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| **Health-polarization: Tailoring a family-based childhood obesity intervention to families and professionals living in a rural Danish municipality** |
| **Background/Objectives**  in order to treat or prevent childhood obesity, numerous lifestyle family-interventions are offered to families with an obese child. However, genuine family involvement is difficult to generate. Often the children experience inconsistent family support, which leads to conflicts. There is a need for contextual knowledge about potentials and barriers for health behavior change among families. The objective of this project is to develop a tailored family-based intervention to families with preschool children with overweight or obesity. The project is carried out in collaboration with local families and professionals living in a rural Danish Municipality.  **Methods**  Weused a Design-Based Research approach that involves local families and local professionals in designing an intervention tailored to the local context. Participatory workshops were used as a method to gain qualitative knowledge about the families’ roles, habits, potentials, barriers and worries. In total, five workshops with families (45 family members) and five workshops with professionals (31 professionals) were conducted.  **Results**  We found that parents often had perceptions of health being a total absence of everything that taste good, is easy to cook and fills you up. Furthermore, they considered a healthy lifestyle to require that you to run marathons, do extreme workouts or follow a strict diet. This misperception seemed to be a significant barrier to health behavior change in these families. The fathers often worried that the family would become fanatically healthy, while the mothers were concerned that the children would be bullied or experience stigmatization because of obesity. These conflicting worries regarding health meant that the parents often worked against each other.  **Discussion**  Poor health communication and conflicting concerns lead to opposed health behavior in the families. The designed family intervention will therefore support families in communicating positively and constructively about health in order to avoid misunderstandings, opposed health behavior and conflicts. Further, the intervention will support families in realizing how they can become healthier in accordance with their existing everyday practices.  **Keywords**  Childhood overweight and obesity, family-intervention. |