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| **Childhood obesity: family experiences related to nutrition counseling process** |
| **Background/Objectives**  Faced with the accelerated increase in childhood obesity and the knowledge that its consequences lasts throughout life in the vast majority of cases, it is evident, the need for early prevention of overweight in childhood to reduce this important public health problem. The promotion of the adequate and healthy food and the promotion of health are intensively related, therefore, treating overweight children involves considering them in their family and social contexts with a look beyond body fat, but that respects their stories, feelings, conflicts, values, beliefs and knowledges. The objective was to describe, interpret and understand family experiences related to nutritional counselling for obese children.  **Methods**  Qualitative exploratory research, with the production of data through focus groups. The subjects of this research were the relatives of children who undergo nutritional monitoring due to the diagnosis of obesity in the Downtown Polyclinic of São Bernardo do Campo. The sampling was constituted through the saturation criterion when, in the data produced, no new themes emerged that contributed to the theoretical reflection. Content analysis was used to analyse the produced data.  **Results**  Twelve focus groups comprised a total sample of 13 participants, including mothers, grandmother and aunt. The categories that emerged from the data encompassed the family members´s childhood memories around food; the body image of the children perceived by the relatives and by the children themselves, according to the perceptions of the relatives; the affective dimension of eating behavior; infant manifestations on nutritional counseling, according to the relatives; family experiences after nutritional counseling; the recognized social support networks, and family eating behaviors, both in the domestic and leisure settings.  **Discussion**  The food has demonstrated characteristics that go beyond the supply of biological needs, since it adds cultural, behavioural and affective meanings from which individuals relate themselves. The experiences and life trajectory of each family are unique and base the way in which the situations are experienced individually by them and directly influence their attitudes and behaviours. Food and eating were linked to the history, memories and affective dimension that compose each of these people.  **Keywords:** Family Health Knowledge; Attitudes and Practices; Nutritional Counseling; Pediatric Obesity |