

ABSTRACT

DETERMINANTS OF MILK TYPE SELECTION AMONG HISPANIC MOTHERS IN A CALIFORNIA WIC PROGRAM

The purpose of this study was to determine the knowledge, beliefs, and behaviors regarding California's milk consumption among Hispanic mothers who were participants in a WIC program. It also evaluated the types and quantities of milk consumed by Hispanic mothers and their children. There were 101 mothers, primarily Spanish-speaking, who completed the Milk Consumption Survey over a 3-month period. Twenty-one mothers had behaviors that were consistent with milk type recommendations for their children aged 2 to 5 years by serving them low-fat 1% milk or nonfat milk. Eighty mothers had behaviors that were inconsistent with milk type recommendations for their same aged children by serving them whole milk or reduced-fat 2% milk. This study determined that both groups of mothers had similar beliefs in choosing their milk type. It also determined that mothers who had behaviors that were consistent with milk type recommendations for their children were statistically significantly more likely to have more knowledge of California's milk types and to have reported having exposure to information on low-fat 1% milk or nonfat milk. The findings suggest the need for continual education of Hispanic WIC participants regarding California's milk types, and that utilizing methods that address their beliefs may be necessary to facilitate behavioral changes regarding milk consumption.

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