnaire for parents, grandparents and caregivers of children under 5 years in NZ, seeking information about:

1. What do they consider important for their child's health?
2. What do they think about the prediction of obesity risk in infants?
3. How should this risk be communicated, who should talk with them about it, and what supporting information should also be provided?



Are you interested in answering a survey about children's growth? We would love to hear from parents, grandparents, and caregivers of young children (less than 5 years). It will take only 15 minutes, and you can go into the prize draw for 1 of 15 supermarket or fuel vouchers.

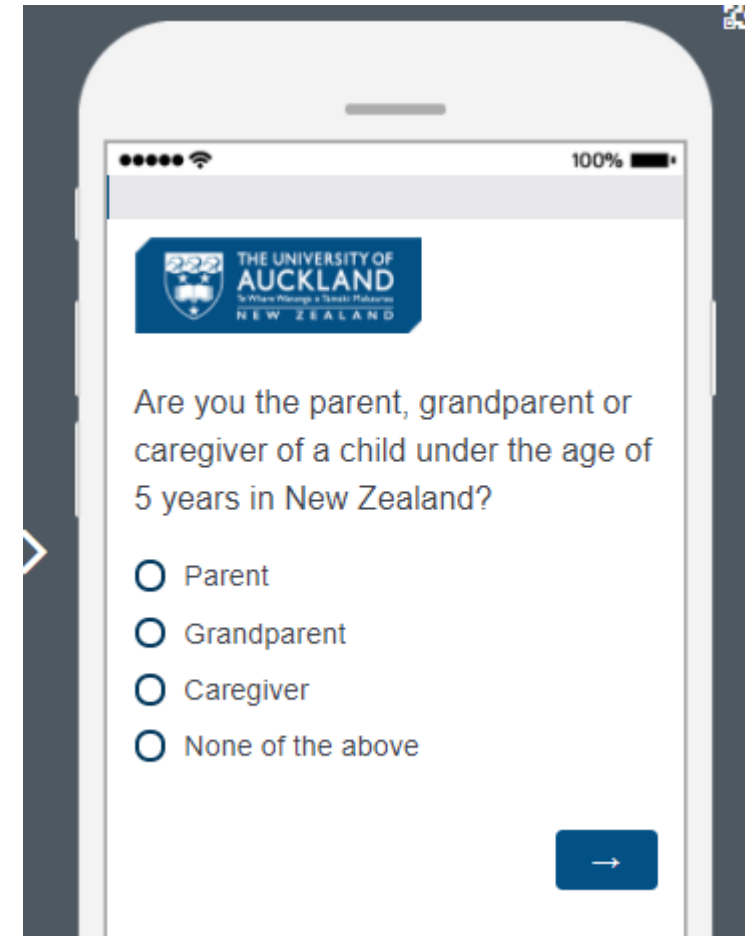


Are you the caregiver of a child aged under 5 years?

[Learn more](#)

The present study

- Questionnaire developed with wide consultation
- Respondents will be recruited over social media
- Hoping to receive approx. 1,000 responses from across NZ



References

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