

Using Cognitive Mapping to Develop a Community-Based Family Intervention

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Objective: To describe the development of a consumer-oriented intervention for increasing intake of fruits and vegetables (FVs) in families (n=265). **Method:** A cognitive-mapping approach was used to specify intervention performance objectives and a tailoring strategy. **Results:** MDS and hierarchical cluster analysis indicated that FV perceptions are organized into 6 clusters arrayed along 3 dimensions. In combination with 3 general family-

functioning measures, 11 perceptions explained approximately 18% of the variance in parent FVI. K-means cluster analysis revealed 4 types of families. **Conclusion:** Cognitive mapping provides a systematic approach for including qualitative data in the design of tailored interventions.

Key words: family, diet, intervention, tailoring, multidimensional scaling

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