FAMILIAL FACTORS

Cultural based dietary guidelines & restrictions
Family ideals of “meal times”
Cultural bias toward Physical Activity (especially gender specific)
Cultural bias toward use of Exercise & Sport (especially gender specific)
Cultural value and bias toward an “ideal” body image

ENVIRONMENTAL FACTORS

Location of Home (Urban/Suburban)
Market Availability to community & distance to/from home
Density of “fast food” within community relative to “fresh food markets”
Ability to walk to destination within environment
“Play Area” Availability
“Fitness Center” Availability
Environmental “Toxins”

SOCIETAL FACTORS