



Competing Priorities

- Hard to balance eating healthy when working
- Easier to eat healthy if someone in house isn't working

"We know how to cook (healthy) but it isn't easy"

"My wife doesn't work, if she worked I would have more junk food"

"Family dynamics impact the food being prepared at home. If someone is always home, they can prepare meals"

Family Dynamics

- Have to be wanting to make changes
- Face resistance with kids and husband
- Kids don't like healthy food

"My family refuses to eat healthy"

"Family and husband - hard to make changes"

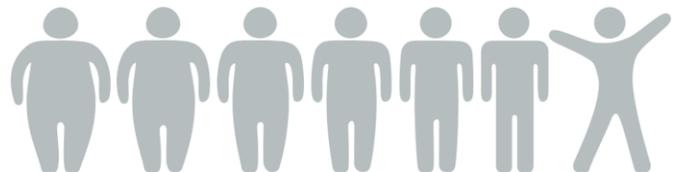
Accessibility & Availability

- Healthy food is more expensive and hard to get
- Junk food/unhealthy food is quicker and easier to prepare
- Considerations of eating healthy or paying rent and bills

"Accessibility, wish it was easier to buy healthy food"

"Junk food/unhealthy food is quicker and easier to prepare"

"The financial aspect, could afford to pay rent or eat healthier"



Strategies Identified

Outreach

Access and Promotion of Resources

Education