

Promoting Healthy, Home-cooked Meals:
Formative Research for a Social Marketing
Program Targeting Low-income Mothers.

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THESES AND DISSERTATIONS

PROMOTING HEALTHY, HOME-COOKED MEALS: FORMATIVE RESEARCH FOR A SOCIAL MARKETING PROGRAM TARGETING LOW-INCOME MOTHERS

[Jean M. Najor, University of Kentucky](#)

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Abstract

The purpose of this study is to gain a deeper understanding of benefits and barriers associated with cooking meals at home. I design a social marketing campaign promoting healthy home-cooked meals. I included 64 SNAP-eligible mothers throughout the state of Kentucky with young children. Eight focus groups were conducted in four metro counties. A mixed methods approach was used to examine where families purchase foods, the types of foods purchased, shopping habits, and family time management. Results from this study suggest ways to incorporate home-cooked meals into their lives. Three major findings: learning more about preparing healthy, home-cooked meals, the important relationship of families and cooking, and the dread of following a meal. Data from the written survey provided information on shopping and cooking patterns in a week, important meal characteristics, cooking skills, and Internet and social media use.

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