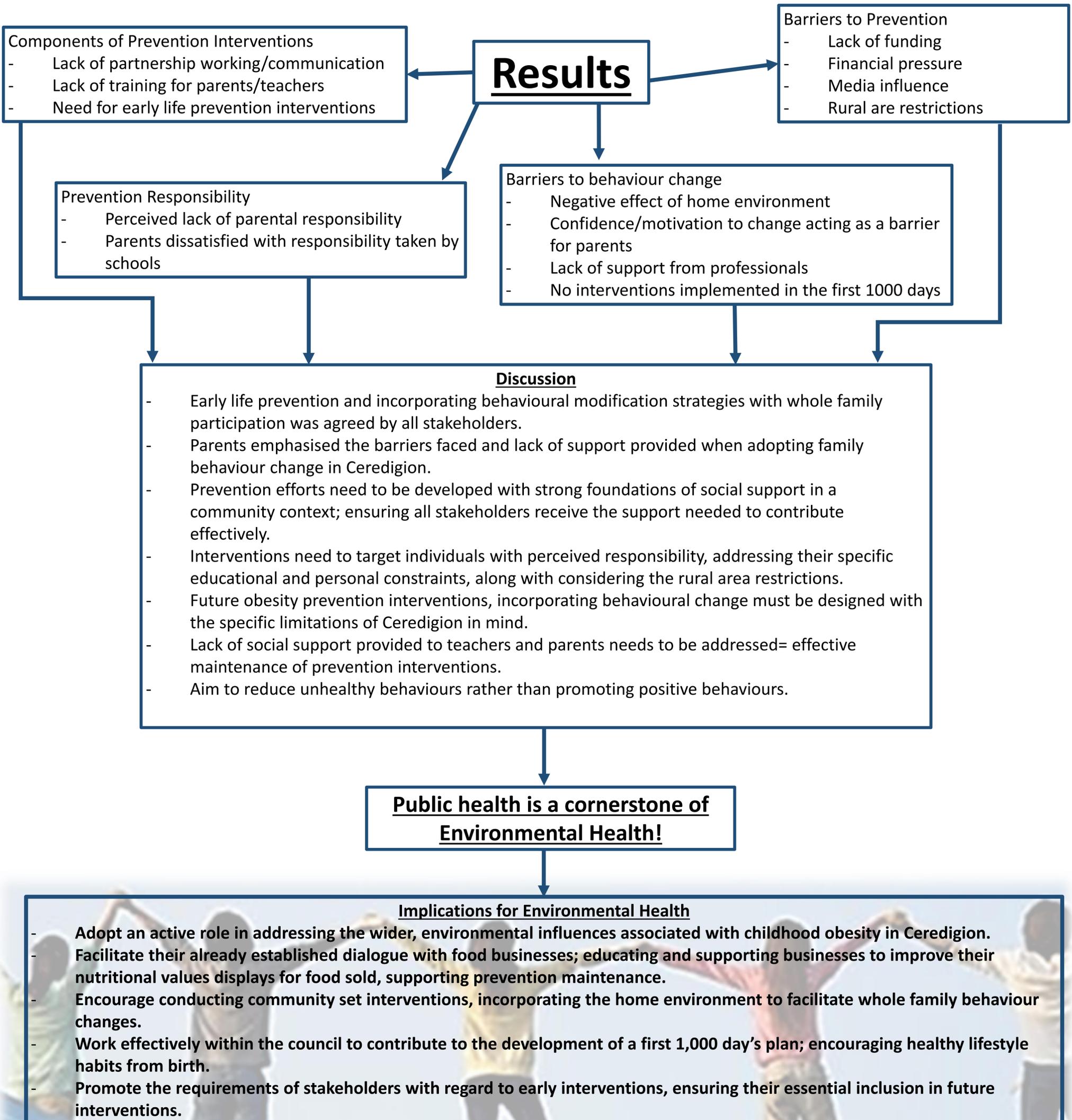


# Childhood obesity prevention in Ceredigion: A qualitative study evaluating Environmental Health Practitioners' role within future interventions

## Abstract

The study provides in-depth qualitative analysis of stakeholders' perceptions towards childhood obesity prevention intervention design/implementation within the rural community of Ceredigion; identifying ways in which EHPs can be facilitated to implement effective childhood obesity prevention interventions. Seven stakeholders; 2 parents, 2 teachers, 2 community health professionals and 1 Environmental Health Practitioner (EHP), were recruited through a purposive sampling strategy. Data was collected through semi-structured interviews and analysed using a step by step data reduction process and thematic framework approach. Incongruence appeared between stakeholders on where the primary responsibility of prevention lays; with parents recognising their dominant role, but emphasising the barriers they face when changing behaviour and maintaining healthy lifestyles within Ceredigion. Stakeholders agreed that early life prevention incorporating behavioural modifications strategies, built on foundations of strong social support networks for whole family participation is essential for effective prevention. This study provides an insight into the perceived requirements of future prevention interventions based on stakeholders' opinions; identifying the importance of prevention maintenance and for EHP's to adopt an active role informing local development initiatives on suitable childhood obesity prevention pathways.



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