

Psychosocial Predictors of Increases in Fruit and Vegetable Consumption

Rik P. Bogers, PhD; Patricia van Assema, PhD; Johannes Brug, PhD
Arnold D.M. Kester, PhD; Pieter C. Dagnelie, PhD

Objectives: To examine psychosocial predictors of changes in fruit and vegetable consumption. **Methods:** Baseline psychosocial variables were used to explain differences in changes in consumption in 83 healthy women with children after they received free fruit and vegetables for one month. **Results:** One-month changes in fruit consumption (mean 144; SE 16 g/day) were positively associated with perceived costs and perceived health benefits for the children, and nega-

tively associated with perceived behavioral control. Changes in vegetable consumption (68 (11) g/day) were positively related with the intention to eat at least 200 g of vegetables and taste preferences of the children. **Conclusions:** Fruit and vegetable consumption may be encouraged by influencing the above variables.

Key words: fruit, vegetables, psychosocial factors, longitudinal studies, health promotion

Am J Health Behav. 2007;31(2):135-145
