Barriers

Social Reinforcement

Parental influence n = 21 ‘We know in between that there’s a lot of parents who, in the case of, there’s a microwave meal, sit in front of the television and off they go to bed because they haven’t got the time’ M5.

Children under peer pressure n = 8 ‘Pressure when they’re out with their mates. You know going to the shop and buying chocolate and stuff’ F4.

Treats n = 27 ‘I do often say oh here’s some sweets you’ve been good’ F25.

Mood enhancement n = 3 ‘I think if he’s upset he eats more, he’ll eat more chocolate and biscuits. He won’t eat his tea but he’ll eat a chocolate bar’ F4.

Convenience of less healthy alternatives

Money n = 5 ‘Money I suppose. It depends how much money you’ve got to spend on food’ F1.

Time n = 17 ‘I don’t get home until half four…You’re shattered by the time you get in. You’re not in the mood for making lovely food. It’s something that goes in the oven quickly’ F3.

Availability/fast food n = 8 ‘Well convenience is most, is medicine, it has all the flavour. It has salt on and whatever raw food hasn’t’ M2.

Sensory responses

Prefer taste n = 28 ‘They have preferences obviously...they do prefer pizza and they’d prefer chips and things’ F25.

Allergies n = 1 ‘We tried her with fruit but she had an allergic reaction to tropical fruit’ F6.

TV/advertising of unhealthy food n = 4 ‘And outside influences I find. I struggle against the media with what they want to eat, wanting to eat rubbish food’ F28.

Food as reward /mood enhancement

Boredom n = 7 ‘If you’re stuck in all day you’re bored and they’re asking for food’ F9.

Prefer taste n = 28 ‘They have preferences obviously...they do prefer pizza and they’d prefer chips and things’ F25.

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TV/advertising of unhealthy food n = 4 ‘And outside influences I find. I struggle against the media with what they want to eat, wanting to eat rubbish food’ F28.