

HEALTH LIFESTYLE IN PREGNANCY: HOW WOMEN SEE IT.

Jayne Krisjanous, Victoria University of Wellington

Peter Thirkell, Victoria University of Wellington

Abstract

Pregnancy is an important life stage transition in the life course of a woman and is accompanied by a distinctive health lifestyle, leading to alteration to health behaviour to ensure “safe passage” for themselves and their developing baby. This paper reports the results of a qualitative study, drawn from interviews of twenty pregnant women and describes the experience of pregnancy health lifestyle from the perspective of the women themselves. Findings indicate those interviewed were highly motivated in regard to health practices that would nurture and protect their baby. However in doing so, there were significant sacrifices and restrictions to normal patterns of living. The paper concludes with recommendations for marketers that will assist women to achieve their pregnancy health goals and lead to best outcomes for mother and baby.

Key Words: Pregnancy health lifestyle, health outcomes, qualitative