

ESCUELA PROMOTORA DE LA SALUD Y OBESIDAD INFANTIL: EDUCACIÓN NUTRICIONAL MEDIADA POR JUEGOS INTERACTIVOS

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Introduction: The Program Health Promotion School promotes in school setting the Health Education. The childhood obesity is increasing like an epidemic in the world. It is essential preventing childhood obesity in a school setting. The nutritional education (NE) is one of strategies to develop the autonomy of the child in choose appropriate foods for own diet. The occupational therapist may offer support to nutritionist proposing play tools to contribute in mediation of the learning of nutritional concepts. **Objective:** Analysis the learning of nutritional concepts mediation of occupational therapist by interactive games, to preventing childhood obesity in a school setting. **Method:** Interventionist and qualitative study was conducted in a public school in Fortaleza (CE), Brazil, at 2004. From a universe of 200 children, we used an intentional non-probabilistic sample of 100 children, born between 1994 and 1996. It was used interactive games developed for this study: video game, board game, memory game, puzzles and interactive primer. Data collection comprised a semi-structured interview, direct and structured observation. **Results:** After play with all interactive games proposed, a child censured: "If you've already put cheese, then why are you going to put margarine? They're from the same group!". Others children asserted: "I didn't know that all foods are good, I just need learn associate them."; "I only ate carbohydrates, but now I learned that is a need eat a little of everything"; "This games are really good to learn while playing and choosing your food well, so that we don't get fat". **Conclusion:** It was determined that the application of interactive games can be utilized learn of nutritional concepts mediation of occupational therapist in the school. **Contribution to the practice:** It emphasizes the necessity of development of studies by the occupational therapist on the adaptation of tools used in NE of child, looking upon the culture, age and occupational history of child, like a support to nutritionist on preventing childhood obesity, it's been an activity of Heath Promotion School.

Key words: Health promotion. Nutritional Education. Childhood Obesity. Occupational Therapist. Play.